

# INTO THE LIGHT

5K RUN / WALK • LIVE MUSIC  
GUEST SPEAKER

FOR MENTAL HEALTH AWARENESS

9.23.17

5 PM



[goo.gl/AN8s5a](https://goo.gl/AN8s5a)



Rutgers: Cook Campus



[intothelight0801@gmail.com](mailto:intothelight0801@gmail.com)



[intothelight0801](https://www.instagram.com/intothelight0801)

## Rutgers University Into the Light Walk · September 23, 2017

Dear Friend and Community Leader,

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

Partner with us as a sponsor for the 1<sup>st</sup> *Into the Light Walk*, taking place on September 23, 2017 at Rutgers University on Cook Campus.



### **Why support the Rutgers Into the 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.

Participate in Rutgers 1<sup>st</sup> run/walk for mental health awareness! Lets make this a tradition.

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

Our walkers are passionate supporters of the cause. Your support is a great way to enhance your company's visibility, build your brand and spread your message while helping family and friends left behind by their loved ones. We couldn't do it without you! Please support us in our efforts.

**The American Foundation for Suicide Prevention leads the fight against suicide.**

Funds raised from this *Into the Light* event allow us to fund research, create educational programs, advocate for public policy, and support survivors of suicide loss.

I look forward to discussing our 2017 sponsorship opportunities and benefits with you in more detail.

Sincerely,

Artemis Mazzini, Walk Chair  
AFSP Central NJ Chapter  
Into the Light  
732-216-7696  
[artemis.mazzini@gmail.com](mailto:artemis.mazzini@gmail.com)

## 2017 SPONSORSHIP LEVELS

### **Bronze Level Sponsor** | Donate \$250

Benefits Include:

- The 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.
- A tax deductible donation & donation receipt
- Your logo on the Rutgers Run/Walk website that links to your company's website

### **Silver Level Sponsor** | Donate \$500

Benefits Include:

- Bronze Level Sponsorship Benefits listed above
- Your logo on the back of the Run/Walk t-shirts
- 2 complimentary Rutgers Run/Walk t-shirts
- Opportunity to include promotional item at event

### **Gold Level Sponsor** | Donate \$1000

Benefits Include:

- Bronze & Silver Level Sponsorship Benefits listed above
- Your company recognized in announcements at event
- 4 complimentary Rutgers Run/Walk T-shirts
- Sign at event listing your company as an event sponsor

### **Platinum Level Sponsor** | Donate \$5000

Benefits Include:

- Bronze, Silver, & Gold Level Sponsorship Benefits listed above
- 10 complimentary Rutgers Run/Walk t-shirts

## 2017 SPONSORSHIP AGREEMENT

Please Print

Name/Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Company Website Address: \_\_\_\_\_

Please select one of two sponsorship options:

### Cash Sponsorship:

- Platinum Level Sponsor | Donate \$5000
- Gold Level Sponsor | Donate \$1000
- Silver Level Sponsor | Donate \$500
- Bronze Level Sponsor | Donate \$250

OR

### In-Kind Sponsorship:

Product: \_\_\_\_\_

OR Service: \_\_\_\_\_

Fair market Value\* (product or service): \$ \_\_\_\_\_

Value Determined by: \_\_\_\_\_

\*min

### Additional Options:

- Call me, I am interested in forming a team for the run/walk
- Unable to sponsor, but please accept this donation \$ \_\_\_\_\_
- Referred by (if someone referred you to us, please let us know): \_\_\_\_\_

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

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Donation Via:

- Enclosed Check
- 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): \_\_\_\_\_

**Logo Specifications:** T-shirt: Vector file (EPS, PS, PDF) format to ensure logo integrity. **Website:** Stacked logos appear best (max width is 80px) and we accept vector files and/or image files (.jpeg, .png).

**Please scan and email or mail this agreement, logo, & Website link to:**

**Email:** [eroithmayr@afsp.org](mailto:eroithmayr@afsp.org) | **Mail:** AFSP, ATTN: Into The Light, PO Box 3068 Hoboken, NJ 07030

Thank You for Your Generous Support of the American Foundation for Suicide Prevention!

## OFFLINE DONATION FORM

*This printable form is available for supporters who would like to donate to a participant offline via check, money order, or credit card.*

My contribution is supporting \_\_\_\_\_  
Participant's First & Last Name  
in the Rutgers, New Jersey walk.  
Run/Walk Location (CITY/STATE)

Donation Amount \$ \_\_\_\_\_

**Please Make Checks Payable to American Foundation for Suicide Prevention (AFSP)**

*(Please do not staple or tape checks to this form)*

Donor Name (FIRST & LAST) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail\* \_\_\_\_\_

Home phone \_\_\_\_\_ Work Phone \_\_\_\_\_

Check # \_\_\_\_\_ Visa \_\_\_\_\_ Master Card \_\_\_\_\_ Amex \_\_\_\_\_ Discover \_\_\_\_\_

Credit Card # \_\_\_\_\_

Expiration date \_\_\_\_\_ CVV# \_\_\_\_\_

Signature \_\_\_\_\_

*\*An electronic receipt is automatically generated for all donations and sent to the email address provided. The IRS will accept a canceled check as a receipt for all donations under \$250. Donations of \$250 and above will receive a written acknowledgment to the address provided.*

**Thank You For Your Contribution**

**Mail this form and your check (please do not send cash) to:**

**American Foundation for Suicide Prevention (AFSP)**

**Attn: Into the Light**

**PO Box 3068**

**Hoboken, NJ 07030**