



A life is lost to suicide every 12.3 minutes in the United States. Suicide is the second leading cause of death for people ages 10-14 and 25-34.

I am writing to you on behalf of the Hunter J. Nordlof BE KIND Foundation. Our organization is a 501(c)3 nonprofit whose mission is to provide public awareness and education on suicide prevention and to inspire compassion through kindness. Our foundation was created following the devastating loss, by suicide, of our 16 year-old son, Hunter Nordlof, in February of 2017.

Our foundation is pleased to announce our upcoming Suicide Prevention Awareness events in September: "Mental Health Awareness and Suicide Prevention" Presentation by Sam Eaton at L.O.W. School on Friday, September 13th and our "Hope Lights the Night Walk" scheduled for Saturday, September 21st at Baudette Timber Mill Park. These two events are not just a presentation or a walk; they are part of a movement to bring hope and support to those affected by suicide as well as those currently struggling with their mental health. The primary goal is to raise funds that will directly cover the \$6,500 costs associated with the walk and the \$4,500 expense of the speaker at L.O.W. School.

Through the generous support of sponsors, we can make a significant impact in reducing the stigma surrounding suicide, providing vital support to individuals and families affected by this tragic issue, and encouraging those who are suffering from mental illness to seek treatment. By helping to sponsor these two September events, your business will benefit from prominent visibility and recognition as a key supporter of mental health and suicide prevention initiatives in our community. Your logo will be displayed on event materials, including banners, promotional materials, and our foundation website. Enclosed with this letter is a sponsorship package outlining the various levels and associated benefits. We hope you will consider joining us to make a tangible difference in the lives of those struggling with mental health challenges. We are asking for responses by **August 30, 2024**. Thank you and we look forward to hearing from you.

Kindest regards,

Jennifer Wilder-Nordlof  
President - Hunter J. Nordlof BE KIND Foundation

SUICIDE IS PREVENTABLE





**PROPOSAL FOR**

**MENTAL HEALTH AND SUICIDE  
PREVENTION PRESENTATION**

**HOPE LIGHTS THE NIGHT WALK**

**SUICIDE IS PREVENTABLE**

PREPARED BY

DATE

**Hunter J. Nordlof BE KIND Foundation**

**8/12/ 2024**

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SUICIDE IS PREVENTABLE



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# 1. EXECUTIVE SUMMARY

## **“Mental Health Awareness & Suicide Prevention” Presentation**

is an event organized by the Hunter J. Nordlof BE KIND Foundation with Sam Eaton - writer, speaker, and founder of Recklessly Alive. This event aims to offer hope as Sam shares his inspiring story of surviving his own suicide attempt. A former teacher himself, Sam will share warning signs, resources for healing, and how we as a society can help those around us struggling in the dark.

**“Hope Lights the Night Walk”** is an event organized by the Hunter J. Nordlof BE KIND Foundation to advocate, educate, and bring attention to the crisis of suicide. This event is intended to bring together community members to raise awareness and funds crucial to breaking the stigma around suicide, depression and mental illness.

# 2. EVENT OVERVIEW

## **Mental Health Awareness & Suicide Prevention Presentation**

is scheduled for September 13, 2024 and will feature Sam Eaton of Recklessly Alive - a suicide prevention organization aiming toward a world with zero deaths by suicide. This event will be a 45 minute presentation and seeks to engage 275 students and staff at L.O.W. School in Baudette. Our foundation hopes to raise \$4,500 to cover the expense of this presentation.

**Hope Lights the Night Walk** is scheduled for September 21, 2024. This two hour event will feature a lighted route of “Tunnels of Hope” through Baudette Timber Mill Park. This walk’s intention is to show support for the families and friends of loved ones tragically lost by suicide and for those suffering from depression. This event seeks to enlist a minimum of 200 participants and raise \$6,500 for the cost of the walk.

### 3. PURPOSE & IMPACT

Funds raised will go directly to the \$4,500 cost of the Sam Eaton Mental Health Awareness & Suicide Prevention Presentation and the \$6,500 Hope Lights the Night Walk expenses. Any additional money raised will go toward the Hunter J. Nordlof BE KIND Foundation's efforts to make an impact in our community for suicide prevention and mental health.

