

WALK WITH US

TO PREVENT SUICIDE

Illinois Out of the Darkness™ Rockford Area Walk 2026 Sponsorship Opportunities

October 10, 2026

10:00 a.m.

Rock Valley College - WTC Bldg., Rockford, IL

afsp.org/Rockford



**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.



American
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OUT OF THE
DARKNESS
Community Walks



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2025

Community Walk #s:
9,100 participants
...
996 teams
...
350+ volunteers

**15 Illinois
Out of the Darkness
Community Walks**

afsp.org/ILTogether

1. West Central Illinois
2. DeKalb County
3. Rockford Area
4. Quad Cities Illinois
5. Madison County
6. Springfield Illinois
7. Greater Peoria
8. Kankakee County

9. Macomb-McDonough
10. Bloomington/Normal
11. Quincy
13. LaSalle County
14. Southern Illinois
15. St. Clair County
16. Chicagoland

Impacts communities in
Illinois

**11,409+ people reached
via 146 programs &
outreach events**

AND

**250,000+ suicide prevention
resources and materials
distributed in Illinois.**

And impacts
communities
across the
U.S.

Learn more:
afsp.org/impact

**WALK
WITH US**
TO PREVENT SUICIDE

**MEDIA
COVERAGE
&
Outreach**

**TV Audience:
2M+**

**Radio Listeners:
350,000+**

**Marketing &
Community Exposure:
800,000+
people reached**
& millions of additional
impressions

**Total
Reach:
3.1M+**


American
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OUT OF THE
DARKNESS
Community Walks

**15 Illinois
Community Walks
including
Chicagoland Walk**

**Includes digital, newspaper and magazine print, social media personality videos, and high-impact out-of-home ads such as billboards, CTA & Divvy transit, Chicago Park District banners, and more!*

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 an Illinois Out of the Darkness Community 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

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:

Doris Brenner
Walk Chair, OOTD Rockford Area Walk
815-872-4420
rockfordoutofdarkness@gmail.com



American
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OUT OF THE
DARKNESS
Community Walks



Presenting Sponsor \$12,500

Marketing Benefits:

- Sponsorship of chapter-wide presentation of AFSP educational program (e.g. Talk Saves Lives).
- Prominent listing in walk e-mails. (6 min.) (500 approx.)
- Listing in quarterly AFSP-IL Chapter e-newsletter. (2 min.) (65,000+ 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 walk web page.
- Company logo on promotional items (i.e., flyers, postcards, yard signs -- pending print date) (500 approx.)
- Designated press release announcing partnership. (1 min.)
- Listing in press release announcing walk. (1-2 min.)
- Recognition in post walk thank you email. (1)
- TV interview opportunity for company representative. (1 min.)
- Logo included on PSA end card. (15 min. - pending ad schedule)
- Radio opportunity for company representative. (1-2 min.)
- Recognition in radio PSA's. (30 min. pending ad schedule)

Day of Benefits:

- Recognition by emcee.
- Company logo included on stage signage.
- Speaking opportunity during walk's opening ceremony.
- Company tent OR activity tent sponsor (e.g., Photo Booth Tent sponsored by your company logo/name).
- Team tent for company walk team.
- Logo on walk route signs. (8 min.)
- Logo on sponsor banner.
- Logo on Walk t-shirt (300 approx.)
 - **Cut-off date to receive this benefit - SEPTEMBER 4, 2026**



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Champion Sponsor \$10,000

Marketing Benefits:

- Prominent listing in Walk e-mails. (5 min.) (500 approx.)
- Listing in quarterly AFSP-IL Chapter e-newsletter. (1 min.) (65,000+ 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 walk web page.
- Company logo on promotional items (i.e., flyers, postcards, yard signs--500 approx. pending print date).
- Inclusion in press release announcing the walk. (1-2 min.)
- Recognition in post walk thank you email.
- Radio opportunity for company representative. (1 min.)
- Recognition in radio PSA's. (25 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.
- Logo on walk route signs. (6 min.)
- Logo on sponsor banner.
- Logo on walk t-shirt. (300 approx.) -- **Cut-off date to receive this benefit - SEPTEMBER 4, 2026**

Hope Sponsor \$7,500

Marketing Benefits:

- Prominent listing in walk e-mails. (4 min.) (500 approx.)
- Listing in quarterly AFSP-IL Chapter e-newsletter. (1 min.) (65,000+ 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 walk web page.
- Inclusion in press release announcing the walk.
- Recognition in post walk thank you email.

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 logo/name).
- Team tent for company walk team.
- Logo on walk route signs. (4 min.)
- Logo on sponsor banner.
- Logo on Walk t-shirt. (300 approx.)

