

WALK WITH US

TO PREVENT SUICIDE



Out of the Darkness

COMMUNITY WALKS

SPONSORSHIP OPPORTUNITIES

EASTON

Sunday September 27th
Borderland State Park



American
Foundation
for Suicide
Prevention



Become a Easton Community Walk Sponsor

The fight against suicide can make you a hero. It is more important than ever to support mental health, and we invite you to join our movement to prevent suicide. By partnering with you, the Massachusetts Chapter will be able to reach and serve more people through our life saving programs and resources.

Why Support the Out of the Darkness Walk

- **Raise Awareness:** It helps to shine a light on the issue of suicide and mental health, encouraging open discussions that can reduce stigma
- **Community Engagement:** These events bring people together, fostering a sense of community and support among participants, survivors, and those affected by suicide
- **Fundraising:** Sponsoring a walk raises funds for vital research and programs that can make a direct impact on our mission
- **Education:** Walks include information about warning signs, resources, and ways to help, empowering participants with knowledge they can share
- **Promote Hope:** By participating, sponsors show solidarity with those struggling and send a powerful message that recovery is possible and that help is available
- **Inspire Action:** Sponsoring such an event can motivate others to get involved, creating a ripple effect that enhances mental health support in the community

Overall, it's an opportunity to make a positive difference and promote a culture of care and support.

The American Foundation for Suicide Prevention (AFSP) leads the fight against suicide. The American Foundation for Suicide Prevention (AFSP) leads the fight against suicide. Funds raised will be used to fund innovative research, develop and implement educational programs, advocate for public policy, and support local suicide loss initiatives.

We look forward to discussing our chapter engagement opportunities and benefits with you in more detail.

For more information, please contact:

Nicole Reynolds
eastonafsp@gmail.com

afsp.org/walk



**American
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for Suicide
Prevention**



Easton

Out Of the Darkness Walk

Borderland State Park

Sunday September 27th, 2026



750+ Participants



101+ Teams



30+ Volunteers



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Presenting Sponsor \$50,000

Includes ALL 8 Community Walks in Massachusetts

Marketing Benefits:

- Company logo included in Kickoff and Thank You event presentation slides
- Prominent listing in Walk e-blast
- Listing in local AFSP chapter e-Newsletter
- Thank you posts on local AFSP chapter Instagram and Facebook
- Company logo with link to Company's website displayed on Walk page
- Company logo on promotional items (i.e., posters, flyers, yard signs, etc.)
- Designated press release announcing partnership
- Recognition in post Walk Thank You email
- Logo included on PSA end card
- Radio opportunity for company representative
- Recognition in radio PSA's
- Logo included on billboard(s)
- Announcement of sponsorship on local AFSP chapter Instagram and Facebook with link to company page

Day of Benefits:

- Recognition by emcee on Walk Day
- Company logo included on Walk Day signage
- Ribbon cutting/Announcement (or equivalent) opportunity at start of Walk
- Promotional tent OR activity area sponsor (e.g., Family Activity sponsored by your logo/name)
- Logo on route signage
- Walk Team tent with provided company banner
- Logo on Sponsor banner (Deadline to receive this benefit – August 17th, 2026)
- Logo on Walk t-shirt (Deadline to receive this benefit –August 17th, 2026)



Champion Sponsor \$25,000

Marketing Benefits:

- Prominent listing in Walk e-blast.
- Listing in local AFSP chapter e-Newsletter
- Thank you posts on local AFSP chapter Instagram and Facebook
- Company logo with link to Company's website displayed on Walk page
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.
- Recognition in post Walk Thank You email
- Radio opportunity for company representative
- Recognition in radio PSA's
- Logo included on billboard(s)
- Announcement of sponsorship on local AFSP chapter Instagram and Facebook with link to company page

Day of Benefits:

- Recognition by emcee on Walk day
- Company logo included on Walk day signage
- Opportunity for Team to lead the start of Walk
- Promotional tent OR activity area sponsor (e.g. Family Activity sponsored by your logo/name)
- Company logo on route signage
- Walk Team tent with provided company banner
- Company logo on Sponsor banner (Deadline to receive this benefit – August 17th, 2026)
- Company logo on Walk t-shirt (Deadline to receive this benefit – August 17th, 2026)

Hope Sponsor \$10,000

Day of Benefits:

- Recognition by emcee on Walk day
- Company logo included on Walk day signage
- Opportunity for Team to lead the start of Walk
- Promotional tent OR activity area sponsor (e.g. Family Activity sponsored by your logo/name)
- Walk Team tent with provided company banner
- Company logo on Sponsor banner (Deadline to receive this benefit – August 17th, 2026)
- Company logo on Walk t-shirt (Deadline to receive this benefit – August 17th, 2026)

