

Dear Community Partner,

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

Partner with us as an event sponsor for the 2018 ‘Juniata Valley’ (Huntingdon, Mifflin, & Juniata County) *Out of the Darkness* Walk, taking place on Sunday, October 7, 2018. We are excited to announce there will be three walk locations in 2018: Juniata College, Huntingdon; Kish Park, Lewistown; and the Juniata County Fairgrounds, Port Royal.

Our goal is to raise at least $30,000 to support suicide prevention efforts in Huntingdon, Mifflin, and Juniata Counties.

**Why support the ‘Juniata Valley’ *Out of the Darkness*** **Walk?**

Every year suicide claims more lives than war, murder, and natural disasters combined. It is estimated that 85% of people in the United States alone will know someone who has died by suicide, and that one out of every five of those losses will be a close friend or relative.

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

Our walkers are passionate supporters of the cause, with 78% of online registrants indicating a personal investment in suicide prevention. And 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]](#footnote-1)

**The American Foundation for Suicide Prevention leads the fight against suicide.**  
Funds raised from The *Out of the Darkness* Walks allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

Locally, funding will support educational and collaborative events in the community. In addition to our walk, our goal is to have a support group for families, friends and individuals affected by suicide. We plan to host an International Survivors of Suicide (ISOS) Day in November, and schedule another outreach events. We will also use funds to provide training for schools, professionals and other individuals in the community.

We look forward to collaborating with you on our 2018 sponsorship opportunities and benefits.

For more information, please contact:   
Shelly Rivello, Walk Chairperson  
Central PA Chapter   
‘Juniata Valley’ Out of the Darkness Walk  
814-643-8785   
[srivello@jcblair.org](mailto:srivello@jcblair.org)

*Enclosures*

**‘Juniata Valley’ Out of The Darkness Walk**

**Sponsorship Levels**

Being a sponsor for the Out of the Darkness Walks is an opportunity to support the nation’s leading non-profit organization dedicated to understanding and preventing suicide through research, education and advocacy, and to reaching out to people with mental disorders and those impacted by suicide. Other opportunities and benefits are listed below:

**Platinum Level Sponsor** | Donate $500

Benefits Include:

☑ Your logo on the back of walker t-shirts (approximately 150 shirts with your company’s logo!)

☑ Your company recognized in announcements at event and on media promotions.

☑ Opportunity to include promotional item or company coupon in walker gift bags.

☑ Signage along the walk route

☑ A tax-deductible donation and donation receipt

☑ Your company’s name listed in the event program

☑ Four Out of the Darkness Walk T-shirts

**Gold Level Sponsor** | Donate $250

Benefits Include:

☑ Opportunity to include promotional item or company coupon in walker gift bags.

☑ Signage along the walk route

☑ A tax-deductible donation and donation receipt

☑ Your company’s name listed in the event program

☑ Two Out of the Darkness Walk T-shirts

**Silver Level Sponsor** | Donate $100

Benefits Include:

☑ A tax-deductible donation and donation receipt

☑ Your company’s name listed in the event program.

**‘Juniata Valley’ Out of The Darkness Walk**

**2018 Sponsorship Agreement**

Please Print

**Name/Company:**

**Mailing Address:**

**City: State: Zip:**

**Contact Person:**

**Phone:** **Email:**

**Company Website Address:**

**Please select one of two sponsorship options:**

|  |  |  |
| --- | --- | --- |
| **Donation: □ Platinum Level Sponsor** | Donate $500  **□ Gold Level Sponsor** | Donate $250  **□ Silver Level Sponsor** | Donate $100 | **OR** | **In-Kind:** Product:  *OR* Service:  Fair market Value (product or service): $ Value Determined by: |

**(any food donations must be individually wrapped)**

**Additional Options:**□ Call me, I am interested in forming a team for the walk   
□ Unable to sponsor, but please accept this donation$

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: Date:**

**Donation Via:**

□ Enclosed Check **(Checks should be made payable to AFSP)** □ Invoice Required to Process Payment

Credit Card: □ AMEX □ Mastercard □ Visa □ Discover

CARD NO.

EXP. DATE: CODE: BILLING ZIP:

Card Holder Name (*if different than Contact Person Name*):

**Agreement and Logo Due by August 31, 2018**

**Logo format for T-shirts** ($500 and above)**: pdf, tif, jpeg, or eps**

**Please scan and email or mail this agreement, your logo (if applicable), & Website link to:**

**Email**: [srivello@jcblair.org](mailto:srivello@jcblair.org) | **Mail**: J.C. Blair Memorial Hospital Attention: Shelly Rivello/Behavioral Health Services 1225 Warm Springs Avenue, Huntingdon, PA 16652  
**This form must be mailed with all monetary donations.**

1. [↑](#footnote-ref-1)