

# Sharing Kindness Suicide Awareness Walk

## 2025 Sponsorship Packet





Dear Neighbor and Community Supporter,

We are excited to announce that the 2025 Sharing Kindness Suicide Awareness Walk will be held on Saturday, May 17th at Veterans Beach Park in Hyannis. As you may know, the rate of suicide deaths on the Cape & Islands is among the highest in Massachusetts. This walk brings together families, friends and community members to remember those who have died by suicide, provide resources for survivors of suicide loss, support those who are struggling with mental health and raise awareness of mental health challenges in our community.

We respectfully request that your business consider becoming a sponsor for this year's Suicide Awareness Walk. All funds raised remain here in our community and this support will allow us to continue to develop and expand offerings, increasing the impact of our suicide prevention and grief support programming across the Cape & Islands. In this packet, you will find more information about the specific programs we offer.

If you are interested in walking, or better yet, forming a team of walkers, there is a \$10 charge to register and walk (this fee is waived for sponsors). We also welcome in-kind donations of products and services to ensure a successful day, and your posting flyers at your business or on your social media helps greatly.

This walk is truly a remarkable event, please join us.

Gratefully,

Kimberely Mead-Walters, M.D.

Executive Director and Co-Founder, Sharing Kindness, Inc.



# Your Donation's Impact

## Education & Training

Our nonprofit frequently participates in panel discussions, presentations and documentary showings focused on suicide and brain health, with the goal of creating a more understanding, empathic community for those at risk. We also lead trainings in QPR (Question, Persuade, Refer), an evidence-based gatekeeper training for suicide prevention.



### Hope Squad

We offer support, funding and oversight to schools for Hope Squad, a peer-to-peer, evidence-based suicide prevention program that reduces youth suicide risk through education, training and peer intervention.

### Peer Grief Support

Sharing Kindness offers free peer grief support programs for specific age groups, relationships and types of loss, which are

led by trained clinicians and volunteer co-facilitators. Funds from this event benefit our suicide-specific grief programs, including those for suicide loss survivors.

## By the Numbers

**221** community members trained in QPR in the past year

**10** Cape high schools and **2** middle schools with Hope Squads (with more to come!)

Suicide loss survivors from **11** Cape Cod towns + Nantucket served through peer grief support groups

To learn more about our programs, please visit [sharingkindness.org/programs-and-events](https://sharingkindness.org/programs-and-events)

# Sponsorship Levels

## Suicide Awareness Walk 2025

### Presenting Sponsor for \$5000 Donation

Benefits Include:

- ☑ Your own banner in front of the speaker's podium at the walk
- ☑ Your logo featured on all directional signs at the walk
- ☑ Public acknowledgement during the walk's opening ceremony

*Including additional Gold, Silver, Bronze, and Supporting Sponsor benefits*

### Gold Level Sponsor for \$1000 Donation

Benefits Include:

- ☑ Your logo featured on the 'Gold Sponsors' banner at the walk
- ☑ Your logo on the informational brochure and event map

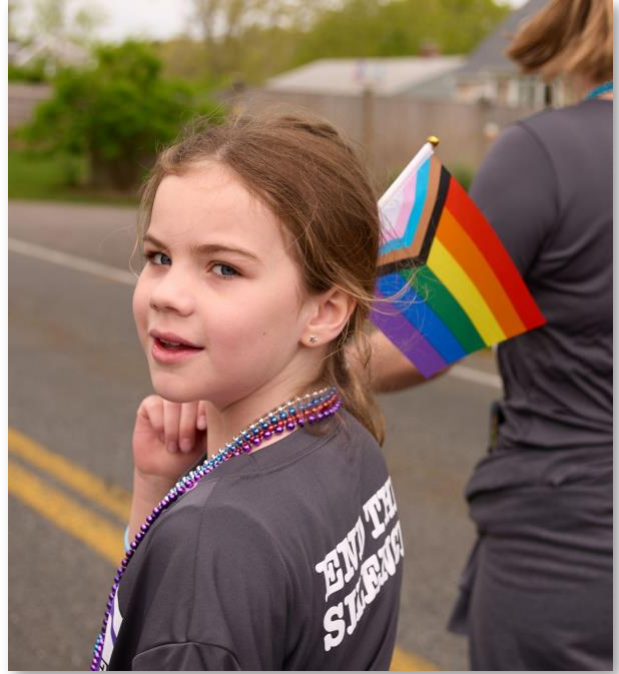
*Including additional Silver, Bronze, and Supporting Sponsor benefits*

### Silver Level Sponsor for \$500 Donation

Benefits Include:

- ☑ Your logo featured on the 'Silver Sponsors' banner at the walk
- ☑ A swag bag from the event organizers

*Including additional Bronze and Supporting Sponsor benefits*





## Bronze Level Sponsor for \$250 Donation

Benefits Include:

- ☑ Waived registration fees for members of your team who participate in the walk
- ☑ Logo on the 2025 Suicide Awareness Walk website and links to your company's website or social media platforms
- ☑ Your company listed on the sponsors' banner at the walk

*Including additional Supporting Sponsor benefits*

## Supporting Sponsor for \$100 or In-Kind Donation

Benefits Include:

- ☑ The opportunity to support a nonprofit dedicated to understanding and preventing suicide through education, advocacy, and offering support services to those impacted by suicide
- ☑ Company listed on the 2025 Suicide Awareness Walk website
- ☑ A tax-deductible donation & receipt



# Become a Sponsor

## Suicide Awareness Walk 2025

1. Visit the Suicide Awareness Walk registration page by clicking [here](#) or scanning this QR code:



2. Scroll down and fill out the form with your contact info (don't forget to include your business name!).
3. Choose your preferred sponsorship level: Presenting, Gold, Silver, Bronze, or Supporting
4. Once you have made your company donation, send your logo to Sharing Kindness' Digital Marketing Manager, Lannan O'Brien, at [lannan@sharingkindness.org](mailto:lannan@sharingkindness.org)



### While you're there...

Consider registering to walk with us on May 17th! Registration fees will be waived for business sponsors (just use the promo code **SPONSOR25**).

**Thank you for your generous support!**

Questions? Email [info@sharingkindness.org](mailto:info@sharingkindness.org)