



Dear friends:

Suicide is a silent epidemic. People rarely talk about it. And because of that, people do not seek or receive the help they need. While suicide does not get the media attention of mass shootings, bombings or drug overdoses, you'll see in the enclosed materials that suicide is the cause of **45,000 deaths** each year in the United States. And for every one death, 25 people make an attempt. **EVERY ONE of these deaths and suicide attempts was preventable with proper treatment.**

I would like to invite you to help raise awareness for local efforts to prevent suicide. You can do so by becoming a sponsor of the second annual **KJ's 5k for Mental Health and Animal Rescue**, which will be held on Saturday, October 6, 2018 at Portage Lakes State Park. After the loss of her son KJ to suicide, Shari Kennedy created KJ's 5k to raise awareness about mental illness, suicide prevention, and the treatments available. Because KJ loved animals, the event also includes a dog walk, which many find to be therapeutic as well. Last year, a total of nearly 500 people showed up to support and learn about local mental health resources that help people every day here in Northeast Ohio.

Your sponsorship dollars will showcase you and your company as a leader in the fight against suicide, and make a difference in local lives. We know first-hand how the event helps. After last year's 5k, people thanked us for raising awareness, telling us that their loved ones had sought out treatment because of our work, or that they themselves were mentally ill, and that the event provided an opportunity for them to enjoy some time in a safe, accepting environment. Sponsoring this event will allow you to be part of that impact.

Shari chose to partner with Portage Path Behavioral health, because we treat anyone, without regard to ability to pay. Our services, among many others that we provide, include a free, confidential, 24 hour Support hotline (330-434-9144), 24/7 Psychiatric Emergency Services, and a Survivors Group for those who have lost someone to suicide.

Please look over the list of sponsorship opportunities on the next page and select a level that fits your preference. You will find a form attached which you can return by mail.

Thank you, on behalf of the people across our region who will be helped by the funds raised by this event. With your investment, we can help prevent another family from experiencing what KJ's and other families have had to endure.

Very truly yours,

Shari Kennedy  
Volunteer Suicide Awareness Advocate

Tracy Yaeger, Ph.D.  
President  
Portage Path Behavioral Health

# Suicide is a silent epidemic

in the United States. From 2007 to 2016 the overall suicide rate rose from 11.27 to 13.42 per hundred thousand people, which is a 20% increase.



## Additional Facts About Suicide in the US

- The annual age-adjusted suicide rate is **13.42 per 100,000** individuals.
- On average, there are **123 suicides** per day.
- Firearms account for **51%** of all suicides.
- Men die by suicide **3.57x** more often than women.
- White males accounted for **7 of 10** suicides in 2016.
- The rate of suicide is **highest in middle age** – white men in particular.

Source: American Foundation for Suicide Prevention

But the tragedy, heartache, and loss encompassed in the numbers above **is preventable** with early detection of hidden depression and other conditions that may lead to suicide, and with proper treatment and support.

KJ's 5k raises awareness about the **warning signs, resources available** to help, **how to get help** for yourself or loved ones. It also provides a safe environment for those suffering either from loss of loved ones, or with their own mental struggles, to enjoy a morning in a beautiful setting with supportive people.

Portage Path Behavioral Health has been providing **effective, affordable behavioral health care** for Summit County since 1968. Portage Path helps people **recover from mental illness** & related substance abuse problems, regardless of their ability to pay, so that they can go on to lead their best life.

Among the many services provided by Portage Path are the free, confidential 24 hour Support line (330.434.9144), Psychiatric Emergency Services, and Survivor's Group, a support group specifically for those who have survived the loss of loved ones to suicide. Portage Path is a leader locally in the Zero Suicide Initiative and the Summit County Suicide Coalition. To learn more about Portage Path, please visit <http://www.PortagePath.org>.



# Opportunities for Sponsors

In 2017, 320 registered participants, 40 individual donors, 20 sponsors and nearly 100 volunteers made the 5k a resounding success. We are expecting an even larger turnout this year & your sponsorship will make a difference for many people in the coming year.

