



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

SPONSORSHIP OPPORTUNITIES



Celebrating
34 years!



PRISMA HEALTH.
MIDLANDS FOUNDATION



Saturday, October 12, 2024 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. 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.

The Walk for Life & Famously Hot Pink Half Marathon is an impactful opportunity to celebrate survivors and lift up others who are currently battling breast cancer.

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.)



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.

**Aflac
Fun Run!**

PRISMA HEALTH®

MIDLANDS FOUNDATION



IMPACT!

11

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 2024 Walk for Life & Famously Hot Pink Half Marathon + 5K will be used to replace the last 2D mammography unit at Prisma Health Baptist Parkridge to a Hologic Clarity HD™ High Resolution 3D™ Mammography Imaging Unit. This imaging unit is the latest, most innovative mammography unit on the market which is vital for early detection and quality.

The new mammography unit will be the second unit at Prisma Health Breast Centers in the Midlands, and the third in South Carolina. Prisma's first Hologic Clarity HD™ High Resolution 3D™ Mammography Imaging Unit located at Prisma Health's Richland campus was purchased with proceeds from previous Walk for Life fundraising.

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.



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. 23)						
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. 23)

Name listed in sponsor section of WalkForLifeColumbia.org

Logo placement on t-shirts (need by Aug. 23)

Name or business mentioned on Foundation social media

Opportunity to include item at packet pickup

\$10,000

WALKER BIBS

Sold to BCBS of SC

Logo placement on approx. 4,500 walkers' bibs (need logo by Aug. 23)

Name listed in sponsor section of WalkForLifeColumbia.org

Logo placement on t-shirts (need by Aug. 23)

Name or business mentioned on Foundation social media

Opportunity to include item at packet pickup

\$5,000

TEAM CAPTAINS

Logo placement on tote given to team captains, all team captain communication and table at team captain packet pickup

Name listed in sponsor section of WalkForLifeColumbia.org

Logo placement on t-shirts (need by Aug. 23)

Name or business mentioned on Foundation social media

Opportunity to include item at packet pickup

\$5,000

RUNNER BIBS

Logo placement on approx. 1,500 runners' bibs (need logo by Aug. 23)

Name listed in sponsor section of WalkForLifeColumbia.org

Logo placement on t-shirts

Name or business mentioned on Foundation social media

Opportunity to include item at packet pickup

Sold to Palmetto Citizens Federal Credit Union

More EXCLUSIVE SPONSORSHIPS

\$5,000

SURVIVOR SCARFS

Logo on scarfs for breast cancer survivors

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item at pickup

Sold to Synovus

\$5,000

VIRTUAL WALK

Logo on virtual walk mailer

Logo placement on t-shirts (need by Aug. 12)

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item in virtual walk mailer

\$4,000

START LINE & FINISH LINE

Logo placement at the Start & Finish Line

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item at packet pickup

Sold to Palmetto Health Credit Union

\$3,500

SURVIVOR BIBS

Logo placement on survivor bibs

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item at packet pickup

Sold to AgFirst Farm Credit Bank

\$3,000

5K MILE MARKER

Logo on three mile marker signs along 5K route

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include at packet pickup

Sold to Gleissner Law Firm

\$3,500

HALF MARATHON RACE MEDALS

Logo on half marathon medal ribbon

Name listed in sponsor section of WalkForLifeColumbia.org

Opportunity to include item at packet pickup

Sold to CAHEC Management



More **EXCLUSIVE SPONSORSHIPS**

\$2,500

PARKING

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

*Sold to
Delta
Dental*

\$2,000

**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
Summerfield
Associates*

\$1,500

**HALF MARATHON
MILE MARKER**

Logo on four mile marker signs along half marathon route
Name listed in sponsor section of WalkForLifeColumbia.org
Opportunity to include item at packet pickup

*Sold to
W.O.
Blackstone
& Frenzy*

\$1,000

BALLOON TOWER

Balloon tower in prominent locations with sponsor signage
Name listed in sponsor section of WalkForLifeColumbia.org
Opportunity to include item at packet pickup

*Sold
out!*

\$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 at packet pickup

*Sold to
South
University*

\$500

WATER STOPS

Logo display at all water stops
Name listed in sponsor section of WalkForLifeColumbia.org
Opportunity to include item at packet pickup

*Sold
out!*



2024 Walk for Life and Famously Hot Pink Half Marathon + 5K

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.