



# Alliance for Suicide Prevention of Larimer County's 2024 Sponsorship Opportunities





Our Mission

**We prevent suicide in Larimer County through training and education, providing outreach, and offering support.**



In 2018, ASP set a goal to **reduce suicide rates** in Larimer County by

**20%**

Since 2018, we have seen a

**16.6% reduction**

There are enough barriers to getting support, you help us to remove the financial barriers for suicide prevention.

**You help us ensure that all our services remain FREE to the community**

**Your sponsorship allows us to connect, educate, and support people in our community at no cost.**

# Our Programs



**Youth Programming**  
REPLY | Mental Might



**Consultation**  
Best Practices | Debriefs



**Postvention**  
Support | Events



**Support Groups**  
Heartbeat | Partners



**Imagine Zero & CO**  
National Collaborative



**Adult Education**  
QPR | Customized

# Fiscal Year 2023 in Numbers

**329**



safes & gun locks  
distributed

Certified  
1562  
adults in  
76 QPR  
sessions



We connected with

**6000+**

people at  
community events

595 trained  
Trusted  
Adults &  
ABCs of  
LGBTQ



**323**



attended our  
support groups

498 people  
attended our  
custom  
trainings



# REPLY Suicide Prevention Training Middle & High Schools

**5430**

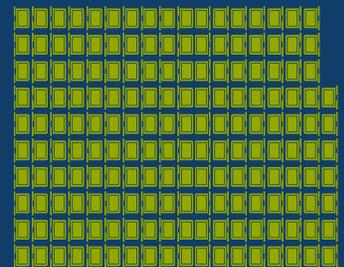
students

**5K**



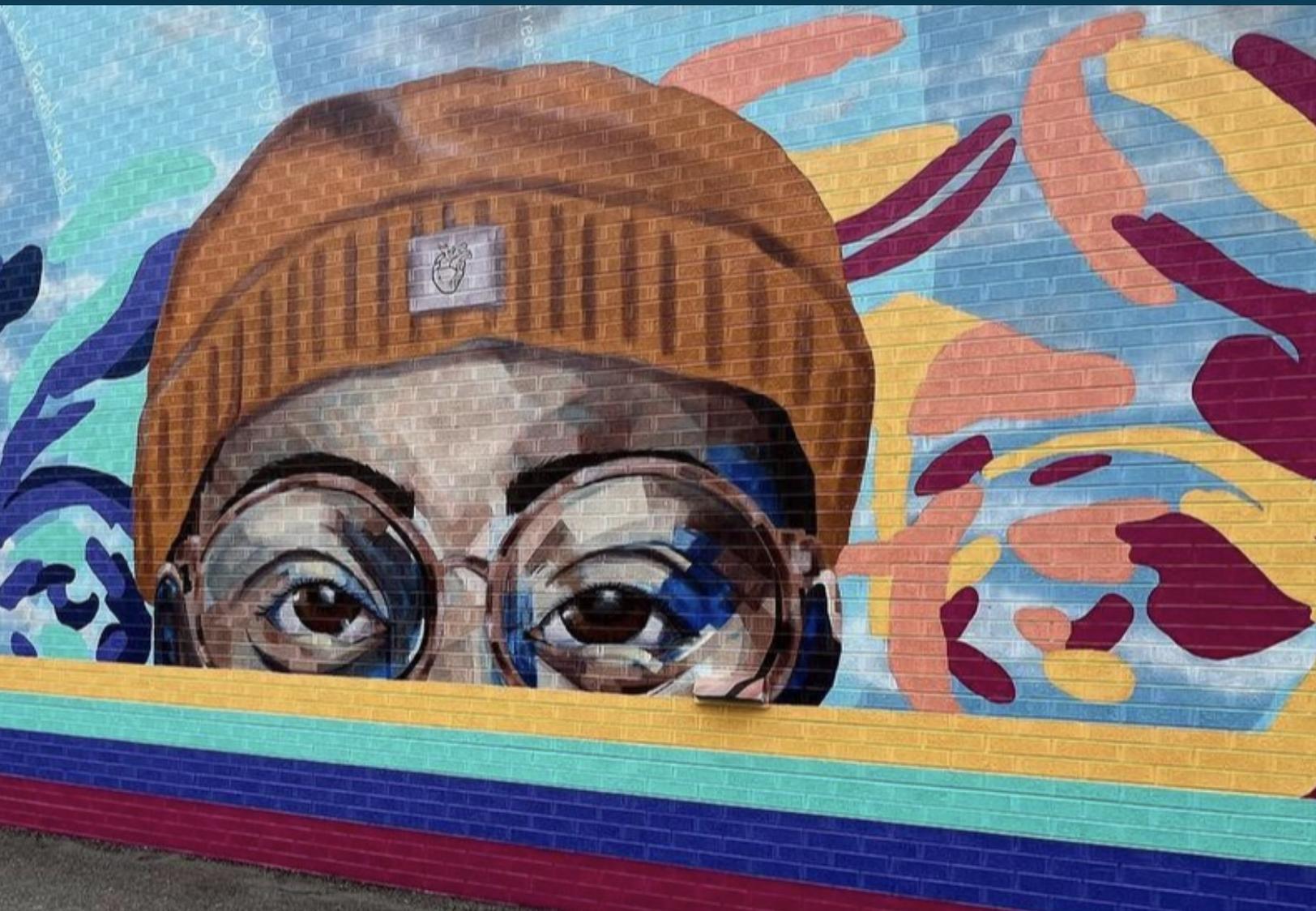
**46**  
schools & organizations

**177**  
presentations



