



YOU  
MATTER.

YOUR  
MIND  
MATTERS.

STRONG  
MINDS.  
BRIGHT  
FUTURES.

IT'S  
OKAY  
TO TALK.

YOU  
GOT  
THIS.

# The Recovery Road

Walking for Youth Mental Health

## Sponsorship Opportunities

# WHY THIS? WHY NOW?

- Minnesota's youth mental health crisis isn't coming. It's here. 1 in 3 young people with depression receives no treatment.
- In rural counties, the answer to "where do I get help?" is often simply: nowhere.
- The Recovery Road walks 1,776 miles to make that invisible reality impossible to ignore — in the year America is already paying attention.



# YOUR NAME IS BEHIND THIS MISSION.

- The Living Map: Real-time, public, statewide
- The Statewide Gap Report: Delivered to legislators
- The Policy Brief: To St. Paul and DC
- The Documentary: Credits
- 4-6 Community Anchor Events across Minnesota

**WALKING TO COLLECT THE DATA.  
RAISING MONEY TO FUND THE  
SOLUTIONS.**



# SPONSORSHIP TIERS

## North Star

**\$20,000+**

*1 available — board approval required*

- "Recovery Road 2026 Presented by [Sponsor]" on all materials
- Logo on shirts, all signage, and all anchor events
- Named in Gap Report and Policy Brief (St. Paul + DC)
- Documentary presenting sponsor credits
- Speaking opportunity at a community stop
- Media spotlight, press release, and interview inclusion
- Direct briefing on findings before public release
- Year-round website + Annual Report Card recognition

## Pathfinder

**\$10,000**

*3-5 available*

- Logo on shirts, signage, and one designated anchor stop
- Named in Statewide Gap Report
- Documentary credits
- 3 dedicated social posts + press release inclusion
- Website recognition through campaign close

## Trailblazer

**\$5,000**

*3-5 available*

- Logo on shirts and event signage
- Documentary credits
- 2 dedicated social posts
- Website recognition + end-of-campaign report

## Mile Marker

**\$1,000-\$2,500**

*Open*

- Logo on event signage
- Shared social recognition
- Website recognition + end-of-campaign report

# SPONSOR A COST

## OWN A PIECE OF EVERY MILE

Some of the most meaningful ways to support The Recovery Road aren't about a logo on a banner. They're about owning a real, tangible piece of the journey.

### GET THE RV ROAD-READY

Prep and maintenance on the support vehicles for 1,776 miles

\$5,000

### FUEL THE ROAD

All the fuel for the RV and support vehicle - every mile

\$4,000

### FEED THE WALKERS

Food and nutrition for 3-4 walkers for 100 days on the road

\$6,000

### TELL THE STORY

Full documentary videography - the film that goes to DC

\$12,000

### GEAR THE TEAM

Apparel and gear worn every single day of the walk

\$3,500

### KEEP THEM SAFE

All safety and medical supplies for the journey

\$1,000

### GET THE WORD OUT

Social content creation - reels, graphics, campaign assets

\$2,000

**EVERY SPONSOR RECEIVES RECOGNITION ON SOCIAL MEDIA, THE CAMPAIGN WEBSITE, AND IN DOCUMENTARY CREDITS AT THEIR LEVEL**

*We don't cross the finish line with a medal. We cross it with a case file – and your name in it.*

## IN-KIND PARTNERSHIP

GEAR, HYDRATION, LODGING, TRANSPORTATION, CREATIVE SERVICES, TECH SUPPORT.  
RECOGNITION SCALED TO CONTRIBUTION VALUE.

**NEEDS:** NUTRITION · APPAREL · PHOTOGRAPHY/VIDEO · LODGING/TRANSPORT ·  
MEDICAL/WELLNESS · TECH/MAPPING

READY TO JOIN?



Ready to walk with us?  
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