



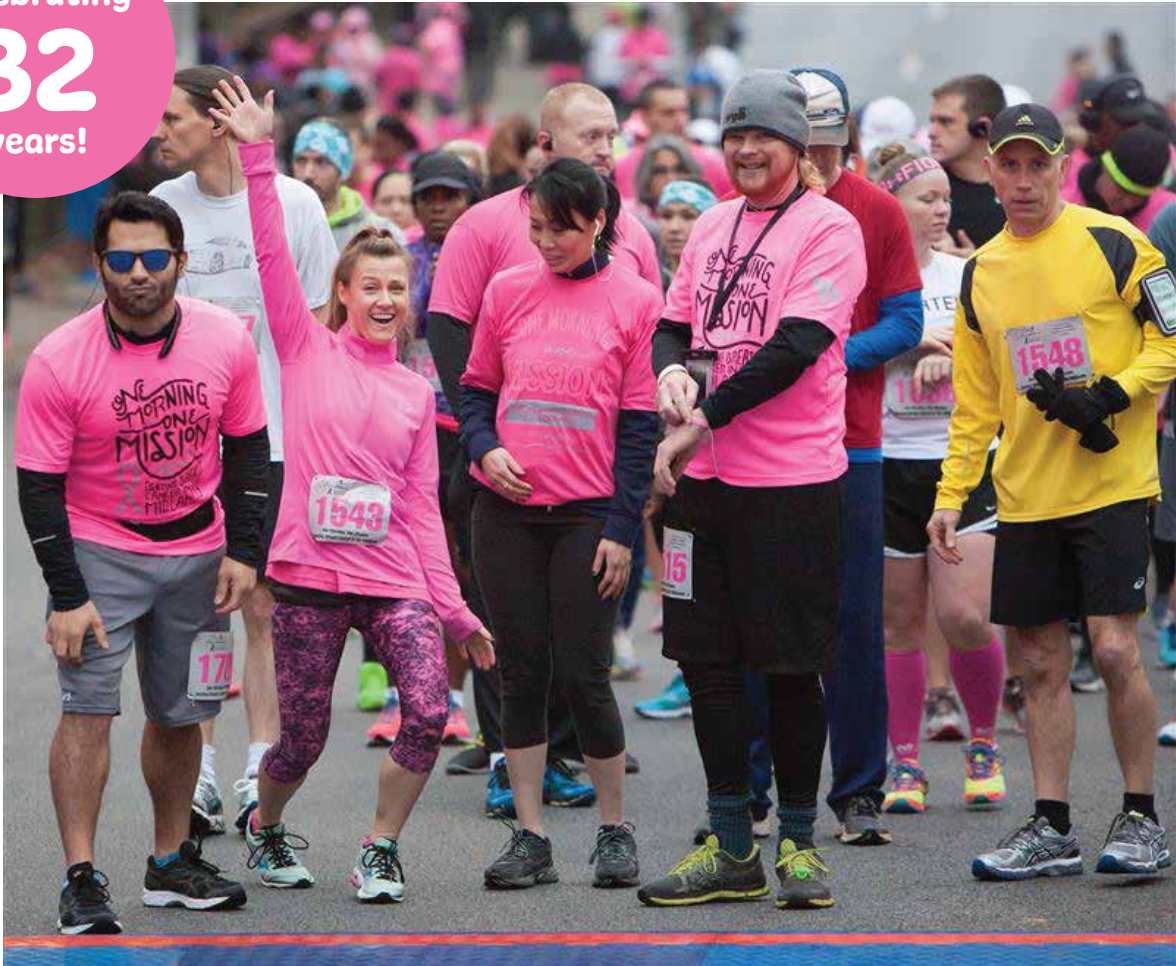
2022 Walk for Life and Famously Hot Pink Half Marathon + 5K

Signature fundraising events led by Prisma Health Midlands Foundation
Proceeds benefit Prisma Health Breast Center

SPONSORSHIP OPPORTUNITIES

Celebrating

32
years!



PRISMA HEALTH.[®]
MIDLANDS FOUNDATION



32nd Walk for Life and Famously Hot Pink Half Marathon + 5K

Signature fundraising events led by Prisma Health Midlands Foundation
Proceeds benefit Prisma Health Breast Center

IN-PERSON WALK AND 5K:

Sat., Oct. 22, 2022, Segra Park, Columbia
virtual registrations for the walk and 5K also are available

HALF MARATHON (virtual registration only):

anytime in Oct.
(no in-person half marathon Oct. 22)

**Registration will open July 11, 2022 at
WalkForLifeColumbia.org**

As a sponsor of the 32nd Walk for Life and Famously Hot Pink Half Marathon + 5K, you are investing in Prisma Health Breast Center and helping advance breast cancer care in the Midlands of S.C.

Thousands of walkers and runners have been helping Prisma Health Midlands Foundation kick breast cancer to the curb for 32 years! The impact of Walk for Life and Famously Hot Pink Half Marathon + 5K has been incredible. More than \$11.3 million has been raised in support of Prisma Health Breast Center in Columbia, S.C. Through the generosity of our community and beyond, the latest innovative technology for early detection has been funded, and programs and services have been enhanced for patients and families.

Proceeds from the 2022 event will help fund a Hologic Prone Stereotactic Unit for Prisma Health Breast Center at Baptist Parkridge. This biopsy technology helps access and visualize lesions with a 360-degree view of the breast. The Prone Stereotactic Unit includes a Brevera specimen unit, with a 12-chamber system to take multiple, separate biopsy samples. The result is less procedure and breast compression time, leading to a better experience for patients.

We are thankful for your consideration of partnership and appreciate your dedication to the cause.