## JUST SOME OF OUR PARTNERS

- Colorado National Collaborative federal partners including Centers for Disease Control and Prevention, Injury Control Research Center for Suicide Prevention, National Action Alliance for Suicide Prevention, Substance Abuse and Mental Health Services Administration, Suicide Prevention Resource Center, American Foundation for Suicide Prevention, Education Development Center
- CO Partners including CDPHE, OSP, Governor's Office, Suicide Prevention Commission, CU, & CSU
- Local Partners including Larimer County, coalitions & non-profits, all school districts, Coroner's Office, Law Enforcement, Fire, EMS, local governments, & libraries
- Health care providers including UHealth, Banner Health, SummitStone, LifeStance Health, Health District of Northern Larimer County, Sunrise Community Health, Pathways Hospice, Salud, Kaiser Permanente, & RMHP
- Veteran serving organizations including VA, Healing Warriors, & No Barriers USA
- Youth serving organizations including Partners Mentoring Youth, SAFY, Voices Carry Child Advocacy Center, La Familia, & Larimer Juvenile Gun Safety Coalition
- LGBTQ+ serving organizations including Out Boulder, PFLAG, SPLASH, CSU Pride Resource Center, & Northern Colorado PRIDE
- Faith based organizations including Light of the Rockies, Lighthouse Christian Counseling, and Interfaith Fort Collins
- 300+ non-profits serving priority populations in NoCo
- 250+ local businesses including high-risk industries



# Become an Annual Organizational Sponsor

Annual sponsors support ASP's suicide prevention programming across our community. Organizational sponsors receive recognition all year across all ASP campaigns & events.

