

Peace 
Love  & 
Lifewalk
10.3.21

SPONSORSHIP OPPORTUNITIES

PrismHealth
NORTH TEXAS

351 W Jefferson Blvd, Suite 300, Dallas, TX 75208
214.521.5191 | lifewalk.org | phntx.org

Why Sponsor

Due to the on-going COVID-19 pandemic, LifeWalk and all related events will once again be virtual.

This past year, Prism Health North Texas has seen an increase in testing, behavioral health services, and former patients returning to care at the organization. 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.

The clinics have also expanded services to include COVID-19 testings and COVID-19 vaccinations.

Most of the services offered at Prism Health North Texas are free, and if payment is needed, it is at the lowest cost possible through the organization's financial assistance program – no one is turned away if they are unable to pay.

Your support for LifeWalk will help cover the cost of care for our patients, and it will allow the organization to continue to provide services for those in need.



LifeWalk 2020 By the Numbers

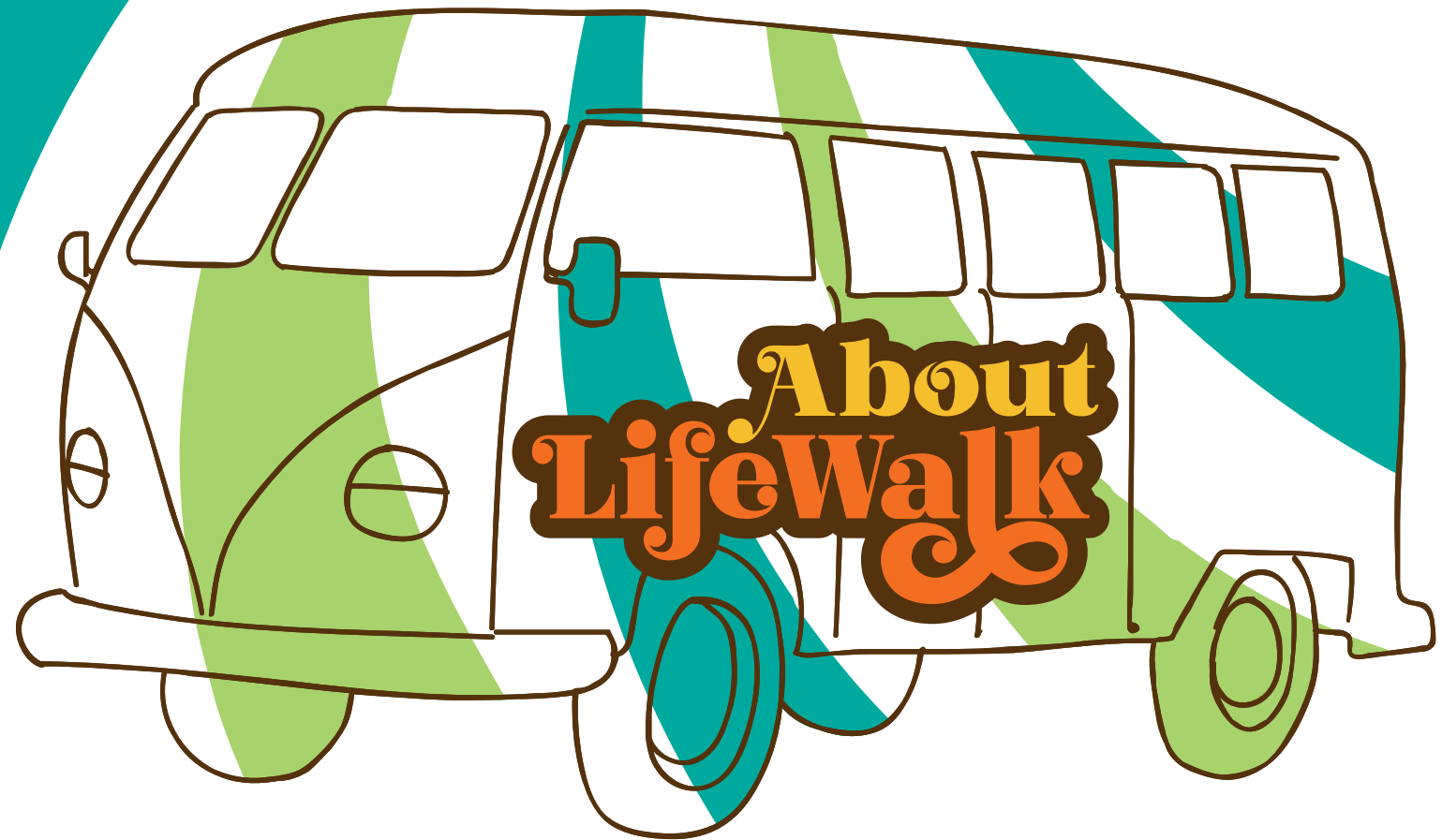
Total raised:
\$183,378.69

Total Teams:
34

Participants:
243

Donors:
1,028

**Number of
2020 Sponsors:**
26






LifeWalk is one of the largest and longest-running HIV awareness events in North Texas. The annual event draws in more than 1,000 participants and includes a 5K walk, park festival, and free HIV testing for the community. It benefits 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 13 million dollars for HIV/AIDS programs and services offered to the community by Prism Health North Texas.

In 2020, LifeWalk went "Totally Virtual" and raised over \$183,000 to help patients receive health care during the COVID-19 pandemic.

2021 Virtual LifeWalk Events

-  **DIY Terrarium with Jade and Clover**
-  **Beer Tasting with Texas Ale Project**
-  **Cheese and Wine Tasting with Scardello Cheese**

All events are subject to change.

About Prism Health North Texas

Prism Health North Texas (PHNTX) opened services in 1986 during the HIV/AIDS crisis in North Texas, through an initial grant by the Robert Wood Johnson Foundation. Formed as AIDS Arms Network out of the Communities Foundation of Texas, PHNTX for the past 35 years has served the critical role of connecting people living with HIV to care and services in the area. PHNTX evolved to be a nationally recognized leader in delivering high-quality HIV and sexual health services, most recently expanding services to address the alarming rise in sexually transmitted infections in Dallas County and North Texas. Roughly 30% of people living with HIV in North Texas receive medical care and support at one of the four health centers.