Marketing Benefits:

- Listing in local AFSP chapter e-Newsletter
- Thank you posts on local AFSP chapter Instagram and Facebook
- Company logo with link to Company's website displayed on Walk page
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.
- Radio opportunity for company representative
- Recognition in radio PSA's
- Logo included on billboard(s)



Support Sponsor \$5,000

Marketing Benefits:

- Listing in local AFSP chapter e-Newsletter
- Thank you posts on local AFSP chapter Instagram and Facebook
- Company logo with link to Company's website displayed on Walk page
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.

Day of Benefits:

- Recognition by emcee on Walk day
- Company logo included on Walk day signage
- Company logo on Sponsor banner(Deadline to receive this benefit – August 17th, 2026)
- Company logo on Walk t-shirt(Deadline to receive this benefit - August 17th, 2026)

Advocate Sponsor \$2,500

Marketing Benefits:

- Company logo with link to Company's website displayed on Walk page

Day of Benefits:

- Recognition by emcee on Walk day
- Company logo included on Walk day signage
- Company name on Sponsor banner(Deadline to receive this benefit – August 17th, 2026)
- Company logo on Walk t-shirt(Deadline to receive this benefit – August 17th, 2026)

Prevention Sponsor \$1,000

Marketing Benefits:

- Company logo with link to Company's website displayed on Walk page

Day of Benefits:

- Recognition by emcee on Walk day
- Company logo included on Walk day signage
- Company logo on Walk t-shirt(Deadline to receive this benefit – August 17th, 2026)



Sponsor Agreement

Easton Community Walk

This form, logo upload (if applicable), and payments can be completed online through the payment method links below.

☐	Presenting Sponsor - \$50,000
☐	Champion Sponsor - \$25,000
☐	Hope Sponsor - \$10,000
☐	Support Sponsor - \$5,000
☐	Advocate Sponsor - \$2,500
☐	Prevention Sponsor - \$1,000

Payment Methods

To pay by check or with credit card, and automatically receive an invoice, please submit the online form at

afsp.org/WalkSponsors

Logo Instructions: T-shirt: Vector files (AI, EPS, SVG, or PDF) to ensure logo integrity. **Website:** Stacked logos appear best (max width 80px at 300dpi) and image files only (PNG with transparent background). **Logo is due by August 17th, 2026.**

Complete the Information Below & Send with Check Payment (only needed for mailing payment)

(Please Print) Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

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

Email: _____ Company Website: _____

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

Authorized Signature: _____ Date: _____

Tax ID and financials at: afsp.org/financials

Thank you for your generous support!



Photo Area Sponsor \$750

SAY CHEESE!

The Walk Photo Area is THE place for creativity and fun. Photos are a key part of commemorating the OOTD Walk Experience – so be sure your company is where the action is. Teams and individuals take their annual pictures at the Photo Area.

On-site recognition

Signage produced by the Society and displayed at the Photo Area provides sponsor recognition on a coroplast sign 18" wide and 24" tall.

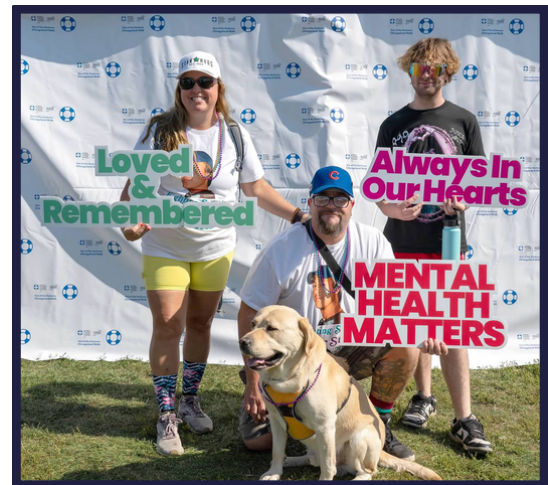
Example: Photo Area (text) Sponsored by
<Insert Sponsor Name > (full color logo).

Additional Display space

10 x 10 booth space to showcase your company.

One table and two chairs.

Sponsor will need to provide their own tent.



UNIQUE FEATURE ACTIVATION

With pre-approval from AFSP, the Photo Area sponsor may add unique on-site components that elevate the overall Walk experience and further showcase your brand.

