



The Samaritans of New York www.samaritansnyc.org

The Samaritans of New York is the oldest and best-known suicide prevention non-profit operating in NYC, responding to over 1 million calls from those in distress on our 24-hour hotline, training over 30,000 health professionals in the keys to effective prevention planning and providing solace to hundreds of people who have lost loved ones to suicide over the past 30 years. Part of the world's largest suicide prevention network, with 400 centers in 42 countries (from Argentina, Australia and Bosnia to England, Hong Kong, India, Trinidad and Zimbabwe) Samaritan is the place people turn when feeling depressed and suicidal.

Event Details <https://samaritansnyc.ejoinme.org/eventsept6>

The Beauty is More Than Skin Deep benefit on Thursday, September 26, 2013 from 6-9p.m. will take place at the world renowned Erno Laszlo Institute at 382 West Broadway, Manhattan. Samaritans is honored to partner with Erno Laszlo at their glamorous three-level spa to bring attention to our non-profit's work helping people who are struggling during these difficult times and to provide support to our crisis response services. The benefit will include cocktails, hors d'oeuvres and a silent auction. Guests can purchase a skin care consultation for both women and men from the Institute's skin therapists and/or a make-up consultation from the Institute's make-up artists. All sessions include fabulous Erno Laszlo sample products.

Corporate Sponsorship and Underwriting Opportunities

Corporate sponsorship and underwriting opportunities from \$500-\$2,500 are available for the Beauty is More Than Skin Deep benefit including web, print and event exposure for the sponsor's logo and brand (see sponsorship form with levels of support attached). Tickets for the event are \$50 or \$75 and guests can purchase makeup and skincare consultations for an additional \$25 per. Promotion will reach over a 1,000 Samaritans' donors, friends, volunteers and supporters. An incentivized Twitter campaign will have live links to ticket purchasing and sponsors' sites reaching event listings like NewYorkOlogy, The Skint, Thrillist New York, Time Out New York and Facebook posts.

The Beauty is More Than Skin Deep follows on other successful Samaritans' events including a fundraiser at the W Hotel Downtown sponsored by Essence Magazine which featured Steve Buscemi (of Boardwalk Empire fame) as the celebrity host. Samaritans participated in Cantor Fitzgerald's 9/11 Charity Day where Grammy Award winner Bill Withers (Lean On Me) represented Samaritans as our celebrity ambassador. Last year also saw Lady Gaga, Drew Carrey, Catherine Zeta Jones, and J.K. Rowling advocate for suicide prevention.

Why Sponsorship for Suicide Prevention ?

It is gratifying to see major American corporations, local businesses and highly respected celebrities' growing involvement in preventing suicide, a problem that leads to as many deaths in the U.S. as AIDS and homicide combined. With a documented increase in suicides tied to a downturn in the economy and the CDC reporting one in ten NYC High School students attempting suicide each year, increasing awareness and the ability to respond to this problem is paramount. Your sponsorship will help fund NYC's 24-Hour Suicide Prevention Hotline that answers over 60,000 calls annually; Samaritans training program for hundreds of NYC public school guidance counselors and support staff; and support groups for those who have lost a loved one to suicide.

Event Guests

Event attendees will be comprised of up to 150 professionals working in New York's top corporations, non-profits and more. Guests will also include supporters of Samaritans organization and their friends in the technology, retail, medical, financial and creative fields.

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