



The Samaritans of New York

The Samaritans of New York is the oldest and best-known suicide prevention non-profit operating in NYC. The non-religious Samaritans is part of the world's largest suicide prevention network with over 400 centers in 42 countries, from Argentina, Bosnia, France and Great Britain to Hong Kong, India, and Zimbabwe. Samaritans has been the major provider of suicide prevention, education and awareness services in NYC for 30 years operating a 24-hour suicide prevention hotline, public education program and support groups for those who have lost a loved one to suicide.

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

The Midtown Mardi Gras benefit will take place at the centuries old landmark Inside St. Bart's on 50th Street and Park Avenue in Manhattan. The Host Chair is Wes Puryear, JPMorgan Executive Director and Samaritans' Board President. Over 250 guests are expected, most of whom work at the nearby JPMorgan Chase headquarters and Samaritans supporters. This spectacular evening features New Orleans-inspired cocktails and food, live entertainment as well as a silent auction of nights out in New York, artwork, entertainment and services. Inside St. Bart's venue, provides the perfect backdrop to showcase sponsor signage, giveaways and more.

Corporate Sponsorship and Underwriting Opportunities

Corporate sponsorship and underwriting opportunities ranging from \$1,000-\$5,000 are available for The Midtown Mardi Gras including web, print and event exposure for the sponsor's logo and brand for the 250 guests and 1,000+ invites. Tickets range from \$75-\$100, with corporate group tickets costing \$750-\$1,000. Email promotion will reach over a 1,000 JPMorgan employees, host committee lists and Samaritans supporters. An incentivized Twitter campaign will have live links to local event listings, such as those on NewYorklogy, The Skint, Thrillist New York, Time Out New York and Facebook, where interested parties can purchase tickets.

Midtown Mardi Gras follows other successful Samaritans' events including a fundraiser at the W Hotel Downtown sponsored by Essence Magazine which featured Steve Buscemi (of Boardwalk Empire) as the celebrity host. Samaritans have also participated in Cantor Fitzgerald's 9/11 Charity Day where Grammy Award winner Bill Withers ("Lean On Me") represented Samaritans as our celebrity ambassador.

Why Sponsor Suicide Prevention

Major American corporations, local businesses and highly respected celebrities are getting involved in preventing suicide, a problem that leads to as many deaths in the US as AIDS and homicide combined. With increases in suicides tied to a downturn in the economy, more veterans dying from suicide than from warfare and the CDC reporting 1 in 10 NYC High School students attempts suicide each year, increasing awareness and the ability to respond to this problem is paramount. Sponsorships help fund NYC's 24-Hour Suicide Prevention Hotline that answers 65,000 calls annually, increase our ability to train school guidance counselors and other staff from over 500 schools and community-based organizations, and provide support to those in need, whether tied to mental illness, violence, bullying, loss, trauma, economic problems or natural disasters, like Hurricane Sandy.

Event Guests

Event guests will be comprised of professionals working in New York's top corporations, non-profits and more with the majority coming from JP Morgan headquarters. Guests will also include supporters of Samaritans organization and their friends in the technology, retail, medical, financial and creative fields.

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