Examples include:

- Drive participants to your website or social media platform. Encourage participants to take pictures at the Photo Area and upload them to social media.
- Create custom photo props with your company logo.
- Execute games at the Photo Area with company-branded prizes.
- Mascot appears at the Photo Area.
- Society volunteers at the Photo Area wear your company-branded attire.
- Sampling/gift bag distribution at the Photo Area



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Community Resource Partner

Our Community Partnership is open to those who needs to align with AFSP's mission to save lives and bring hope to those affected by suicide as well as align with AFSP's policies and positions.

Must provide mental health services. Examples include: community non-profits, behavioral health centers, addiction recovery/support, grief support, veterans resources/support etc.

*No sales/fundraising/soliciting. These are informational only.



10 x 10 booth space to showcase your company.
One table and two chairs.
Sponsor will need to provide their own tent.

\$500

**Non Profits
Free of charge**

Registration Area Sponsor \$750

Ready to walk?

Let's head to the Registration Area! Often the very first stop for participants on Walk Day, the Registration Area is the place to be. Located near the entrance, OOTD participants visit this area to register, turn in donations and receive general event details.

Feature exclusivity

The Registration Area Sponsor is an exclusive, site- specific sponsorship.

On-site recognition

Signage produced by the AFSP and displayed at the Registration Area provides sponsor recognition on a coroplast sign 18" wide and 24" tall.

Example: Registration Area (text) Sponsored by <Insert Sponsor Name > (full color logo).



Website recognition

Company Name placed on Event Schedule listing of the Details page will recognize sponsor as follows:

Registration Area (text in black font)

Sponsored by Company Name (text in black font).

Additional Display space

10 x 10 booth space to showcase your company.

One table and two chairs.

Sponsor will need to provide their own tent.

Unique feature activation

With pre-approval, the Registration Area sponsor may add unique on-site components that elevate the overall Walk experience and further showcase your brand.

Examples include:

- Sampling/gift bag distribution at the Registration Area
- Recognize fundraisers with company-provided awards. As participants turn in funds, reward them for donations over a certain threshold with custom branded swag and a special message from you.
- Your employees staff the Registration Area wearing company-branded attire.
- Company mascot appears at the Registration Area.



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**OUT OF THE
DARKNESS**
Community Walks

Route Sponsor \$750

Let's Walk!!

OOTD walk sites offer a one-mile to three-mile route. Participants walk the routes with family, friends and co-workers.

On-site recognition

Signage produced by the AFSP and displayed at the start of the walkroute provides sponsor recognition on a coroplast sign 18" wide and 24" tall.

Example: Registration Area (text) Sponsored by <Insert Sponsor Name > (full color logo).

Website recognition

Company Name placed on Event Schedule listing of the Details page will recognize sponsor as follows:

Route (text in black font) Sponsored by
Company Name (text in black font).

Additional Display space

10 x 10 booth space to showcase your company.

One table and two chairs.

Sponsor will need to provide their own tent.

Feature exclusivity

The Route Sponsor is an exclusive, site-specific sponsorship.



Unique feature activation

With pre-approval from the AFSP, the Route sponsor may add unique on-site components that elevate the overall Walk experience and further showcase your brand.

Examples include:

- Employees along the Route cheering participants.
- Create customized branded signs to cheer on and encourage participants.
- Engage and entertain participants along the Route with approved musical selections, performers or even an upbeat drumline.
- Company mascot walks the Route.
- Games and contests along the Route with company-provided prizes.

Healing Activities Sponsor

Be a part of the heart of OOTD

We all wear honor beads - each color shows our personal connection to the cause, and helps us identify others who understand our experience.

Feature exclusivity

The Healing Activities is an exclusive, site-specific sponsorship.

On-site recognition

Signage produced by the AFSP and displayed at the start of the walkroute provides sponsor recognition on a coroplast sign 18" wide and 24" tall.

Example: Healing activities(text) Sponsored by <Insert Sponsor Name > (full color logo).

Website recognition

Company Name placed on Event Schedule listing of the Details page will recognize sponsor as follows:

Healing Activities (text in black font)

Sponsored by Company Name (text in black font).

Additional Display space

10 x 10 booth space to showcase your company.

One table and two chairs.

Sponsor will need to provide their own tent.



Unique feature activation

With pre-approval from the AFSP, the Healing Activities Area sponsor may add unique on-site components that elevate the overall Walk experience and further showcase your brand.

Examples include:

- Your employees staff the Healing Activities Area wearing company-branded attire.
- Volunteers at the area wear your company attire.
- Sampling/gift bag distribution at Healing Activities area.

\$750



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**OUT OF THE
DARKNESS**
Community Walks

"Can I bring my dog to the Walk?"

