

LIFEWALK 2023

SPONSORSHIP
OPPORTUNITIES

PrismHealth
NORTH TEXAS

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

ABOUT LIFEWALK 2023

NO LONGER A WALK, STILL FABULOUS FUNDRAISING

LifeWalk, the beloved annual fundraising event by Prism Health North Texas to support its mission of advancing the health of North Texas, is undergoing a shift.

While the event is no longer a 5k walk, the legacy of this event (which has raised over \$14 million since its inception in 1991) remains true. Following a transition to virtual events in 2020 and a series of events throughout the summer in 2021 and 2022, Prism Health North Texas will continue the legacy of LifeWalk as we raise funds and crown Miss LifeWalk 2023 on Sunday, October 1st.

We are endlessly thankful for the amazing advocates and allies who support our cause of bringing an end to HIV in North Texas. As we transition away from a traditional 5k allows Prism Health North Texas to directly apply more funds raised to its mission and services as the cost of facilitating an event of that scale has continued to rise, like the rising cost of healthcare in the United States.

Your continued support through this change will help Prism Health North Texas achieve our goals, fund our services, and see LifeWalk grow into bigger and better things in the future. Thank you for your consideration in sponsoring LifeWalk 2023, we hope you will join us as we continue this journey!

PRISM HEALTH NORTH TEXAS PROVIDES HIGH-QUALITY HEALTH CARE FOR THOSE WHO NEED IT THE MOST AND HAS DONE SO FOR OVER 37 YEARS. We have been very successful at expanding much needed services such as sexually transmitted infection testing and treatment, HIV prevention, and Transgender health care.

Healthcare costs continue to rise and program funding is decreasing. Rather than eliminating important health services, we must increase our fees charged to patients with a sliding fee scale, based on an individual's income.

We strive to remove barriers preventing individuals from accessing quality healthcare. While we must make these necessary changes to our services and payment options, we will continue our commitment to finding solutions to ensure healthcare remains affordable.

Your sponsorship will help offset costs for much needed health care for Prism Health North Texas patients. Every individual has the right to affordable, accessible health care and the opportunity to attain their highest level of health.

WHY SPONSOR





MISS LIFEWALK

Sunday, Oct. 1 @ Rose Room

BECOME A VALUED LIFEWALK SPONSOR

PRISM HEALTH NORTH TEXAS LIFEWALK 2023 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 those in 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.

| Recognition | Premier | Diamond | Platinum | Gold | Silver | Red Ribbon |
|--|------------------------|------------------------|------------------------|------------------------|------------------------|------------|
| Level | \$15,000 | \$10,000 | \$7,500 | \$5,000 | \$2,500 | \$1,000 |
| Social Media | 7 logo posts | 5 logo posts | 3 logo posts | 2 logo posts | 1 logo post | Name |
| PHNTX Website | Linked Logo | Linked Logo | Linked Logo | Linked Name | Linked Name | Name |
| LifeWalk Website | Linked Logo | Linked Logo | Linked Logo | Linked Name | Linked Name | Name |
| Weekly Featured Sponsor LifeWalk Website | Linked Logo for 1 Week | Linked Logo for 1 Week | 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 |
| Dallas Voice Thank You Ad | Logo | Logo | Logo | Logo | Name | Name |
| Volunteer T-Shirts | Logo | Logo | Logo | Logo | Logo | Name |
| Stage Banner | Logo | Logo | Logo | Logo | Name | Name |
| DJ/MC Recognition | * | * | * | * | | |
| Pop-Up Banner | Logo | Logo | Logo | Logo | Name | Name |

PRISM HEALTH NORTH TEXAS IS A LOCAL, NONPROFIT COMMUNITY HEALTHCARE ORGANIZATION THAT STARTED 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 2023 will help PHNTX’s commitment to providing the community with access to expert care.

ABOUT PRISM HEALTH NORTH TEXAS





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 September 15, 2023.

Company Name: _____

Name as Recognized: _____

Company Address: _____

Company Contact: _____

Phone: _____ Email: _____

CHOOSE YOUR SPONSORSHIP

☐ Premier - \$15,000

☐ Platinum - \$7,500

☐ Silver - \$2,500

☐ Diamond - \$10,000

☐ Gold - \$5,000

☐ Red Ribbon - \$1,000

X _____

Authorized Signature of Sponsor

_____ Date

Please submit this form to Prism Health North Texas:
development@prismntx.org