



SUMMER OF LIFEWALK

SPONSORSHIP OPPORTUNITIES

PrismHealth
NORTH TEXAS


3900 Junius St, Ste 300, Dallas, TX 75246
214.521.5191 | www.lifewalk.org | www.phntx.org



WHY SPONSOR

LIFEWALK AND ALL RELATED EVENTS WILL ONCE

AGAIN BE LIVE. This year LifeWalk is hosting Marketpalooza and Pub Crawl. Prism Health North Texas has seen an increase in testing, behavioral health services, and former patients returning to care. Many in our community continue to be unemployed and living without health insurance; thus, they have turned to organizations like Prism Health North Texas to receive care and request assistance for emergency housing, HIV medication, food, and more. Most of the services offered at Prism Health North Texas are free, and if payment is needed, services are provided at little to no cost. No one is turned away if they are unable to pay. Your support for LifeWalk helps to cover the cost of care for our patients, and it will allow PHNTX to continue providing the best comprehensive services for our community.



ABOUT LIFEWALK

LIFEWALK IS ONE OF THE LARGEST AND LONGEST-RUNNING HIV AWARENESS EVENTS IN NORTH TEXAS. The annual event draws in more than 1,300 participants. Instead of one event, we will be hosting Summer of Lifewalk, a series of events this year. The summer of LifeWalk kicks off in June with Marketpalooza and Pub Crawl and ends with Miss LifeWalk in September.

This year's fundraising events benefit Prism Health North Texas and the organization's mission to advance the health of North Texas through education, research, prevention, and personalized integrated HIV care. Since its inception in 1991, LifeWalk has raised over 14 million dollars for PHNTX's HIV/AIDS programs and services for the community.





MISS BIG THICKETTE
METROBALL
MARKETPALOOZA
& PUB CRAWL
LIFEWALK BRUNCH
WITH PRIDE VODKA
TEAM CLOVER OPEN
GAY SOFTBALL
WORLD SERIES
MISS LIFEWALK 2022

MAY 1 @ S4

JUN 3 @ S4

JUN 19 @ CEDAR SPRINGS

JUL 9 @ ROY G'S

AUG 20 @ CEDAR SPRINGS

AUG 29-SEP 3 @ KIEST PARK

SEP 25 @ ROSE ROOM

Events are subject to change.

ABOUT PRISM HEALTH NORTH TEXAS

PRISM HEALTH NORTH TEXAS IS A LOCAL, NONPROFIT COMMUNITY HEALTHCARE ORGANIZATION THAT AS AIDS ARMS NETWORK IN 1986. What started with a few volunteers coming together in the early AIDS crisis is now a comprehensive primary and specialty care service organization that sees over 13,000 patients in the North Texas area.

PHNTX is committed to providing healthcare for all North Texans in a non-judgmental and affirming environment. The organization strives to remove the barriers that prevent any individual from accessing quality healthcare. PHNTX stands for health equity, especially for marginalized populations, including people living with HIV, LGBTQIA+, and ethnic minorities.

Every individual has the right to affordable, accessible healthcare and the opportunity to attain the highest level of health. Your support for LifeWalk will help PHNTX’s commitment to providing the community with access to expert care.

SPONSOR IMPRESSIONS

Register Today Postcards
1,000

Marketing Print and Digital Posters
10,000+

Direct Mailing
2,400+

Print Ads
175,000+

e-Communications to supporters
250,000+

Digital Marketing
700,000+



BECOME A VALUED LIFEWALK SPONSOR

PRISM HEALTH NORTH TEXAS LIFEWALK CONTINUES TO INCREASE ITS VISIBILITY IN THE COMMUNITY THROUGH PRINT AND DIGITAL ADVERTISING, MEDIA ENGAGEMENT, FEATURED STORIES, SOCIAL MEDIA, AND MUCH MORE. Our audience is not only committed and passionate, but also quite diverse: people of all ages, genders, sexualities, and backgrounds that come together each year to help our community living with HIV.

Sponsors are featured on all print and online marketing materials. Print materials include local newspaper advertisements and direct mailings. Digital marketing includes web advertisements, social media, emails, and website presence on all print and online marketing materials. Print materials include local newspaper advertisements and direct mailings.

Recognition	Premier	Diamond	Platinum	Gold	Silver	Bronze	Red Ribbon	Friend
Level	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000	\$2,500	\$1,000	\$500
Social Media	7 Logo Posts	5 Logo posts	3 logo posts	2 logo posts	1 logo post	1 shout-out	Name	
PHNTX Website	Linked logo	Linked logo	Linked logo	Linked name	Linked name	Name	Name	
LifeWalk website	Linked logo	Linked logo	Linked logo	Linked name	Linked name	Linked name	Name	Name
Weekly Featured Sponsor LW website	Linked logo for 2 weeks	Linked logo for 2 weeks	Linked logo for 1 week	Linked logo for 1 week	Linked name for 1 week			
Print Material & Email Recognition	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Dallas Voice TY AD	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Summer of LifeWalk t-shirts	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Day of Marketpalooza & Pub Crawl Recognition								
Booth	⚙️	⚙️						
Stage Banner	Logo	Logo	Logo	Logo	Name	Name	Name	Name
DJ Recognition	⚙️	⚙️	⚙️	⚙️				
24x18 Signs	3 logos	2 logos	1 logo	1 logo	Listed on 1 sign	Listed on 1 sign	Listed on 1 sign	Listed on 1 sign
All Other Summer of LifeWalk Events								
Pop-up banner	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Register Today Postcard	Logo	Logo	Logo	Logo	Name	Name	Name	Name

SPONSORSHIP AGREEMENT

Sponsorships can be completed and paid for online at www.lifewalk.org or by sending this completed form with a check to the address below. Sponsorship must be paid by October 7, 2022.

Company Name: _____

Name as Recognized: _____

Company Address: _____

Company Contact: _____

Phone: _____ Email: _____



☐ **Premier** - \$20,000

☐ **Bronze** - \$2,500

☐ **Diamond** - \$15,000

☐ **Red Ribbon** - \$1,000

☐ **Platinum** - \$10,000

☐ **Friend** - \$500

☐ **Gold** - \$7,500

☐ **Presenting Media**

☐ **Silver** - \$5,000

X _____

Authorized Signature of Sponsor

_____ Date

Please submit this form to Prism Health North Texas via:

Terry Walker

Terry.walker@prismntx.org

214-521-5191

Prism Health North Texas | LifeWalk

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