This is the number one pre-event question asked by participants. No wonder the PAWS area is such a popular feature.

We all know how important our pets are to us, and it has been found that the bond between people and their pets can lower stress and feelings of loneliness AND bring happiness to their owners.



On-site recognition

Signage produced by the AFSP and displayed at the start of the PAWS area provides sponsor recognition on a coroplast sign 18" wide and 24" tall.

Example: Registration Area (text) Sponsored by <Insert Sponsor Name > (full color logo).

Website recognition

The company name will be shown on the event schedule as: PAWS area Sponsored by Company Name.

Additional Display space

10 x 10 booth space to showcase your company.

One table and two chairs.

Sponsor will need to provide their own tent.



\$750

UNIQUE FEATURE ACTIVATION

With pre-approval the PAWS sponsor may add unique on-site components that elevate the overall Walk experience and further showcase your brand.

Examples include:

- Doggie Pit-Stop. Set up a pit stop for pups along the Walk route with company branded treats for these furry friends.
- Your employees staff the Dog Zone wearing company attire.
- Society volunteers at the Dog Zone wear your company-branded attire.
- Sampling/Gift bag distribution.



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**OUT OF THE
DARKNESS**
Community Walks

Media Sponsor

Display Space

The Local Media Partner can set up their branded tent or vehicle. Alternatively, the AFSP offers a 10x10 tent with a table and two chairs.

Thank You Sign

The AFSP will create a sign near the entrance showcasing the Media Partner's logo in full color under different sponsor categories: Thank You Sponsors, Local Presenting Sponsors, Gold Sponsors, Silver Sponsors, Bronze Sponsors, and Media Partners.

T-shirt

The Local Media Partner's black-and-white logo will be on the back of participant T-shirts. These T-shirts are given out on walk day to those who raise \$150 or more.

(Deadline to receive this benefit - August 17th, 2026)

Announcements

The Media Partner will be mentioned twice during the event's official announcements: once before the ceremony starts and once as participants cross the finish line.

Website Logo Placement

The Media Partner's logo will be featured in full color under the Sponsor tab on the local OOTD Walk website.

In exchange for these benefits, the Media Partner will provide AFSP OOTD promotional activities worth at least \$10,000, with content and schedule approved by AFSP.

Feature Sponsor Agreement

Easton Community Walk

	Community Resource Partner \$500
	Photo Area \$750
	Registration Area \$750

	Route Sponsor \$750
	Healing Activities Sponsor \$750
	Paws for Prevention \$750

Payment Methods

Credit Card- Please use the Easton MA website to make a donation in the amount of the Feature Area to the event or start a company team and donate the amount. You can download a receipt from the website.

Checks

Please mail checks and this agreement to:
AFSP Massachusetts
PO Box 2150
Westfield Ma 01086

Complete the Information Below & Send with Check Payment (only needed for mailing payment)

(Please Print) Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

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

Email: _____ Company Website: _____

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

Authorized Signature: _____ Date: _____

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

Thank you for your generous support!

In-Kind Donation Form

Easton Community Walk

You may go to afsp.org/WalkSponsors to complete the information below online and/or upload your logo (if applicable)

Please Type or Print Legibly

Donor Information

Donor Name: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Website: _____

Contact Name: _____ Contact Title: _____

Contact Email: _____ Contact Phone: _____

Gift Information

Item(s)/Services: _____

Donated: _____

Description: _____

Restrictions (e.g. Exp Date): _____

Fair-Market Cash Value: \$ _____

** Donations with a fair-market cash value will qualify for Sponsor Benefits in line with half that value*

Processing Instructions & Important Deadlines

In-Kind Gift Delivery: Please contact Nicole Reynolds at eastonafsp@gmail.com to coordinate delivery

Sponsor Deadline: August 17th, 2026. Email signed agreement & logo to eastonafsp@gmail.com

Sponsor T-Shirt Deadline: August 17th, 2026

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

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



**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.

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)

American Foundation for Suicide Prevention

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

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

☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate

☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership)

Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.

☒ Other (see instructions) **501(c)(3) nonprofit corporation**

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

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

Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any)

(Applies to accounts maintained outside the United States.)

3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions ☐

5 Address (number, street, and apt. or suite no.). See instructions.

199 Water St, Floor 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. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

- -

or

Employer identification number

1 3 - 3 3 9 3 3 2 9

Part II Certification

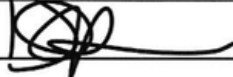
Under penalties of perjury, I certify that:

- 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

2/2/2026

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.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