	CONNECTION SPONSOR \$20,000	COMMUNITY SPONSOR \$10,000	CARING SPONSOR \$5,000	CULTIVATING SPONSOR \$2,500	CAPACITY SPONSOR \$1,000
HOST 1 EVENT WITH PRESENTING BENEFITS	✓				
VERBAL RECOGNITION AT ALL EVENTS	✓				
ASP NEWSLETTER ARTICLE ABOUT YOUR BUSINESS	✓				
HAND OUT YOUR PROMO MATERIALS AT ALL EVENTS	✓				
LOGO ON ASP TABLING SWAG	✓				
HOST 1 EVENT WITH PATRON BENEFITS BELOW		✓			
QUARTERLY SHOUT OUT ON ASP SOCIAL MEDIA	✓	✓			
LOGO & LINK ON ALL NEWSLETTERS FOR ONE YEAR	✓	✓			
LOGO ON MARKETING MATERIALS	✓	✓			
HOST 1 EVENT WITH PARTNER BENEFITS BELOW			✓		
ONE TIME AD SPACE IN ASP NEWSLETTER	✓	✓	✓		
HOST 1 EVENT WITH ADVOCATE BENEFITS BELOW				✓	
LOGO & LINK ON ASP SOCIAL MEDIA (FB & IG)	6	4	3	2	1
HOST 1 MISSION	✓	✓	✓	✓	✓
LOGO & LINK ON ASP WEBSITE & EVENT PAGES	✓	✓	✓	✓	✓
RECOGNITION IN ASP'S ANNUAL REPORT	✓	✓	✓	✓	✓

## 2024 ASP Hosted Events

### Teen Self Care Fair

Help us continue the conversation about mental health at this year's Teen Self Care Fair. Teens spend the day exploring new ways to practice self care with therapy dogs, interactive learning, music, games, food, and giveaways.

### *new* Family Self Care Fest

We are excited to announce the new Family Self Care Fest that will bring all the fun of the Teen Self Care Fair to the whole family. This event engages more of Larimer County with our first event in Loveland!

### Soul Shop

Soul Shop™ is an interactive workshop that equips the faith community, leaders and members, to train their congregations to minister to those impacted by suicidal desperation to prevent suicide because they are well situated to be significant sources of hope and healing.

### Connect with Intention

Connect with Intention is an interactive community conversation that will include large group training, breakout sessions, with time for networking where each year we discuss what is going well in suicide prevention in Larimer County, identify gaps, come up with creative solutions, and dream big!

# Become an Event Sponsor

This year, we are planning at least 4 ASP hosted events that are a great way to get the word out about your business and support mental health at the same time!

	PRESENTING SPONSOR \$5,000	PATRON SPONSOR \$3,000	PARTNER SPONSOR \$1,500	ADVOCATE SPONSOR \$1,000	FRIEND OF ASP SPONSOR \$500
VIP EXPERIENCE AT YOUR HOSTED EVENT	✓				
VENUE HOST	✓				
SPEAKING OPPORTUNITY IN VIDEO OR AT EVENT	✓				
DOUBLE SIZED BOOTH AT YOUR HOSTED EVENT	✓				
LOGO ON EVENT SWAG	✓				
HOST A GAME, ACTIVITY, OR PRESENTATION	✓	✓			
MENTION IN VIDEO PROMOTIONS FOR EVENT	✓	✓			
HAND OUT YOUR PROMO MATERIALS / GIFT BAG SPONSOR	✓	✓			
LOGO ON EVENT MARKETING MATERIALS	✓	✓			
FULL COLOR AD IN EVENT NEWSLETTER	✓	✓	✓		
HOST PHOTO BOOTH	✓	✓	✓		
HOST A NON-PROFIT PARTNER BOOTH	✓	✓	✓	✓	
LOGO & LINK ON ASP SOCIAL MEDIA (FB & IG)	✓	✓	✓	✓	✓
LOGO & LINK ON EVENT PAGE	✓	✓	✓	✓	✓
RECOGNITION IN ASP'S ANNUAL REPORT	✓	✓	✓	✓	✓
PRIORITY RESERVATIONS FOR ALL EVENTS	10	8	6	4	2



Sponsor a food truck/entertainment \$2,000 - Add to any sponsorship or only sponsor a food truck/entertainment. Get all of the benefits of Partner Sponsor PLUS your logo on a food truck or entertainment space thanking you for sponsoring!

