



MISS
LIFEWALK
2024 SPONSORSHIP PACKET

ABOUT MISS LIFEWALK

CELEBRATING 20 YEARS OF MISS LIFEWALK



2024 MARKS THE 20TH ANNIVERSARY OF THE MISS LIFEWALK PAGEANT. Miss LifeWalk is the prettier sister of LifeWalk, beloved annual AIDS 5k walk and fundraiser. Miss LifeWalk has stepped out of her older sibling's shadow to become her own stand-alone event and annual fundraiser for Prism Health North Texas (PHNTX), a 501(c)(3) healthcare organization whose vision is to build equitable healthcare access for all Texans.

The winner of Miss LifeWalk becomes an ambassador for Prism Health North Texas, promoting safe sex, getting tested, knowing your status, and being PrEPared! The reigning Miss LifeWalk uses her platform to raise funds and acts as an advocate for those North Texans who are uninsured or under-insured, especially those living with HIV.

WHY SPONSOR

SINCE OPENING ITS DOORS AS AIDS ARMS IN 1986, PRISM HEALTH NORTH TEXAS HAS BEEN A LIFELINE FOR THOSE WHO NEED IT MOST, PROVIDING HIGH-QUALITY HEALTHCARE TO OFTEN OVERLOOKED COMMUNITY MEMBERS. 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. We've expanded our services to meet critical needs, offering primary care, behavioral health services, HIV/STI testing and treatment, and specialized transgender healthcare—all at little to no cost to our patients.

With the ever-soaring cost of healthcare and a fluctuating political climate causing governmental funding insecurities, the challenge to keep these vital services accessible becomes more pressing. We are committed to overcoming these obstacles, ensuring that every individual, regardless of their identity or income, has access to affordable healthcare and the opportunity to attain their highest level of health. Your sponsorship isn't just a contribution—it's a lifeline for those who can't afford to lose access to care. It's a chance to stand with us in our mission to make healthcare a right, not a privilege. By sponsoring, you help bridge the gap for our patients, ensuring they receive the care they deserve.



Our sponsorship packages, laid out on the next page, range from \$250 to \$5,000 to provide an array of much-needed services for uninsured community members:

- **THE SHINE SPONSORSHIP** covers the cost of five community programs at our Empowerment Center.
- **THE SPARKLE SPONSORSHIP** finances full-panel STI testing and treatment.
- **THE GLIMMER SPONSORSHIP** takes care of 10 behavioral health sessions.
- **THE LUMINOUS SPONSORSHIP** funds one month of PrEP services.
- **THE RADIANT SPONSORSHIP** pays for one month of HIV treatment.

SPONSORSHIP

CHART

RECOGNITION	RADIANT	LUMINOUS	GLIMMER	SPARKLE	SHINE
Level	\$5,000	\$2,500	\$1,000	\$500	\$250
Event Benefits					
Seating	Table for 8	Table for 6	Table for 4	2 Seated GA Tickets	2 Standing GA Tickets
Drink Tickets	16	12	8	4	2
VIP Reception	👑	👑	👑		
Designated VIP Bar	👑	👑	👑		
Swag Bag	👑				
Media & Marketing					
Logo or Name presence on:					
All Media Leading up to Event	👑	👑	👑	👑	👑
Displayed at event	👑	👑	👑	👑	👑
PHNTX Website	👑	👑	👑	👑	👑
Miss LifeWalk Website	👑	👑	👑	👑	👑
Event Staff/Volunteer Shirts	👑	👑	👑	👑	👑
Social Media Shoutout	👑	👑	👑	👑	👑
Print Material & Email Recognition	👑	👑	👑	👑	👑
Dallas Voice TY Ad	👑	👑	👑	👑	👑
Emcee Recognition during Event	👑				
ADD-ON PACKAGES		ADDITIONAL COST			
Named Sponsor for VIP Reception	\$2,000 SOLD				
Named Sponsor for Designated VIP Bar	\$1,500				
Named Sponsor for Themed Awards	\$500 ea				
Best Glow-up					
Best Talent					

SPONSORSHIP AGREEMENT



TO SIGN UP TO BECOME A MISS LIFEWALK SPONSOR, SCAN THE QR CODE OR VISIT LIFEWALK.ORG

ADD-ON PACKAGES

This year, we are offering several add-on features for our Sponsorship packages. You may have one of the awards or a portion of the event named after you or your organization (e.g., 2024 Blanche Devereaux Best Talent Award or Sal's Pizza VIP Reception).

Please note: These are not stand-alone options and must accompany sponsorship level selection. Add-ons are available on a first-come, first-served basis.

VIP-ONLY RECEPTION

Grab a drink (on us!) and enjoy a 1-hour pre-show private reception where you'll mingle with other VIPs as well as current and previous contestants and watch a VIP Reception-only performance by previous Miss LifeWalks. Don't miss it!