

MINNESOTA RECOVERY CONNECTION'S

WALK FOR RECOVERY



SEPTEMBER 12, 2026

10 a.m. - 3 p.m.

Minnesota State Capitol Grounds

2026 Sponsorship Packet

www.minnesotarecovery.org/sponsor

Recovery is everywhere.

Recovery is for everyone.

Every person,

every family,

every community.

23 million

Americans are in
long-term recovery
from a substance use
disorder.

Minnesota Recovery Connection's annual Walk for Recovery is the state's premier all recovery event. Over 5,000 people will gather on the grounds of the Minnesota State Capitol to celebrate recovery; honor our allies and supporters; remember those we have lost to substance use disorder; and break the stigma of addiction.



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Recovery Works!

Addiction is a treatable, chronic medical condition. With the appropriate support and care, most people can and do recover from substance use disorders.



And yet . . .



25% of preventable deaths in the U.S. are attributable to substance use.

There are more deaths, illness, and disabilities from substance use than from any other preventable health condition.

People with substance use disorders are significantly more likely to:

- Not seek help for their disease because of shame and stigma.
- Not have support to achieve the benchmark of 5 years in remission, the standard for full recovery from chronic illnesses.
- Be incarcerated instead of given medical care and support.
- Be punished when showing symptoms of their disease.
- Face barriers in employment and housing.

STIGMA
is the #1
barrier to
recovery

Addiction is not a moral failing.

1 in 2 individuals knows someone impacted by addiction.



2 out of 5 Americans will meet the criteria for a substance use disorder over the course of their entire lives.



We do recover!



9.2%

of the U.S. population identifies as a person in recovery from a drug/alcohol use problem.

The Walk for Recovery is an essential community event to raise awareness and model hope.

As a sponsor you not only make the Walk for Recovery possible, you support Minnesota Recovery Connection's mission to strengthen the recovery community.

Invest in recovery!

Join us as a leader in breaking the stigma of addiction and making recovery possible for all who seek it.

Our sponsors' brands are associated with helping individuals and families affected by substance use disorder build better lives in Minnesota and beyond. By becoming a sponsor of Minnesota Recovery Connection's 2026 Walk for Recovery, you help raise awareness where there is precious little of it, eliminate the stigma of addiction, and promote the health and prosperity of our communities.

Minnesota Recovery Connection will work with you and your organization to tailor a sponsorship package that meets your specific needs and goals.



Become a 2026 Walk for Recovery sponsor:

Visit

www.minnesotarecovery.org/sponsor

Email

sponsorship@minnesotarecovery.org

Call

(612) 584-4158

MINNESOTA RECOVERY CONNECTION'S

WALK FOR RECOVERY



SPONSORSHIP OPPORTUNITIES

	DIAMOND \$12,000	PLATINUM \$7,000	GOLD \$5,000	SILVER \$2,000	BRONZE (Exhibitor) \$800
Exhibitor table on Walk day <i>(table and 2 chairs)</i>	Yes <i>2 tables & 4 chairs + 2 tents</i>	Yes <i>1 table & 2 chairs + 1 tent</i>	Yes <i>1 table & 2 chairs + 1 tent</i>	Yes	Yes
Recognition in MRC newsletter <i>(7,000+ subscribers)</i>	Yes	Yes	Yes	Yes	Yes
Recognition on Walk website	Logo/link	Logo/link	Logo	Name	Name
Recognition on MRC social media <i>(10,000+ followers)</i>	Yes	Yes	Yes	Yes	Yes
Recognition on Walk t-shirt <i>(includes complimentary t-shirts)</i>	Logo + 20 t-shirts	Logo + 10 t-shirts	Logo + 6 t-shirts	Name + 2 t-shirts	
Recognition on event signage	Logo + 2 exclusive signs	Logo + 1 exclusive sign	Logo	Name	
Recognition in event emails	Yes	Yes	Yes	Yes	Yes
Rally (Caps) for Recovery Twins Game tickets	Yes <i>Up to 150 tickets</i>	Yes <i>Up to 75 tickets</i>	Yes <i>Up to 50 tickets</i>	Yes <i>Up to 20 tickets</i>	Yes <i>2 tickets</i>
Verbal recognition from stage	Yes	Yes	Yes	Yes	Yes
Sponsored blog post, highlighted in newsletter & social media	Yes <i>4 posts</i>	Yes <i>3 post</i>	Yes <i>2 post</i>	Yes <i>1 post</i>	Yes
Guest appearance on Redefining Recovery Radio Show/Podcast	Yes	Yes			

Premier Sponsorship Levels & Benefits

We look forward to having you be a part of making the 2026 Walk for Recovery an unforgettable event!