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 health care and the opportunity to attain their highest level of health.

Your support to LifeWalk will help PHNTX's commitment to providing the community with access to expert health care.

Online Dallas Pride Event:
25,000+

Save the Date Cards:
5,000

Direct Mailing:
2,400+




Print Ads:
175,000+

Digital:
700,000+

e-Communication sent to supporters:
250,000+



Become a Valued LifeWalk Sponsor

-  **Increase your brand presence online**
-  **Connect with over 1,000 community leaders that support LifeWalk**
-  **Changing the lives of North Texans living with HIV – 70% of whom are below the poverty line**

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 join together each year to help those impacted by HIV.

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

Event 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 Videos	☺	☺	☺	☺	Name	Name	Name	
Social Media	7 logo posts	5 logo posts	3 logo posts	2 logo posts	1 logo post	1 shoutout	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	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 1 week			
Print Materials, Email, & Digital Recognition	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Dallas Voice TY Ad	Logo	Logo	Logo	Logo	Name	Name	Name	Name
Virtual Event Mentions	☺	☺	☺					
Day of Virtual Event	15-30 sec spot	15-30 sec spot	15-30 sec spot	Name	Name	Name	Name	Name
Virtual Back-Drop Recognition	☺	☺	☺					

SPONSORSHIP AGREEMENT:

Return this form to be included as soon as possible to enjoy all benefits. Sponsors must be paid by September 3rd, 2021.

Company Name: _____

Name as Recognized: _____

Company Address: _____

Company Contact: _____

Phone: _____ Email: _____



- Premier - \$20,000
- Diamond - \$15,000
- Platinum - \$10,000
- Gold - \$7,500
- Silver - \$5,000
- Bronze - \$2,500
- Red Ribbon - \$1,000
- Friend - \$500
- Presenting Media

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



PAYMENT METHOD

Check (#: _____)
Payable to Prism Health
North Texas LifeWalk

Credit Card:
PHNTX Staff will call you at the
above phone number to process
your credit card payment.

- Pay in Full
- Scheduled Payments