



Walk to Fight Suicide

Mid-Shore Out of the Darkness™ Walk: Sponsorship Opportunities

Walk with us on October 8, 2022

afsp.org/midshoremid



American
Foundation
for Suicide
Prevention



SPONSOR A COMMUNITY WALK

**You can be an everyday hero
in the fight to stop suicide.**

Mid-Shore Out of the Darkness Walk

October 8, 2022

[Afsp.org/midshoremid](https://afsp.org/midshoremid)



Today, support for mental health is needed more than ever and we are asking you to join us in the fight to stop suicide. With your help, the AFSP Maryland Chapter will be able to maximize our mission impact in our community by reaching and serving more people through our lifesaving programs and resources. As a sponsor, you will bring suicide *Out of the Darkness*, create a culture that is smart about mental health, and inspire others to keep going.

Why support the Mid-Shore Out of the Darkness Community Walk?

Suicide is a leading cause of death, and it is preventable. In 2019, national suicide rates declined in the U.S. for the first time in two decades and [rates continued to decline in 2020](#). With your support, we'll be one step closer to achieving our bold goal to [reduce the national suicide rate 20% by 2025](#).

The American Foundation for Suicide Prevention leads the fight to stop suicide.

Funds raised from the *Out of the Darkness* Walks allow AFSP to invest in research, create educational programs, advocate for public policy, and support survivors of suicide loss.

Build your brand's goodwill by supporting a cause everyone can get behind.

Our participants are passionate supporters of AFSP's mission to *save lives and bring hope to those affected by suicide*, with 78% of online registrants indicating a personal investment in prevention. Plus, goodwill goes a long way! 91% of global consumers are likely to switch brands to one associated with a good cause, given comparable price and quality.¹

Not only are consumers making purchase decisions with purpose top of mind, they are also buying and advocating for purposeful brands. 72% of consumers would recommend a brand that supports a good cause over one that doesn't.²

Sponsor and show our community you're a voice for suicide prevention.

To recognize your support, we have developed a variety of options to elevate your brand awareness and align your business with a good cause! For information about sponsor levels and benefits, please see the enclosed **Sponsor Opportunities & Benefits** and **Sponsor Agreement**. Thank you for your consideration. We look forward to partnering with you to save lives!

With Hope,

Michelle Vorpahl
Maryland and Delaware Associate Area Director
mvorpahl@afsp.org
609-234-1600

Jeffrey Shultz, Walk Chair
AFSP Maryland Chapter
Mid-Shore Out of the Darkness Walk

1. 2013 Cone Communications/Echo Global CSR Study
2. Edelman goodpurpose® 2012

SPONSORSHIP OPPORTUNITIES & BENEFITS

Mid-Shore Diamond Lifesaver | Donate \$5,000

- ☑ The opportunity to support the nation's leading non-profit organization dedicated to supporting those impacted by suicide and determined to prevent suicide through research, education, and advocacy.
- ☑ **Your logo as title sponsor on 12 Talk Saves Lives: An Introduction to Suicide Prevention Presentations reaching 30-100 people per presentation**

☑ 8 complimentary walk t-shirts

☑ All Bronze, Silver, Gold, and Platinum Lifesaver benefits

YOUR IMPACT: Fund 12 It's Real: Teens and Mental Health presentations at high schools or youth clubs. The presentation is intended for ages 14 to 18 and raises awareness about mental health issues, how to start a conversation about mental health, the importance of self-care, and how to reach out for help.

Mid-Shore Platinum Lifesaver | Donate \$2,500

- ☑ **Your logo on all 11 Out of the Darkness Walk t-shirts (additional walks: Annapolis, Baltimore, Frederick, Montgomery County, Howard County, Carroll County, Ocean City, Havre de Grace, Hagerstown, and Southern Maryland)**

☑ 6 complimentary walk t-shirts

☑ All Bronze, Silver, and Gold Lifesaver benefits

YOUR IMPACT: Provide SafeSide, a video-based training for one primary health care provider office. The program involves expert instruction combined with skill demonstrations to teach clear, practical actions that physicians can take when a patient is at risk for suicide.

Mid-Shore Gold Lifesaver | Donate \$1,000

- ☑ **Banner (4'x6') displayed at the walk recognizing your organization as a supporter of the 2022 Mid-Shore Out of the Darkness Walk** (Deadline: Sept. 9)

☑ 4 complimentary walk t-shirts

☑ All Bronze and Silver Lifesaver benefits

YOUR IMPACT: A Mental Health First Aid training for 30 people. The eight-hour training teaches participants a five-step action plan to help someone during a mental health crisis.

Mid-Shore Silver Lifesaver | Donate \$500

- ☑ **Your logo on the Mid-Shore Out of the Darkness Walk website (afsp.org/Mid-Shore) that links to your organization's website**

☑ **You logo/name on all Mid-Shore Out of the Darkness Walk t-shirt** (Deadline: Sept. 9)

☑ **Your company recognized in announcements at event**

☑ 2 complimentary walk t-shirts

☑ All Bronze Lifesaver benefits

YOUR IMPACT: Provide AFSP's It's Real Documentary to 6 High Schools or Colleges. This program is designed to raise awareness about mental health and encourages students to seek help.

