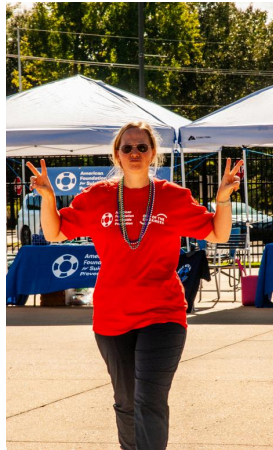


WALK WITH US

TO PREVENT SUICIDE



Out of the Darkness

COMMUNITY WALKS

SPONSORSHIP OPPORTUNITIES

Shelly Hux
601-603-0057
shellyhux13@gmail.com
www.afsp.org/CentralMS



American
Foundation
for Suicide
Prevention



Become a Central Mississippi 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 Mississippi Chapter will be able to reach and serve more people through our life saving programs and resources.

Why Support the Central Mississippi 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 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.
- **Impacts our Local Community:** In Mississippi, suicide is the 3rd leading cause of death in people ages 15-34. According to the latest data from the CDC, 61% of Mississippi communities did not have enough mental health providers to serve residents in 2023, thereby not meeting the federal guidelines.

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. 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:

Shelly Hux

Central Mississippi Community Walk Chair

601-603-0057

shellyhux13@gmail.com



Presenting Sponsor \$12,500

Marketing Benefits:

- Sponsorship of Chapter-wide presentation of AFSP educational program (e.g. *Talk Saves Lives*)
- Company logo included on Save the Date messaging
- Prominent listing in Walk e-blast
- Listing in AFSP Mississippi e-Newsletter
- Announcement of sponsorship on Mississippi Chapter Instagram and Facebook with link to company page
- Company logo with link to Company's website on Walk page
- Company logo on promotional items (i.e., posters, flyers, yard signs, etc.)
- Thank you posts on Mississippi Chapter Instagram and Facebook
- Recognition in post Walk Thank You email

Day of Benefits:

- Recognition by emcee on Walk Day
- Company logo included on Walk Day signage
- Speaking opportunity during Walk's opening ceremony, in keeping with AFSP guidelines
- 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)
- Company Logo on route signage
- Walk Team tent with provided company banner.
- Company logo on Sponsor banner (Deadline to receive this benefit – October 2, 2026.)
- Company logo on Walk t-shirt (Deadline to receive this benefit – September 18, 2026.)



Champion Sponsor \$10,000

Marketing Benefits:

- Prominent listing in Walk e-blast.
- Listing in AFSP Mississippi Chapter e-Newsletter
- Announcement of sponsorship on AFSP Mississippi Chapter Instagram and Facebook with link to company page.
- Company logo with link to Company's website on Walk page
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.
- Thank you posts on Mississippi Chapter Instagram and Facebook
- Recognition in post Walk Thank You email.

Day of Benefits:

- Recognition by emcee on Walk day
- Company logo included on Walk day signage
- 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 – October 2, 2026.)
- Company logo on Walk t-shirt (Deadline to receive this benefit – September 18, 2026.)

Hope Sponsor \$7,500

Marketing Benefits:

- Listing in AFSP Mississippi Chapter e-Newsletter
- Announcement of sponsorship on AFSP Mississippi Chapter Instagram and Facebook with link to company page.
- Company logo with link to Company's website on Walk page
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.
- Thank you posts on Mississippi Chapter Instagram and Facebook

Day of Benefits:

- Recognition by emcee on Walk day
- Company logo included on Walk day signage
- 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 – October 2, 2026.)
- Company logo on Walk t-shirt (Deadline to receive this benefit – September 18, 2026.)



Support Sponsor \$5,000

Marketing Benefits:

- Listing in AFSP Mississippi Chapter e-Newsletter
- Company name listed on Walk page
- Company logo on promotional items i.e. posters, flyers, yard signs, etc.
- Thank you posts on Mississippi Chapter Instagram and Facebook

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 – October 2, 2026.)
- Company logo on Walk t-shirt (Deadline to receive this benefit – September 18, 2026.)