As a valued supporter, we're pleased to share some highlights from our premium sponsorship packages designed to maximize your visibility and impact



Diamond Sponsor - \$12,000

We look forward to creating a custom benefit package with you as a Diamond Sponsor. We'll start with the following benefits and work with you to add the custom touches to meet your organization's unique needs.

- 4 sponsored blog posts in MRC's newsletter/social media and a custom social media package.
- Premier logo/link placement on website, event signage, t-shirt, and Walk for Recovery communications.
- Verbal recognition at the Walk start and from the event stage.
- 2 tents, 2 tables, and 4 chairs on event day, plus 20 t-shirts.
- Up to 150 tickets for the 9/15/2026 Rally (Caps) for the Recovery Twins Game, plus the option to purchase additional tickets at 20% off before August 15, 2026.
- Guest appearance on Redefining Recovery Radio Show/Podcast.

Platinum Sponsor - \$7,000

Put your organization's brand front and center as a champion for recovery when you become a Platinum Sponsor. Benefits include:

- 3 sponsored blog posts in MRC's newsletter/social media and other social media opportunities.
- Priority logo/link placement on website, event signage, t-shirt, and Walk for Recovery communications.
- Verbal recognition at the Walk start and from the event stage.
- Tent, table, and 2 chairs on event day, plus 10 t-shirts.
- Up to 75 tickets for the 9/15/2026 Rally (Caps) for the Recovery Twins Game, plus the option to purchase additional tickets at 20% off before August 15, 2026.
- Guest appearance on Redefining Recovery Radio Show/Podcast.

Gold Sponsor - \$5,000

Showcase your organization's commitment to supporting recovery for all who seek it as a Gold Sponsor. Benefits include:

- Priority logo placement on website, event signage, t-shirt, and Walk for Recovery communications.
- Tent, table, and 2 chairs on event day, plus 6 t-shirts.
- Up to 50 tickets for the 9/15/2026 Rally (Caps) for the Recovery Twins Game.

WALK FOR RECOVERY

Event Day Activity Zones

The extensive Capitol grounds are organized into zones for an event day filled with music, dance, food, and fun activities for all ages.

Contact Cynthia Munguia at cynthia@minnesotarecovery.org or (612) 584-4158, ext. 111 to get started on planning your Diamond or Platinum Sponsorship!

8 Dimensions of Wellness

Wellness is a holistic and multifaceted approach to health that is vital for improving outcomes among people with substance use disorders. Event day activities and exhibitors are organized into 8 different activity zones, each representing one of the dimensions of wellness. Sponsor a zone that aligns with your organization's brand and let us help you plan special activities!



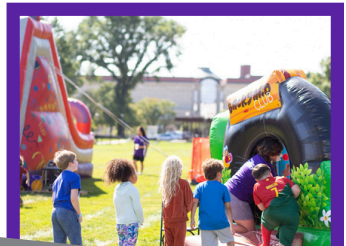
Food Truck Alley

A festival of food trucks, local soda, ice cream and more!



Recovery Pets Zone

For some of us, pets make recovery possible. Grooming demos, Secondhand Hounds, a therapy horse, and more!



Family Fun Zone

Recovery is a family affair! Kids of all ages will enjoy games, face painting, an obstacle course and other fun activities.

Strengthen your company as you strengthen recovery in our communities.

Start a company
Walk Team today!

Employee Benefits



- Join a community of people committed to strengthening recovery support for all.
- Refine your leadership skills as you inspire others to break stigma and make recovery possible for all who seek it.
- Achieve a sense of accomplishment by raising funds to remove barriers to recovery.

Company Benefits



- Normalize recovery and increase employee engagement.
- Create a positive presence in the community, attracting potential customers, partners and employees.
- Be a leader in breaking stigma and show support for your employees affected by substance use disorder.

To start a 2026 Walk Team, visit
www.minnesotarecovery.org/walk



Who Walks for Recovery?

Over 5,000 people will gather at the State Capitol grounds on September 12 to Walk for Recovery. Many have been personally affected by substance use disorder. All share a vision of a world where recovery is understood, celebrated, and possible for all who seek it.

Why we walk . . .



For fellowship and mutual support



To break stigma in our community



To model hope for others



To advocate for families affected by substance use disorder



To honor and remember a loved one



As professionals in the field, to support the people we serve



To be recovery allies

Why will you walk in 2026?

