

we Walk to Save Lives and Bring Hope  
to Those Affected by Suicide

# WALK WITH US

## TO PREVENT SUICIDE

### Out of the Darkness™ Chicagoland Walk 2026 Sponsorship Opportunities

October 3, 2026  
9:00 a.m.  
Montrose Harbor - Chicago

[afsp.org/Chicago](https://afsp.org/Chicago)



American  
Foundation  
for Suicide  
Prevention

Illinois



# Together, we're leading the fight against suicide.

Since 1987, the American Foundation for Suicide Prevention (AFSP) has grown from a grassroots network of researchers and volunteers into a national movement with chapters in all 50 states including Puerto Rico.

AFSP is also the largest private funder of suicide prevention research, and because we've built the infrastructure to deliver evidence-based programs to local communities across the country, our work impacts millions of people. We are consistently ranked one of the best charities for mental health, and we're powered by everyday heroes like you!



## Research

Discovering better ways to prevent suicide through research. Findings from our studies have shaped prevention efforts around the world. Today, AFSP is the leading private funder of suicide prevention research.



## Education

Delivering effective suicide prevention programs to schools, communities and workplaces, showing people how to recognize signs of distress and connect those suffering with help. Our Talk Saves Lives™ and More Than Sad programs have taught over a million people how to be smart about mental health.



## Support

Providing support through initiatives like Healing Conversations, which connects trained loss survivors with people whose grief is recent, and events across the country for International Survivors of Suicide Loss Day. The Interactive Screening Program, available for schools, workplaces, and other organizations, provides an anonymous way to engage with counselors, for those least likely to seek help.

## Advocacy

Pushing for key federal and state legislation, such as mandatory suicide prevention training for clinicians and educators, and funding for mental health resources, with the help of thousands of volunteer advocates across the country.