-- **Cut-off date to receive this benefit - SEPTEMBER 4, 2026**



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Support Sponsor \$5,000

Marketing Benefits:

- Prominent listing in walk e-mails. (2 min.) (500 approx.)
- Listing in quarterly AFSP-IL Chapter e-newsletter. (65,000+ list)
- Sponsor Spotlight thank you post on all AFSP-IL's social media (Facebook, Instagram, X (Chapter and Walk accounts) and LinkedIn. (1-2 min.) (5 channels, 23,000+ followers)
- Company logo with link on walk web page.
- Recognition in post walk thank you email.

Day of Benefits:

- Recognition by emcee.
- Logo on walk route signs. (3 min.)
- Logo on sponsor banner.
- Logo on Walk t-shirt. (300 approx.) -- Cut-off date to receive this benefit - SEPTEMBER 4, 2026

Advocate Sponsor \$2,500

Marketing Benefits:

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

Day of Benefits:

- Recognition by emcee.
- Logo on walk route signs. (2 min.)
- Logo on sponsor banner.
- Logo on walk t-shirt. (300 approx.) -- Cut-off date to receive this benefit - SEPTEMBER 4, 2026

Prevention Sponsor \$1,000

Marketing Benefits:

- Company logo on walk page.
- Recognition in post walk thank you email.

Day of Benefits:

- Recognition by emcee.
 - Company logo on sponsor banner.
 - Company logo on walk t-shirt. (300 approx.)
- Cut-off date to receive this benefit - SEPTEMBER 4, 2026



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SPONSOR AGREEMENT

2026 Rockford Area Out of the Darkness Walk

This form can be submitted securely online at afsp.org/walksponsors

	Presenting Sponsor - \$12,500
	Champion Sponsor - \$10,000
	Hope Sponsor - \$7,500

	Support Sponsor - \$5,000
	Advocate Sponsor - \$2,500
	Prevention Sponsor - \$1,000

Payment Methods

- **Invoice Needed**

- Request an invoice and upload your logo (if your sponsorship level includes a logo) at afsp.org/walksponsors

- **Check**

- Fill out form online and upload your logo (if your sponsorship level requires a logo) at afsp.org/walksponsors
- Make Payable to: American Foundation for Suicide Prevention or AFSP
- Mail check with this or online form to: AFSP, Attn: OOTD Walks, 199 Water Street, 11th Floor, New York, NY 10038

- **Credit Card**

- To make a secure credit card payment, complete this form electronically and upload your logo (if applicable) go to afsp.org/walksponsors

Logo Instructions: *Logo due by SEPTEMBER 4, 2026

- **T-Shirt:** Vector files (EPS, PS, PDF)
- **Website:** Stacked logos preferred (**max width 80px**) and image files only (**JPEG, PNG**)

Email logo to: illinois@afsp.org

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

(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.

Thank you for your generous support!

2026 Rockford Area Out of the Darkness Walk



UNABLE TO COMMIT
TO A
SPONSORSHIP LEVEL
AT THIS TIME?

You can still
support AFSP as a
Lifesaver Club
member.



Lifesaver Club

\$500 donation

YOU WILL RECEIVE:

Company name only listing on the walk t-shirt.

Company name only listing on walk day signage.

(1 sign - pending print date)

Please make your company donation on the **Lifesaver Club** walk page:

<https://afspwalks.donordrive.com/participants/LifesaverClubRockford>

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.*



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IN-KIND DONATION FORM

2026 Rockford Area Out of the Darkness Walk

This form can be submitted securely online at afsp.org/inkindsponsor

Please Type or Print Legibly

Donor Information

Donor Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

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 receive sponsorship benefits in line with half that value.

Processing Instructions & Important Deadlines

- **In-Kind Gift Delivery:** Please contact Doris Brenner, 815-872-4420, rockfordoutofdarkness@gmail.com
- **In-Kind Sponsor agreement & logo** (if applicable) **due by SEPTEMBER 4, 2026**
- **Email signed agreement & logo** (if applicable) to illinois@afsp.org

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

Thank You for Your Support!

**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.

Print or type. See Specific Instructions on page 3.	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) _____	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 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.

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.

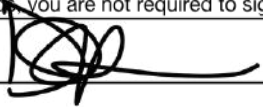
Social security number									
			-				-		
or									
Employer identification number									
1	3	-	3	3	9	3	3	2	9

Part II Certification

Under penalties of perjury, I certify that:

1. 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
2. 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
3. I am a U.S. citizen or other U.S. person (defined below); and
4. 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 02/07/2026
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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