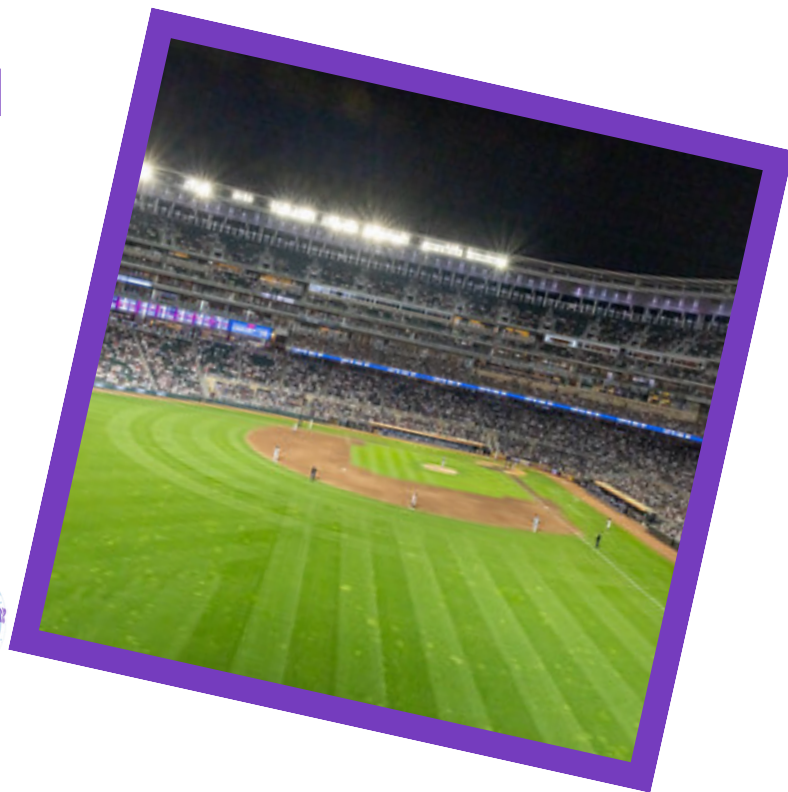
Start a Walk team, join a team, or register for the Walk for Recovery at www.minnesotarecovery.org/walk

RECOVERY MONTH'26

Presented by MINNESOTA RECOVERY CONNECTION

September is National Recovery Month!

Show your support for recovery all month long at these and other signature events.



Over 2,000 members of the recovery community and their friends, families, and allies will take over six-plus sections of Target Field on Tuesday, September 15, at 6:40 p.m. to see the Minnesota Twins take on the New York Yankees.

Ticket price: \$16

Purchase tickets:

www.minnesotarecovery.org/baseball

This is a great opportunity to treat your staff or clients to a fun, recovery-friendly outing. So put your baseball caps on and rally for recovery at this sober sporting event!



**NATIONAL
RECOVERY
MONTH**

Minnesota Recovery Connection is proud to be a 2026 National Recovery Month planning partner!

Now in its 36th year, NATIONAL RECOVERY MONTH is a national observance held every September to educate Americans that substance use treatment and mental health services can enable those with a mental and/or substance use disorder to live a healthy and rewarding life.



Minnesota Recovery Connection (MRC) is a 501c3 nonprofit organization led and governed by representatives of local communities of recovery.

We honor all pathways to recovery and are not a treatment provider. Rather, we exist to fill gaps in and around treatment, connecting people to support and services that help make long-term recovery from substance use disorder possible.

Our mission is to strengthen the recovery community through peer-to-peer support services, public education, and advocacy.

We envision a recovery-oriented society.

A society where everyone understands that substance use disorder is a medical condition and people do recover.

A society where choosing recovery means rejecting shame, stigma and discrimination.

A society where people in recovery live life fully.



Peer-to-peer support

MRC provides free, on-demand peer recovery support services, including one-to-one coaching, telephone support, and recovery navigation for anyone in need of help. We also partner with emergency departments, criminal justice facilities, child protective services, housing programs, and other organizations to help remove barriers to recovery for all who seek it.



Public education

For over a decade, Minnesota Recovery Connection has been preparing individuals to use their lived experience with substance use disorder and recovery to help others. From professional recovery coach training to stigma-breaking events like the Walk for Recovery, our educational programs strengthen recovery in the community.



Advocacy

We believe that self efficacy, parity, equity and compassion are critical to recovery. We participate in statewide advocacy efforts for recovery-oriented policies and we strive to elevate recovery voices.

Learn more at www.minnesotarecovery.org!



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520 Osborne Rd NE Ste. 110
Fridley, MN 55432
(612)-584-4158
www.minnesotarecovery.org