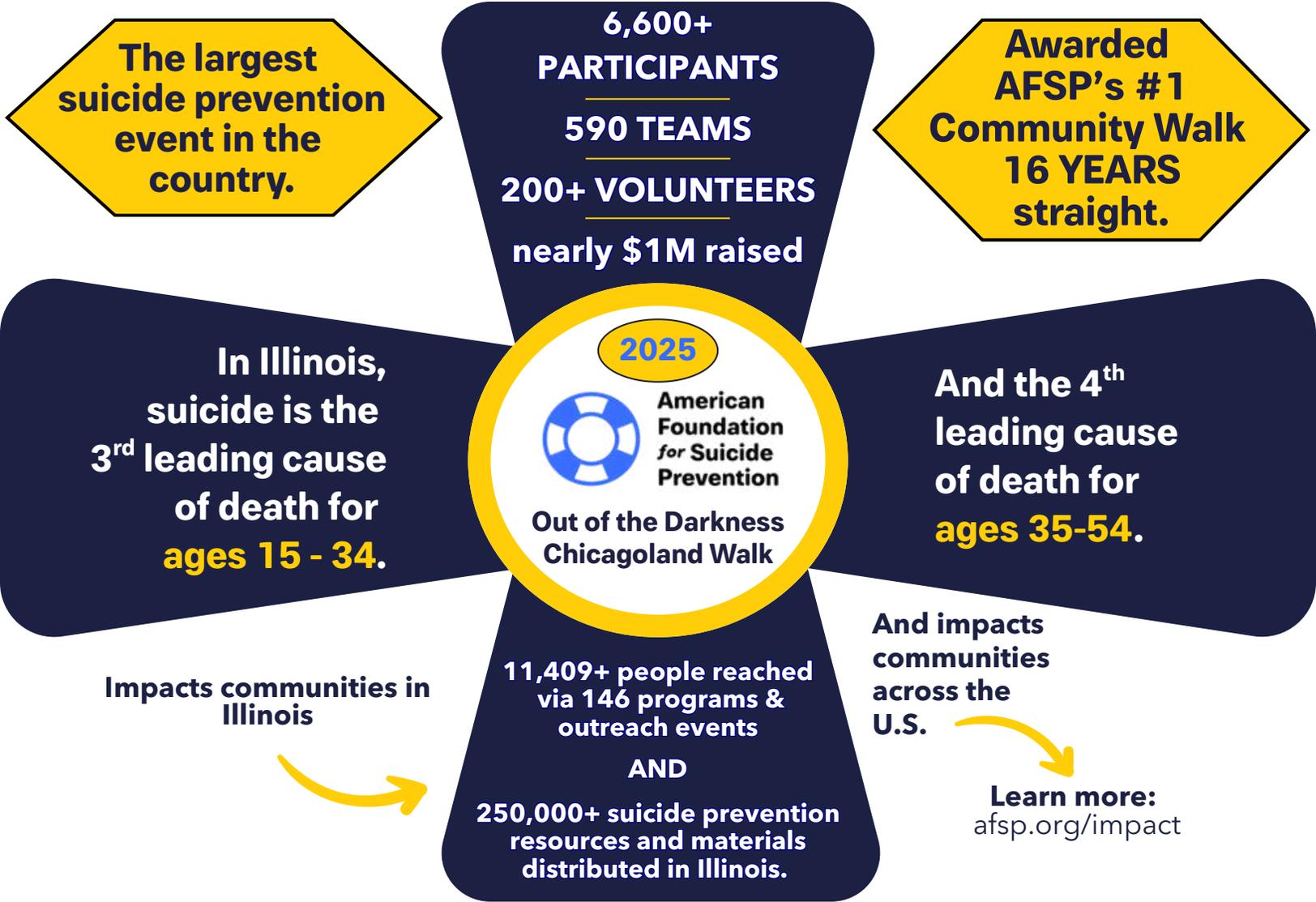


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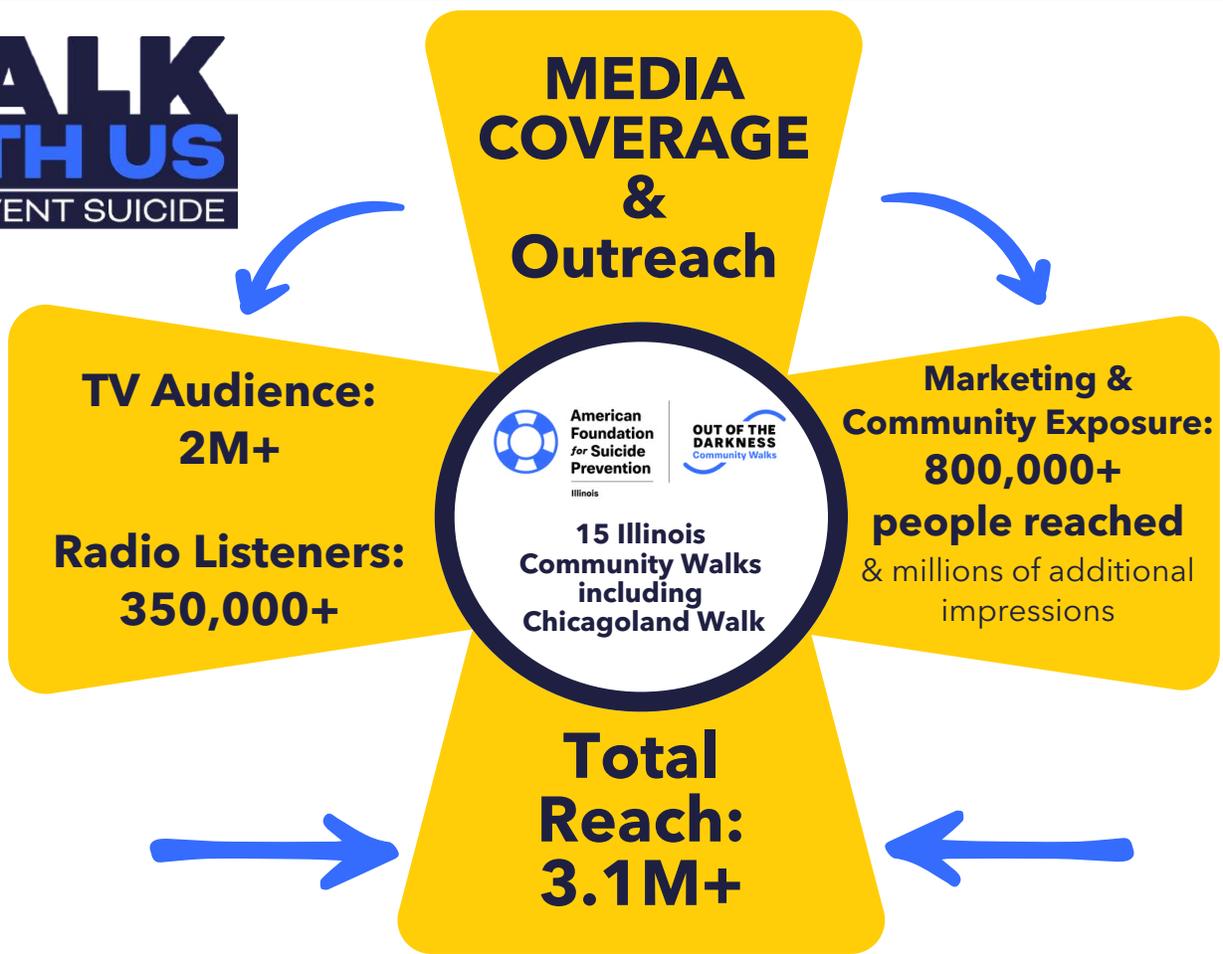
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OUT OF THE  
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**WALK WITH US**  
 TO PREVENT SUICIDE