IMPACT OF 2021 EVENT PROCEEDS

128

camisoles for patients to use after a mastectomy

11,000

personal planners for a patient's breast cancer journey

475

breast bears for patients to use for compression after surgery

461

breast cancer treatment handbooks for patients

500

breast self exam shower tags

10th

3D mammography unit funded

Proceeds from the 2022 Walk for Life and Famously Hot Pink Half Marathon + 5K will fund a **Hologic Prone Stereotactic Unit** for Prisma Health Breast Center at Baptist Parkridge.



SPONSORSHIP OPPORTUNITIES

TRADITIONAL SPONSORSHIPS

BENEFITS	Champion \$20,000	Warrior \$15,000	Leader \$10,000	Friend \$5,000	Patron \$2,000	Supporter \$1,500
Complimentary registrations (walk, 5K or half marathon)	20	15	10	6	4	2
Name listed in the sponsors section of WalkForLifeColumbia.org						
Opportunity to add a digital promotional item to the virtual runner and team captain bags						
Logo placement on shirts (deadline Aug. 31)						
Recognition on Prisma Health Midlands Foundation social media channels						
Logo in the sponsors section of WalkForLifeColumbia.org						
Logo placement on promotional and electronic assets						
Verbal recognition during opening ceremony						



EXCLUSIVE SPONSORSHIPS

\$7,500

TEAM CAPTAINS

Logo placement on tote given to team captains

Name listed in the sponsor section of WalkForLifeColumbia.org

Logo on T-shirts (need by Aug. 16)

Name or business mentioned on social media channels

Opportunity to put a giveaway item in bags for walkers and runners

\$7,500

WALKER BIBS

Logo placement on runners' bibs; logo needed by Aug. 16

Name listed in the sponsor section of WalkForLifeColumbia.org

Logo placement on T-shirts

Name or business mentioned on social media channels

Opportunity to put a giveaway item in bags for walkers and runners

\$5,000

RUNNER BIBS

Logo placement on runners' bibs; logo needed by Aug. 16

Name listed in the sponsor section of WalkForLifeColumbia.org

Logo placement on T-shirts (need by Aug. 16)

Name or business mentioned on social media channels

Opportunity to put a giveaway item in bags for walkers and runners

\$2,500

5K WALKER + RUNNER RACE MEDALS

Logo on medal ribbon

Name listed in the sponsor section of WalkForLifeColumbia.org

Opportunity to put a giveaway item in bags for walkers and runners

\$2,000

PARKING

Logo placement on parking map

Logo on signage in parking lots

Name listed in the sponsor section of WalkForLifeColumbia.org

Name or business mentioned on Prisma Health Midlands Foundation's social media channels

Opportunity to include item in virtual goody bag or small item in mailed packages

\$2,000

VOLUNTEERS

Logo placement on all volunteer email communications

Name listed in the sponsor section of WalkForLifeColumbia.org

Name or business mentioned on Prisma Health Midlands Foundation's social media channels

\$2,000

5K MILE MARKERS

Logo on 3 mile marker signs along 5K route

Name listed in the sponsor section of WalkForLifeColumbia.org

Name or business mentioned on Prisma Health Midlands Foundation's social media channels

Opportunity to include item in virtual goody bag or small item in mailed packages

\$1,500

IN HONOR/MEMORY OF BIBS

Logo placement on in honor/memory of bibs (approx. 2,000)

Name listed in the sponsor section of WalkForLifeColumbia.org

Opportunity to put a giveaway item in bags for walkers and runners



EXCLUSIVE SPONSORSHIPS

\$1,500 SURVIVOR BUTTONS

Logo placement on buttons for breast cancer survivors

Name listed in the sponsor section of WalkForLifeColumbia.org

\$1,000 VIRTUAL REGISTRATION BAGS

Name or business located at the top of virtual goody bag page available to all registrants (not just virtual)

Company name listed in the sponsor section of WalkForLifeColumbia.org

Opportunity to put giveaway items in bags

\$1,000 VIRTUAL HALF MARATHON RACE MEDALS

Logo on medal ribbon

Name listed in the sponsor section of WalkForLifeColumbia.org

Opportunity to put a giveaway item in bags for walkers and runners

\$750 BALLOON TOWER

Balloon tower in prominent locations with signage with sponsor's name

Name listed in the sponsor section of website

Name or business mentioned on Prisma Health Midlands Foundation's social media channels

\$600 WATER STOPS

Logo displayed at all water stops

Name listed in the sponsor section of WalkForLifeColumbia.org

Opportunity to put a giveaway item in race bags

\$300 RUNNER REGISTRATION BAGS

Company name listed in the sponsor section of WalkForLifeColumbia.org

Opportunity to include item in virtual goody bag or small item in mailed packages

\$300 WALKER REGISTRATION BAGS

Company name listed in the sponsor section of WalkForLifeColumbia.org

Opportunity to include item in virtual goody bag or small item in mailed packages



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2022 COMMITMENT FORM

Yes! I would like to support Prisma Health Breast Center as a _____ sponsor, at a value of \$ _____.
(name of sponsorship level)

Company (how it will appear in print) _____
Contact Name _____ Title _____
Address _____
City/State/ZIP _____
Work phone _____ Cell phone _____
Email _____ Website _____
Social channels (Facebook, Instagram, Twitter) _____
Signature _____

Sponsorship in honor of in memory of _____
Send acknowledgment to: _____
Address _____
City/State/ZIP _____

Invoice me for my gift of \$ _____ in _____ installments.
 Check enclosed (made payable to Prisma Health Midlands Foundation/Walk for Life)
Prisma Health Midlands Foundation's Tax ID # is 57-0725699.

Visa MasterCard American Express Discover
Account number: _____ Name on card: _____
Expiration date: _____ Amount to be charged to credit card: \$ _____
Signature: _____

I would like my sponsorship/gift to be anonymous.