## Priority Populations We Serve



Men in the Middle Years



Veterans



Older Adults  
65+



Youth & Young Adults



Rural Communities



LGBTQ+



BIPOC



High Risk Industries



Faith Community

# MISSION SPONSORSHIP

Mission Sponsorships are a chance to contribute to suicide prevention on an even deeper level. We invite you to record a short video or write a short statement about why you choose to support the mission, which in turn may inspire more people to get involved in our community.

## Survivor's Fund Benefits



This fund allows us to address the most urgent postvention needs in our community including:

- rent
- cleaning services
- missed wages
- groceries/ meals/ gift cards
- travel expenses
- child/ pet care
- therapy
- transportation

## Priority Population Outreach



Help us connect with members of these communities, provide suicide prevention training, & resources:

- veterans
- men in the middle years
- older adults
- youth & young adults
- rural communities
- LGBTQ+ & BIPOC
- high risk industries
- faith communities

## Consultation



Healthy working environments "improve staff retention, work performance and productivity." (WHO) ASP offers consultation services to any organization looking for ways to support mental health and improve morale.

- personalized interventions
- policy recommendations
- recognize & respond to stressful situations more effectively

## H.O.P.E. Certification

The H.O.P.E. Certification is a year-long investment in significant culture change related to worker well-being.

## 988 CAMPAIGN

We can prevent suicide by increasing awareness of risks, warning signs, and resources that can help anyone, anywhere.

## PRINTED MATERIALS

Printed materials increases engagement and retention levels during and after our classes & at tabling events.

## HEARTBEAT

Peer support groups are a space for people who are grieving the loss of a loved one to suicide to come together to connect and heal.

## SCHOOLWIDE REPLY

Bring suicide prevention training to an entire middle or high school where students will learn signs and symptoms, how to help a loved one, and where to go for help.

## LOCKBOXES

Help us provide lockboxes that reduce access to lethal means during a crisis and is safer storage everyday, too.

## SNACKS & MEALS

ASP and our community partners often meet instead of eat, and we all know that food brings people to meetings so this mission feeds our bodies and fuels the work we do.

## MENTAL MIGHT

4th and 5th graders can have an assembly sponsored by you that teaches them about protective factors, trusted adults, and about 988.

Mission Sponsors will be acknowledged on the finished product, our website, & in our annual report.

# In-Kind Donations

You can support suicide prevention without making a monetary gift with In-Kind donations for our events and programming.

- Gift cards
- Vacation rentals
- Beer, wine, & spirits
- Golf cart & golf items
- Spa items
- Pet items
- Bikes
- Outdoor recreation
- Sports equipment
- Tickets to sporting events
- Restaurant gift cards
- Hotel packages
- Museums, zoos, & gardens
- Adventure parks
- Adventure packages
- Hot air balloon rides
- Private plane/helicopter rides
- RV/boat rentals
- Car washes
- Holistic items & services
- Collectibles
- Experiences
- Waterpark tickets
- Trips
- Lego sets
- Entertainment tickets
- Movie tickets
- Show tickets
- Packages
- Cruises
- Memberships
- Auto care packages
- Shopping sprees
- Autographed memorabilia
- Fly fishing
- Cooking lessons
- Limo package
- Ski passes
- Self-care packages
- Clothing
- Books
- Music
- Technology
- Tours or classes
- Snack packs
- Plane tickets
- Jewelry
- Kitchen goods
- Beauty goodies
- Skateboards
- Games
- Fandoms
- Gourmet foods
- Coffee, tea, cocoa
- Sundae bar
- Pillows, blankets, PJs, slippers
- Handmade or crafted goods
- Electronics
- Accessories
- Garden & tools
- Healthy habits
- Subscriptions to apps
- Plants
- Art, art supplies, & craft kits
- Candles & lights
- Hot sauce & spices

All In-Kind donors will be acknowledged on our website, social media, & in our annual report.

# thank you

for all you do to prevent suicide  
in our community!

We could not do this without YOU!

## Questions?

Contact Dawn [dawn@suicideprevent.org](mailto:dawn@suicideprevent.org) or 720-378-2405

**Sponsorship Agreement**  
Sign Up Today!