# Be a 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 AFSP Illinois Chapter will be able to reach and serve more people through our lifesaving programs and resources.

### Why You Should Support the Chicagoland Out of the Darkness Walk

#### YOU Can Raise Awareness:

Mental health affects everyone. Shining a light on the issue of suicide and mental health helps to reduce the stigma.

#### YOU Can Engage Your Community:

Sponsors show their employees and local community that they care about mental health and suicide prevention.

#### YOU Can Make a Difference:

Sponsoring a walk raises funds for vital research and programs that can make a direct impact on our mission.

#### YOU Can Inspire Action:

Sponsors help others to get involved, creating a ripple effect that enhances mental health support in the community.

#### YOU Can Promote Hope:

Sponsors help support those struggling and send a powerful message that recovery is possible and that help is available.

Learn more:  
[afsp.org/impact](https://afsp.org/impact)

### We need your support!

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 info, please contact:

Diana Cazares  
Chicagoland Walk Director  
312.802.9714  
[dcazares@afsp.org](mailto:dcazares@afsp.org)



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# Presenting Sponsor \$50,000

## Marketing Benefits:

- Sponsorship of chapter-wide presentation of AFSP educational program (e.g. Talk Saves Lives).
- Prominent listing in Chicagoland Walk e-mails. (6 min.) (13,000 approx. list)
- Listing in quarterly AFSP-IL Chapter e-newsletter. (2 min.) (65,000+ list)
- Company logo in OOTD Chicagoland Walk e-newsletter. (3 min.) (15,000+ list)
- Sponsor Spotlight thank you post on all AFSP-IL's social media (Facebook, Instagram, X (Chapter and Walk accounts) and LinkedIn. (6 min.) (5 channels, 23,000+ followers)
- Company logo with link on Chicagoland Walk page.
- Company logo on promotional items (i.e., flyers, postcards, yard signs -- pending print date). (2,500 approx. -- English & Spanish)
- Designated press release announcing partnership. (1 min.)
- Listing in press release announcing Chicagoland Walk. (1-2 min.)
- Recognition in post walk thank you email. (1)
- TV interview opportunity for company representative. (1 min.)
- Company logo included on PSA end card. (15 min. - pending ad schedule)
- Radio opportunity for company representative. (1-2 min.)
- Recognition in radio PSA's. (75 min. - pending ad schedule)