Please fill out and return the form on the other side today to support Mental Health and Suicide Prevention!



Sponsor Benefit	Presenting \$10,000	Premium \$5,000	Starting Line/ Finish Line \$2,500	Registration \$1,500	Route \$500	Community Partner \$250-\$499	Supporter up to \$249
Vendor Display Table	Double	Double	Single	Single	Single	Single	
Recognition on Event Web Site	Logo featured front and center	Prominent logo	Logo	Logo	Logo	Logo	Name
Recognition in PPBH Annual Report	Logo featured front and center in donor acknowledgement section	Prominent logo in donor acknowledgement section	Logo	Logo	Logo	Name	Name
Recognition & Link on PPBH Web Site for 1 year	Logo featured front and center on Sponsor Page	Prominent logo on Sponsor Page	Logo	Logo	Logo	Name	Name
Recognition on event t-shirt	Prominent logo	Prominent Logo	Logo	Logo	Logo	Logo	Name
Corporate banner displayed (supplied by sponsor)	Prominent at Gathering Area	Prominent at Gathering Area	Prominent at Start or Finish Line	Prominent at Registration Area	✓		
Event- supplied signage	Logo on all Mile Markers and Water Stop	Logo on all Mile Markers and Water Stop	Logo on acknowledgement banner	Logo on acknowledgement banner	Logo on one Mile Marker or Water Stop		
Sponsor-specific social media posts	4	3	2	1			
Sponsor acknowledgement emailed to 2000+ contacts	3	2	1				
Placement on event flyers and promotional materials displayed at local businesses	Prominent Logo	Logo	Logo	Name			
Acknowledgement in Announcements	Speak at Starting Line	✓	✓	✓	✓	✓	
Provide flyer, product or coupon for goodie bag	✓	✓	✓	✓	✓	✓	✓
Inclusion in pre and post event Akron Beacon Journal advertisement	✓	✓	✓	✓			
Included in post event email to all participants	✓	✓	✓				

Sponsor acknowledgement on printed materials depends on donation and logo being received by deadlines. For flyer, deadline is July 1 to guarantee inclusion. For t-shirt and event supplied signage, deadline is September 10. For inclusion in newspaper advertising, deadline is August 15.

# KJ's 5k Sponsor Form

Please Indicate your Sponsor Level:		Will you use the vendor table Provided?		
<input type="checkbox"/> <b>Presenting Sponsor</b>	\$10,000	Yes	No	
<input type="checkbox"/> <b>Premium Sponsor</b>	\$5,000	Yes	No	
<input type="checkbox"/> <b>Starting/Finish Line Sponsor</b>	\$2,500	Yes	No	Start or Finish Line Designation will be assigned first come first serve
<input type="checkbox"/> <b>Registration Area Sponsor</b>	\$1,500	Yes	No	
<input type="checkbox"/> <b>Route Sponsor</b>	\$500	Yes	No	Mile or Waterstop Designation will be assigned first come first served
<input type="checkbox"/> <b>Community Partner</b>	\$250-500	Yes	No	
<input type="checkbox"/> <b>Supporter</b>	\$100-249			

Sponsor name as you would like it to appear: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact person & Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone number: \_\_\_\_\_

Web site address: \_\_\_\_\_

Company Description for Event Web Site: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

We plan to send materials/giveaways for the participant goody bags (600 to be prepared): Yes No  
 If yes, what item would you like to include:

\_\_\_\_\_

High Resolution Logos (EPS or PNG Format preferred) should be submitted to [edengg@portagepath.org](mailto:edengg@portagepath.org)

Checks can be made payable to **Portage Path Behavioral Health** and mailed before August 15, 2018 to:

**Portage Path Behavioral Health**  
 340 South Broadway Street  
 Akron, Ohio 44308

If you have questions, please contact Eddie Dengg at 330.253.3100 x 1115 [edengg@portagepath.org](mailto:edengg@portagepath.org)

