



2023 Walk for Life and Famously Hot Pink Half Marathon + 5K

a Prisma Health Midlands Foundation signature event benefiting Prisma Health Breast Centers

SPONSORSHIP OPPORTUNITIES



Celebrating 33 years!



PRISMA HEALTH.
MIDLANDS FOUNDATION



33rd Walk for Life and Famously Hot Pink Half Marathon + 5K

Saturday, October 14, 2023
Segra Park

For more than three decades, Prisma Health Midlands Foundation's Walk for Life has raised more than \$11.6 million to fund the latest innovative technologies, treatments and support for patients and families served by Prisma Health Breast Centers in the Midlands.

REGISTRATION

Walk for Life: Register at WalkForLifeColumbia.org

Half Marathon, 5K and Fun Run: Register at StrictlyRunning.com

(The Famously Hot Pink Half Marathon + 5K are certified races administered by Strictly Running.)

After hosting hybrid and virtual events the last three years, the **Walk for Life and Famously Hot Pink Half Marathon + 5K is fully back in person!** It's an impactful opportunity to celebrate survivors and lift up others who are currently battling breast cancer.



There's something for kids of all ages! Register your child for the 800-meter Aflac Fun Run. Participants will cross the finish line at home plate inside Segra Park. To learn more about how your kids can enjoy the fun, visit StrictlyRunning.com.

**New this
year!**

PRISMA HEALTH®

MIDLANDS FOUNDATION



IMPACT!

10

3D Mammography
Units for patients

133

Camisoles for
patients post-surgery

498

Treatment
Handbooks

475

Post-surgery
Breast Bears

11K

Treatment
Planners

1 Prone Stereotactic Unit with Brevera specimen unit with 12-chamber system to take multiple, separate biopsy samples.

Event impact over the last 33 years.

As a sponsor, you are investing in the advancement of breast cancer care and prevention in the Midlands at Prisma Health Breast Centers. Proceeds from the 2023 event will help fund the modernization of the Baptist Breast Center, which is pivotal in ensuring that the patient experience matches the state-of-the-art treatment being provided at the facility.

Your support will also ensure that patients continue to receive special items like educational materials, "breast bears" for compression after surgery, special seatbelts and post-mastectomy camisoles.

Breast cancer continues to be the most frequently diagnosed cancer in the Midlands, and we are proud to say that all funds raised from this event benefit the local community.



PREMIER SPONSORSHIPS

BENEFITS	Champion \$20,000	Warrior \$15,000	Leader \$10,000	Friend \$5,000	Patron \$2,500	Supporter \$1,500
Complimentary registrations (Walk, 5K or half marathon)	20	15	10	6	4	2
Verbal recognition during opening ceremony						
Logo in sponsors section of WalkForLifeColumbia.org						
Name in sponsors section of WalkForLifeColumbia.org						
Opportunity to add promotional item to participant and team captain bags						
Logo placement on t-shirts (due Aug. 11)						
Recognition on Foundation social media						
Recognition on video board at Segra Park						
Logo placement on printed and electronic materials						



EXCLUSIVE SPONSORSHIPS

\$10,000

FUN RUN

Sold to Aflac!

Logo on Fun Run participant bibs (need by Aug. 11)

Name listed in sponsor section of WalkForLifeColumbia.org

Logo placement on t-shirts (need by Aug. 11)

Name or business mentioned on Foundation social media

Opportunity to include item in goody bags or at packet pickup

\$10,000

WALKER BIBS

Logo placement on approx. 4,000 walkers' bibs (need logo by Aug. 11)

Name listed in sponsor section of WalkForLifeColumbia.org

Logo placement on t-shirts (need by Aug. 11)

Name or business mentioned on Foundation social media

Opportunity to include item in goody bags or at packet pickup

\$7,500

TEAM CAPTAINS

Logo placement on tote given to team captains

Name listed in sponsor section of WalkForLifeColumbia.org

Logo placement on t-shirts (need by Aug. 11)

Name or business mentioned on Foundation social media

Opportunity to include item in goody bags or at packet pickup

\$5,000

RUNNER BIBS

Logo placement on approx. 1,000 runners' bibs (need logo by Aug. 11)

Name listed in sponsor section of WalkForLifeColumbia.org

Logo placement on t-shirts (need by Aug. 11)

Name or business mentioned on Foundation social media

Opportunity to include item in goody bags or at packet pickup

Sold to Palmetto Citizens Federal Credit Union



More **EXCLUSIVE SPONSORSHIPS**

\$5,000

SURVIVOR HATS

Logo on hats for breast cancer survivors
Name listed in sponsor section of WalkForLifeColumbia.org

\$2,000

HALF MARATHON RACE MEDALS

Logo on half marathon medal ribbon
Name listed in sponsor section of WalkForLifeColumbia.org
Opportunity to include item in goody bags or at packet pickup

Sold to CAHEC Management, Inc.

\$2,500

SURVIVOR BIBS

Logo placement on survivor bibs
Name listed in sponsor section of WalkForLifeColumbia.org
Opportunity to include item in goody bags or at packet pickup

Sold to AgFirst!

\$2,500

VOLUNTEERS

Logo placement on all volunteer email communications
Name listed in sponsor section of WalkForLifeColumbia.org
Logo placement on volunteer gift

\$2,000

5K MILE MARKER

Logo on three mile marker signs along 5K route
Name listed in sponsor section of WalkForLifeColumbia.org
Opportunity to include item in goody bags or at packet pickup

Sold to Gleissner Law

\$1,000

PARKING

Logo placement on parking map
Logo on signage in parking lots
Name listed in sponsor section of WalkForLifeColumbia.org
Opportunity to include item in goody bags or at packet pickup

Sold to Shaw Industries, Inc.



More **EXCLUSIVE SPONSORSHIPS**

\$1,500

**IN HONOR/
MEMORY OF BIBS**

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

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item in goody bags or at packet pickup

*Sold to
TM Floyd*

\$1,000

**HALF MARATHON
MILE MARKER**

(Two available)

Logo on four mile marker signs along half marathon route

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item in goody bags or at packet pickup

*Sold to W.O.
Blackstone &
Encompass
Health*

\$1,000

BALLOON TOWER
(Four available)

Balloon tower in prominent locations with sponsor signage

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item in goody bags or at packet pickup

\$1,000

360 Photo Booth

360 Photo Booth in prominent location with sponsor signage

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item in goody bags or at packet pickup

*Sold to
Lizard's
Thicket*

\$500

WATER STOPS

Logo display at all water stops

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item in goody bags or at packet pickup

*Sold to
Lizard's
Thicket*

\$300

SWAG BAGS

(Four available)

Opportunity to include item in goody bags or at packet pickup

Name listed in sponsor section of WalkForLifeColumbia.org



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Commitment Form

Yes! I would like to support Prisma Health Breast Centers as a _____ sponsor, at a value of \$_____.

Company (how it will appear in print) _____

Contact Name _____ Title _____

Address _____

City, State, Zip _____

Work Phone _____ Cell Phone _____

Email _____ Website _____

Social Channels (FB, Insta, Twitter, LinkedIn) _____

Signature _____

Sponsorship in honor of / in memory of _____

Send acknowledgement to _____

Address _____

City, State, Zip _____

Invoice 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 _____ Amount to be charged _____

Signature _____

I would like my sponsorship/gift to be anonymous.

If logo inclusion is part of sponsorship, please send either jpg or png files. Send both black and white and 4-color files. Return this completed form and send logos to Dargan Davis, Prisma Health Midlands Foundation, Dargan.Davis@PrismaHealth.org.
Questions? Call 803-434-2818.