## Day of Benefits:

- Recognition by emcee.
- Company logo included on stage signage.
- Speaking opportunity during opening ceremony.
- Company tent OR activity tent sponsor (e.g., Photo Booth Tent sponsored by your company logo/name). (1 tent)
- Team tent for company walk team with tent signage. (Tent size based on team size)
- Company logo on walk route and event area signage. (10 min.)
- Company logo on sponsor signage. (6 min.)
- Company logo on walk t-shirt. (1,400 approx.)
  - **Cut-off date to receive this benefit - AUGUST 28, 2026**



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## Champion Sponsor \$25,000

### Marketing Benefits:

- Prominent listing in Chicagoland Walk e-mails. (5 min.) (13,000 aprox. list)
- Listing in quarterly AFSP-IL Chapter e-newsletter. (1 min.) (65,000+ list)
- Company logo in OOTD Chicagoland Walk e-newsletter. (2 min.) (15,000+ list)
- Sponsor Spotlight thank you post on all AFSP-IL's social media (Facebook, Instagram, X (Chapter and Walk accounts) and LinkedIn. (4 min.) (5 channels, 23,000+ followers)
- Company logo with link on Chicagoland Walk page.
- Company logo on promotional items (i.e., flyers, postcards, yard signs -- pending print date) (2,500 approx. -- English & Spanish)
- Inclusion in press release announcing Chicagoland Walk. (1-2 min.)
- Recognition in post walk thank you email. (1 min.)
- Radio opportunity for company representative. (1 min.)
- Recognition in radio PSA's. (50 min. - pending ad schedule)

### Day of Benefits:

- Recognition by emcee.
- Company logo included on stage signage.
- Company tent OR activity tent sponsor (e.g., Photo Booth Tent sponsored by your company.)
- Team tent for company walk team with tent signage. (Tent size based on team size)
- Company logo on walk route and event area signage. (8 min.)
- Company logo on sponsor signage. (6 min.)
- Company logo on walk t-shirt. (1,400 approx.) -- **Cut-off date to receive this benefit - AUGUST 28, 2026**

## Hope Sponsor \$15,000

### Marketing Benefits:

- Prominent listing in Chicagoland Walk e-mails. (4 min.) (13,000+ list)
- Listing in quarterly AFSP-IL Chapter e-newsletter. (1 min.) (65,000+ list)
- Company logo in OOTD Chicagoland Walk e-newsletter. (2 min.) (15,000+ list)
- Sponsor Spotlight thank you post on all AFSP-IL's social media (Facebook, Instagram, X (Chapter and Walk accounts) and LinkedIn. (3 min.) (5 channels, 23,000+ followers)
- Company logo with link on Chicagoland Walk page.
- Inclusion in press release announcing Chicagoland Walk. (1-2 min.)
- Recognition in post walk thank you email. (1)

### Day of Benefits:

- Recognition by emcee.
- Company logo included on stage signage.
- Company tent OR activity tent sponsor (e.g., Photo Booth Tent sponsored by your company.)
- Company logo on walk route signs. (6 min.)
- Company logo on sponsor signage. (6)
- Company logo on walk t-shirt. (1,400 approx.)
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## Support Sponsor \$10,000

### Marketing Benefits:

- Prominent listing in Chicagoland Walk e-mails. (2 min.) (13,000 approx. list)
- Listing in quarterly AFSP-IL Chapter e-newsletter. (1 min.) (65,000+ list)
- Company logo in OOTD Chicagoland Walk e-newsletter. (1 min.) (15,000+ list)
- Sponsor Spotlight thank you post on all AFSP-IL's social media (Facebook, Instagram, X (Chapter and Walk accounts) and LinkedIn. (2 min.) (5 channels, 23,000+ followers)
- Company logo with link on Chicagoland Walk page.
- Recognition in post walk thank you email. (1)

### Day of Benefits:

- Recognition by emcee.
- Company tent OR activity tent sponsor (e.g., Photo Booth Tent sponsored by your company).
- Company logo on walk route signs. (4 min.)
- Company logo on sponsor banner. (6)
- Company logo on Walk t-shirt. (1,400 approx.) -- **Cut-off date to receive this benefit - AUGUST 28, 2026**

