



Samaritans Suicide Prevention Center

Working to fight the stigma tied to mental illness, which touches 1 out of 5 New Yorkers, Samaritans Suicide Prevention Center is NYC's only community-based organization devoted to preventing suicide and saving lives.

Suicide prevention is not about death and dying but about life and living, helping people who are having trouble coping with their problems. And suicide is increasing in NYC, impacting people of every age, sexual identity, race and culture; causing more deaths in NYC each year than auto accidents.

Samaritans Programs Help Save Lives

Samaritans confidential 24-hour suicide prevention hotline, which is staffed entirely by caring volunteers from NYC's culturally diverse communities, has responded to over 1.3 million calls, providing immediate and ongoing support to those who are in distress, depressed and suicidal. Our survivors of suicide loss support programs provide solace to hundreds of individuals who have been directly impacted by suicide, and our public education program has trained over 40,000 health care providers in the most effective ways to help those who are "at risk" for suicide.

St. Bart's Midtown Mardi Gras Benefit 2017

Samaritans 2017 Midtown Mardi Gras benefit at Manhattan's landmark *Inside Park at St. Bart's* (50th Street & Park Avenue) will be hosted by Wes Puryear, Executive Director, JPMorgan Chase & Co. Over 300 guests are expected, many of them friends, clients and colleagues from the nearby JPMorgan Chase headquarters and other financial services companies as well as Samaritans volunteers, staff and supporters.

The benefit will be a celebration of the human spirit and the power of resiliency, an evening of fun, good food, beautiful stilt walkers, magicians, a New Orleans jazz band, an open bar and a silent auction featuring New York nightlife, artwork, travel, sports and entertainment packages.

Corporate and Individual Sponsorship Opportunities

Corporate and individual sponsorship/underwriting opportunities range from \$1000-\$5,000 and include print and social media placements with the sponsor's name and/or logo for heightened exposure that will reach over 7,000 invitees, their friends and colleagues from JPMorgan staff/clients, those working in financial, tech, real estate, retail, health and other sectors as well as Samaritans donors. Tickets are \$100; corporate and individual group tickets are \$1,000 (for 11 tickets); reserved VIP seating (booth with private bar service for 8) is \$1,500.

Benefits to Sponsoring a Samaritans Fundraising Event

Samaritans of NYC, is part of the highly respected suicide prevention network, with over 400 centers in 42 countries, and has name recognition in major cities around the world. In NYC, Samaritans materials are seen by all 51 NYC Council Members, thousands of professionals working in government and non-profit agencies.

Promotions will be to NYC media, an ongoing Twitter, Instagram and Facebook campaign, with links to NYC event listings, such as those on NewYorklogy, The Skint, Thrillist New York, Time Out New York, etc.

A life-affirming event whose popularity grows each year, the Midtown Mardi Gras Benefit presents you/your business with the opportunity to be associated with a high-profile helping organization known for the quality of care and support it provides to people from every walk of life, culture, sexual identity and economic standing.

For more info contact: Fiodhna O'Grady, Corporate Development, (212) 677-3009 fogrady@samaritansnyc.org



Company Name _____

Address _____

City _____ State _____ Zip _____

Email _____ Tels _____

“Be A Friend” Samaritans Benefit Sponsorship Opportunities

Show your support for the life-saving programs and services Samaritans provides to New Yorkers in need by becoming a sponsor for Samaritans Midtown Mardi Gras Benefit to help fund NYC’s 24-hour suicide prevention hotline, survivor support and public education programs. Sponsors will increase their personal/business visibility among the 7,000 Samaritans friends, donors, vendors as well as the 300-plus attendees.

Select a sponsorship level below that fits your marketing budget or we can tailor one to your individual needs.

Platinum--Headline Sponsor \$5,000

- Prominent display of corporate/individual signage as official sponsor at event entrance
- Business logo on all Midtown Mardi Gras announcements, e-vites, e-mails, press releases, posters, etc.
- Opening remark slot or comments during benefit greeting or Silent Auction announcement
- Prominent full-page ad in the Benefit Program, distributed to all attendees and on-line webpages
- Special reserved VIP booth seating for 8 (tickets included) with dedicated server
- Special mention on Samaritans website homepage with your company logo and link

Gold--The Mardi Gras Sponsor \$2,500

- Display of corporate/individual signage as a Gold Sponsor at event entrance
- Business logo on all Midtown Mardi Gras announcements, e-vites, e-mails, press releases, posters, etc.
- Mention of your sponsorship during benefit greeting or Silent Auction announcement
- Full-page ad in the Benefit Program, distributed to all attendees and on-line webpages
- Complimentary reserved tickets for 4 to the benefit
- Mention on Samaritans website with your company logo and link

Silver--The Bourbon Street Sponsor \$1,000

- Listing of individual/company as a Silver Sponsor at event entrance
- Your name on all Midtown Mardi Gras announcements, e-vites, e-mails, press releases, posters, etc.
- Complimentary half-page ad in the Benefit Program, distributed to all attendees and on-line webpages
- Complimentary reserved tickets for 2 to the benefit
- Acknowledgement on Samaritans website with your company logo

Mail checks payable to “The Samaritans of New York” to the address below, or pay online at samaritansnyc.org/event.

For questions or further info, contact Fiodhna O’Grady, Director of Development, fogrady@samaritansnyc.org, (212) 677-3009

The Samaritans of New York is a non-profit 501(c)3 organization, tax exempt EIN# 13-3164464 filed in the State of New York.