



## The Samaritans of New York

Samaritans mission is to prevent suicide and save lives. Our 24-hour hotline provides immediate and ongoing support to people experiencing any type of crisis situation, our survivor support groups provide solace to those who have been touched by suicide, and our public education program teaches health care providers with the most effective ways to help people who are depressed, in distress, overwhelmed and suicidal. Samaritans is the only community-based organization in NYC devoted to preventing suicide, which leads to more deaths in our city than homicide.

## Event Details [www.samaritansnyc.org/events](http://www.samaritansnyc.org/events)

The 2015 Midtown Mardi Gras benefit at Manhattan's landmark Inside St. Bart's (50th Street & Park Avenue) is chaired by Wes Puryear, JPMorgan Executive Director, with hosts from noted NYC corporations and local businesses. Over 200 guests are expected, many of them our friends from the nearby JPMorgan Chase headquarters and ongoing supporters of our work as well as members of the community. It will be an evening of fun and good food with stilt walkers, magicians, a jazz band, special Given Tequila cocktails, an open bar and a silent auction featuring New York nightlife, artwork and entertainment. Midtown Mardi Gras is the perfect showcase for sponsor signage, giveaways and more.

## Corporate Sponsorship Opportunities

Corporate sponsorship and underwriting opportunities ranging from \$1,000-\$5,000 are available for The Midtown Mardi Gras Benefit including web, print and event exposure for the sponsor's logo and brand for the 200 guests and 2,000+ invitees. Tickets range from \$75-\$100 and corporate group tickets cost \$750-\$1,000. Email promotion will reach 2,000 JPMorgan employees, host committee lists and Samaritans supporters. A 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.

## Why Sponsor Suicide Prevention

Suicide prevention is not about death and dying, but life and living, how we help each other get through difficult times. This is the work of Samaritans, the only community-based agency in NYC devoted to preventing suicide - Helping people in crisis and working to overcome the stigma too often associated with mental health. By using positive messaging, a humanistic approach and 30 years of experience providing the public with easily accessible, tools, resources and support, Samaritans makes NYC a safer place to live. Our 120 caring volunteers responded to over 82,000 hotline crisis calls last year. Our survivor groups provided support to hundreds of people touched by suicide. And our suicide prevention education programs have trained over 40,000 people. Samaritans work and materials are seen by hundreds of thousands of consumers each year.

## Event Guests

The 2,000 event invitees consist of friends and colleagues of the host committee, Samaritans donors, former board members and volunteers, leaders in NYC's healthcare system, professionals working with Samaritans, and the New York's suicide survivor community. The 200 plus event guests will mainly comprise of JP Morgan colleagues of the Host Committee Chair, Wes Puryear, a JP Morgan executive director as well as supporters of Samaritans and their friends in the financial, technology, retail, non-profit, medical, and creative fields working in New York's top corporations, non-profits and institutions.

## Contact

Fiodhna O'Grady, Director of Development (212) 677 3009, [fogradys@samaritansnyc.org](mailto:fogradys@samaritansnyc.org)

**Samaritans of New York** Box 1259, Madison Square Station, NYC, NY 10159 [www.samaritansnyc.org](http://www.samaritansnyc.org)