## Advocate Sponsor \$7,500

### Marketing Benefits:

- Company logo in OOTD Chicagoland Walk e-newsletter. (1 min.) (15,000+ list)
- Sponsor Spotlight thank you post on all AFSP-IL's social media (Facebook, Instagram, X (Chapter and Walk accounts) and LinkedIn. (2 min.) (5 channels, 23,000 followers)
- Company logo on Chicagoland Walk page.
- Recognition in post walk thank you email. (1)

### Day of Benefits:

- Recognition by emcee.
- Company logo on walk route signs. (2 min.)
- Company logo on sponsor signage. (6)
  - Company logo on walk t-shirt. (1,400 approx.) - **Cut-off date to receive this benefit - AUGUST 29, 2026**

## Prevention Sponsor \$5,000

### Marketing Benefits:

- Sponsor Spotlight thank you post on all AFSP-IL's social media (Facebook, Instagram, X (Chapter and Walk accounts) and LinkedIn. (1 min.) (5 channels, 23,000 followers)
- Company logo on Chicagoland Walk web page.
- Recognition in post Walk Thank You email. (1)

### Day of Benefits:

- Recognition by emcee.
- Company logo on sponsor signage. (6)
- Company logo on Walk t-shirt. (1,400 approx.)
  - **Cut-off date to receive this benefit - AUGUST 28, 2026**



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# SPONSOR AGREEMENT

## 2026 Chicagoland Out of the Darkness Walk

Please submit this form securely online at: [afsp.org/walksponsors](https://afsp.org/walksponsors)

	<b>Presenting Sponsor - \$50,000</b>
	<b>Champion Sponsor - \$25,000</b>
	<b>Hope Sponsor - \$15,000</b>

	<b>Support Sponsor - \$10,000</b>
	<b>Advocate Sponsor - \$7,500</b>
	<b>Prevention Sponsor - \$5,000</b>

### Payment Methods

- **Invoice Needed**
  - Request an invoice and upload your logo (if applicable) at [afsp.org/walksponsors](https://afsp.org/walksponsors)
- **Check**
  - Fill out form online and upload your logo (if applicable) at [afsp.org/walksponsors](https://afsp.org/walksponsors)
  - Make Payable to: American Foundation for Suicide Prevention or AFSP
  - Mail check with this form to: AFSP, Attn: OOTD Walks, 199 Water Street, 11<sup>th</sup> Floor, New York, NY 10038
- **Credit Card**
  - To make a secure credit card payment and upload your logo (if applicable) at [afsp.org/walksponsors](https://afsp.org/walksponsors)

### Logo Instructions:

- **T-Shirt:** Vector files (EPS, PS, PDF)
  - **Website:** Stacked logos preferred (**max width 80px**) and image files only (**JPEG, PNG**).
- Email logo to: [dcazares@afsp.org](mailto:dcazares@afsp.org)

**\*Logo due by AUGUST 28, 2026\***

### If mailing payment, please complete the information below & send with check to:

AFSP, Attn: OOTD Walks, 199 Water Street, 11<sup>th</sup> Floor, New York, NY 10038

(Please Print Clearly)

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

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

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

Contact Name: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

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](https://www.afsp.org/financials).

**Thank you for your generous support!**



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# 2026 Chicagoland Out of the Darkness Walk

October 3, 2026 | 9AM | Montrose Harbor - Chicago



UNABLE TO COMMIT  
TO A  
SPONSORSHIP LEVEL  
AT THIS TIME?

You can still  
support AFSP as a  
**Lifesaver Club**  
member.



**WALK  
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## Lifesaver Club

**\$2,500 donation**

**You will receive:**

Company name only listing  
on the walk t-shirt.

Company LOGO on  
**Lifesaver Club** walk day signage.  
(2 signs - pending print date)

**\$1,000 donation**

**You will receive:**

Company LOGO on  
**Lifesaver Club** walk day signage.  
(2 signs - pending print date)

You can make your company donation on the Lifesaver Club walk page:  
<https://afspwalks.donordrive.com/participants/LifesaverClubChicago>

**Please note:**

*This is not a sponsorship level. It is a special giving level for business donors.  
You cannot make payment for your donation using the sponsorship form.*