### 4. TARGET AUDIENCE

Our target audience for the speaker presentation includes students in grades 6-12 and staff at L.O.W. School in Baudette.

Our target audience for the walk consists of local and surrounding community members that have been affected by suicide in some way, those individuals currently struggling with their mental health, and for people who desire to show their support for the cause.

## 5. PROPOSED EVENT DETAILS

### DATE AND TIME

#### **Mental Health Awareness & Suicide Prevention Presentation**

**Date:** Friday, September 13, 2024

**Time:** TBD

#### **Hope Lights the Night Walk**

**Date:** Saturday, September 21, 2024

**Time:** 7:30 - 9:30 PM (Registration starts at 6:00 PM)

### VENUE

- The Speaker Presentation will be held in the L.O.W. School auditorium in Baudette.
- The walk will take place at Baudette Timber Mill Park

### PROGRAM

#### **Mental Health Awareness & Suicide Prevention Presentation**

**Date:** Friday, September 13, 2024

**Time:** TBD

#### **Hope Lights the Night Walk**

**Date:** Saturday, September 21, 2024

**Time:** Same Day Registration 6:00 - 7:30 PM

Opening Ceremony: 7:30 - 8:00 PM

Walk: 8:00 - 9:00 PM

Closing Ceremony: 9:00 - 9:30 PM

## 6. MARKETING STRATEGY

A comprehensive campaign to include our foundation website, social media, local cable TV and radio spots as well as community outreach through schools and businesses. Special emphasis on the importance of mental health, suicide prevention and the impact of contributions will be utilized to inspire participation and attendance.

## 7. BUDGET & FUNDING

### **Mental Health Awareness & Suicide Prevention Presentation**

The budget of \$4,500 covers \$4,000 for Sam Eaton's speaking fee and \$500 for his food and travel expenses. Anticipated revenue sources include sponsorships and donations toward the presentation fee.

### **Hope Lights the Night Walk**

The budget of \$6,500 covers event logistics, marketing and "Tunnels of Hope" building supplies. Anticipated revenue sources include registration fees, sponsorships, and donations for event costs.

## 8. SPONSORSHIP OPPORTUNITIES

**\*We are asking for responses by August 30, 2024**

### **Gold Package \$500 +**

Your logo will be included on the following: event banner, t-shirts, all social media, print marketing, on our foundation website and in our online sponsor directory.

### **Silver Package \$250 +**

Your logo will be included on the following: all social media, print marketing, on our foundation website and in our online sponsor directory.

### **Bronze Package \$100 +**

Your logo will be included on our foundation website as well as in our online sponsor directory.

**All sponsors will receive a framed letter of appreciation for your support**

**Tunnels of Hope \$200** An additional donation opportunity is sponsoring a "Tunnel of Hope" for the Hope Lights the Night Walk. A goal of the Hunter J. Nordlof BE KIND Foundation is to create a minimum of 12 lighted tunnels around the main walking path loop at Timber Mill Park in Baudette. Each tunnel will symbolize a path toward healing, recovery, and the bright future that lies ahead despite the darkness of suicidal thoughts and mental health struggles. It represents the support and solidarity of the community, illuminating the way forward for those affected by suicide and mental illness. The lights signify hope, remembrance of loved ones lost, and the collective commitment to prevent further loss and provide support for those in need. The donation can be given in memory of a loved one lost to suicide or it can be a business, family or individual sponsorship. A poster will be printed, framed and placed at the front of each tunnel. See examples below. Your logo will be included on our foundation website as well as in our online sponsor directory. If you are interested in this additional sponsorship opportunity, please reach out to Jennifer Nordlof by cell: (218) 464-2930 or email: [hjnbekind@gmail.com](mailto:hjnbekind@gmail.com)

**This Tunnel of Hope is sponsored by:**  
**Tim, Jennifer & Alayna Nordlof**



*In loving memory of*  
**Hunter James Nordlof**  
2001 - 2017



**This Tunnel of Hope**  
**is sponsored by:**



(For example purposes only...)