Mid-Shore Bronze Lifesaver | Donate \$250

☑ **A tax-deductible donation & donation receipt**

☑ **Social Media Recognition for your company on all AFSP Maryland Chapter Social Media Outlets @afspmaryland - 10,000 plus followers**

YOUR IMPACT: Fund 40 Gizmo's Pawesome Mental Health Guide Books. The guide introduces mental health and wellness, and how to care for one's mental health to youth ages 5-11.

*Please note logo placement opportunities on printed items are subject to production deadlines

**AFSP reserves the right to substitute any benefits listed for a benefit of equal value

***Sponsors tabling at the walk have to first complete this [vendor application](#) and apply to terms of the AFSP Tabling Agreement



2022 SPONSOR AGREEMENT

Mid-Shore Out of the Darkness Walk

October 8, 2022 – Idlewild Park – afsp.org/midshoremd

We authorize the American Foundation for Suicide Prevention to include our corporate name and logo on all "Out of the Darkness" materials consistent with our sponsorship selection and publication dates.

Authorized Signature (REQUIRED): _____ **Date (REQUIRED):** _____

(Please Print) Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Contact Name: _____ Phone (with Area Code): _____

Email: _____ Company Website: _____

Sponsorship Selection

- ☐ Diamond Lifesaver | Donate \$5,000
- ☐ Platinum Lifesaver | Donate \$2,500
- ☐ Gold Lifesaver | Donate \$1,000

- ☐ Silver Lifesaver | Donate \$500
- ☐ Bronze Lifesaver | Donate \$250

Additional Options

- ☐ I am making an in-kind gift *If you are donating goods or services, please complete the enclosed In-Kind Donation Form. In-kind gifts must have a fair-market cash value of \$250+ to qualify for sponsor benefits.*
- ☐ I am unable to sponsor, but please accept this gift of: \$ _____
- ☐ I wish to be anonymous
- ☐ Please contact me about forming a Walk Team
- ☐ I was referred by (name/company): _____

Payment Method

- ☐ Check
 - Make Payable to: American Foundation for Suicide Prevention or AFSP
 - Mail with this form to: AFSP, Attn: OOTD Walks, PO Box 169, Annapolis, MD 21404
- ☐ Credit Card
 - Secure credit card payments can be made at www.afsp.org/walksponsors
- ☐ Invoice Requested (invoices will be sent to email provided above)

Processing Instructions

Completed and signed agreement with logo due by **September 9, 2022**

Logo specifications: **T-shirt:** Vector files (EPS, PS, PDF) to ensure logo integrity. **Website:** Stacked logos appear best (max width 80px) and image files only (JPEG, PNG).

Sponsors can sign agreement, upload logos, and pay by credit card at www.afsp.org/walksponsors.

Tax ID and financials at: www.afsp.org/financials.

Thank you for your generous support!



American
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Prevention



2022 IN-KIND DONATION FORM

Mid-Shore Out of the Darkness Walk

October 8, 2022 – Idlewild Park– afsp.org/midshoremd

Please Type or Print Legibly

Donor Information

Donor Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Website: _____

Contact Name: _____ Contact Title: _____

Contact Email: _____ Contact Phone: _____

Gift Information

Item(s) Donated: _____

Description: _____

Restrictions (e.g. Exp Date): _____

Fair-Market Cash Value: \$ _____

** Donations with a fair-market cash value of \$250+ may qualify for Sponsor Benefits*

Additional Options

☐ My gift(s) has a fair market value of \$250+ and I wish to receive Sponsor Benefits

☐ I wish to be anonymous

☐ Please contact me about forming a Walk Team

☐ I was referred by (name/company): _____

Processing Instructions & Important Deadlines

- **In-Kind Gift Delivery:** Please contact Michelle Vorpahl, Mvorpahl@afsp.org or 609.234.1600 to coordinate delivery
- **Sponsor Deadline:** October 7, 2022 - Email signed agreement & logo to Mvorpahl@afsp.org
- **Sponsor T-Shirt Deadline:** September 9, 2022 - Email signed agreement & logo to Mvorpahl@afsp.org

Authorized Signature: _____ Date: _____

IRS/Tax Deduction Information: AFSP will provide the donor with an acknowledgment letter after the delivery and/or provision of the in-kind gift. This receipt can reflect a dollar value for the in-kind gift as communicated to AFSP by the donor using this form. Any transfer documentation that will help to describe and evaluate the gift in-kind will be appreciated. The donor assumes all other responsibilities relating to the tax deductibility of this contribution. The donor should consult professional advisors regarding any tax reporting requirements.

TAX ID# 13-3393329

Thank You for Your Support!



American
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Prevention



Request for Taxpayer Identification Number and Certification

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank
American Foundation for Suicide Prevention

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC

☐ C Corporation

☐ S Corporation

☐ Partnership

☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☒ Other (see instructions) ► **Nonprofit corporation exempt under IRS Code section 501(c)(3)**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) **1**

Exemption from FATCA reporting code (if any)

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions
199 Water Street, FL 11

6 City, state, and ZIP code
New York, NY 10038

7 List account number(s) here (optional)

Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

			-						
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or

Employer identification number

1	3	-	3	3	9	3	3	2	9
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Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ►  Date ► **11/23/2021**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.