



THE RECOVERY ROAD

2026 Sponsorship Opportunities

Walking for youth mental health.

Walking to collect the data. Raising money to fund the solutions.

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 attached to:

- The Living Map — real-time, public, statewide
- The Statewide Gap Report — delivered to legislators
- The Policy Brief — St. Paul and DC
- The Documentary — credits
- 4–6 Community Anchor Events across Minnesota

THE RECOVERY ROAD — 2026

Sponsorship Tiers

<p>North Star</p> <p>\$20,000+</p> <p><i>1 available — board approval required</i></p>	<ul style="list-style-type: none"> — "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
<p>Pathfinder</p> <p>\$10,000</p> <p><i>3–5 available</i></p>	<ul style="list-style-type: none"> — 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
<p>Trailblazer</p> <p>\$5,000</p> <p><i>5–10 available</i></p>	<ul style="list-style-type: none"> — Logo on shirts and event signage — Documentary credits — 2 dedicated social posts — Website recognition + end-of-campaign report
<p>Mile Marker</p> <p>\$1,000–\$2,500</p> <p><i>Open</i></p>	<ul style="list-style-type: none"> — Logo on event signage — Shared social recognition — Website recognition + end-of-campaign report

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

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