Advocate Sponsor \$2,500

Marketing Benefits:

- Company name listed 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 – October 2, 2026.)
- Company name on Walk t-shirt (Deadline to receive this benefit – September 18, 2026)

Prevention Sponsor \$1,000

Marketing Benefits:

- Company name listed on Walk page

Day of Benefits:

- Recognition by emcee on Walk day
- Company logo included on Walk day signage



| Benefits | | | | | | |
|--|--------------------|------------------|--------------|-----------------|------------------|--------------------|
| | Presenting Sponsor | Champion Sponsor | Hope Sponsor | Support Sponsor | Advocate Sponsor | Prevention Sponsor |
| Sponsorship of Chapter-wide presentation of AFSP educational program (e.g. Talk Saves Lives) | X | | | | | |
| Company logo included on Save the Date messaging | X | | | | | |
| Speaking opportunity during Walk's opening ceremony, in keeping with AFSP guidelines | X | | | | | |
| Ribbon cutting (or equivalent) opportunity at start of Walk | X | | | | | |
| Prominent listing in Walk e-blasts | X | X | | | | |
| Recognition in post Walk Thank You email | X | X | | | | |
| Sponsorship announcement on Chapter Instagram & Facebook with company page link | X | X | X | | | |
| Walk Team tent with provided company banner | X | X | X | | | |
| Company logo with link to Company's website on Walk page | X | X | X | | | |
| Promotional tent OR activity area sponsor (e.g. Family Activity sponsored by your logo/name) | X | X | X | | | |
| Logo on Walk t-shirt- deadline September 18, 2025 | X | X | X | X | | |
| Logo on promotional items i.e. posters, flyers, yard signs, etc. | X | X | X | X | | |
| Listing in AFSP Mississippi Chapter e-newsletter | X | X | X | X | | |
| Thank you posts on Mississippi Chapter Instagram & Facebook | X | X | X | X | | |
| Logo on Sponsor banner- deadline October 2, 2026 | X | X | X | X | X | |
| Company logo included on Walk Day signage | X | X | X | X | X | X |
| Recognition by Emcee on Walk Day during opening ceremony | X | X | X | X | X | X |
| Logo on route signage | X | X | X | X | X | X |
| Company name listed on Walk page | | | | X | X | X |
| Name on Walk t-shirt- deadline September 18, 2025 | | | | | | X |
| Name on Sponsor Banner October 2, 2026 | | | | | | X |



Sponsor Agreement

Central Mississippi Community Walk

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

| | |
|--------------------------|-------------------------------|
| <input type="checkbox"/> | Presenting Sponsor - \$12,500 |
| <input type="checkbox"/> | Champion Sponsor - \$10,000 |
| <input type="checkbox"/> | Hope Sponsor - \$7,500 |

| | |
|--------------------------|------------------------------|
| <input type="checkbox"/> | Support Sponsor - \$5,000 |
| <input type="checkbox"/> | Advocate Sponsor - \$2,500 |
| <input type="checkbox"/> | Prevention Sponsor - \$1,000 |

Payment Methods

To pay by check or credit card, and automatically receive an invoice, please submit the online form at afsp.org/WalkSponsors

Logo Instructions: 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). **Logo is due by September 18, 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: www.afsp.org/financials.

Thank you for your generous support!



In-Kind Sponsorship Form

Central Mississippi 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 Shelly Hux at 601-603-0057 to coordinate delivery

Sponsor Deadline: October 2, 2026. Email signed agreement & logo to shellyhux13@gmail.com

Sponsor T-Shirt Deadline: September 18, 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.



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 if the tax classification of its owner.

Other (see instructions)

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 - - - - -

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.)

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

199 Water Street 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.

Social security number

| | | | | | | | | | | |
|--|--|--|---|--|--|---|--|--|--|--|
| | | | - | | | - | | | | |
|--|--|--|---|--|--|---|--|--|--|--|

or

Employer identification number

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 1 | 3 | - | 3 | 3 | 9 | 3 | 3 | 2 | 9 |
|---|---|---|---|---|---|---|---|---|---|

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.

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 **02/07/2025**

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

