

## Walk & Talk Series

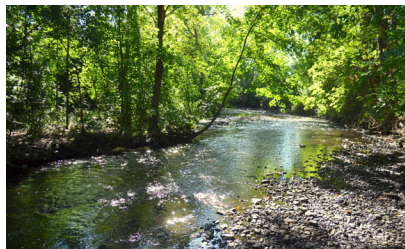
**Walk & Talks are popular small-group guided tours led by local subject-matter and parks enthusiasts who share their insights into intriguing places throughout Minneapolis Parks.**

Started in 2018, this sell-out series includes monthly walks during the summer that offer even the most devoted Minneapolis parks-goer something new to explore. We anticipate virtual walks during the summer of 2021, but stay tuned as conditions change. In 2020, we introduced incredibly popular DIY self-guided tours. Our downloadable, printable, or digital versions of these tours to offer everyone a socially distant way for access and enjoyment as well.

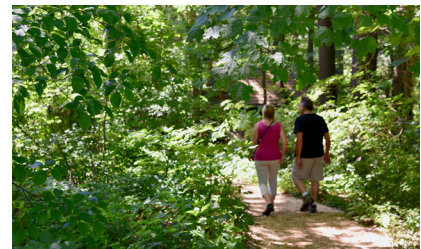
### The 2021 Series



Water Works at Mill Ruins Park



Minnehaha Creek



Eloise Butler Wildflower Garden

### Exposure

Walk & Talk sponsors get exposure during the summer months of the Walk & Talk Series, May — August:

- 4-month website and e-mail promotions to over 9,000 subscribers
- Multi-channel social media promotion to over 5,500 followers on Facebook, Instagram, and Twitter combined
- Recognition in print pieces, including the 2021 Annual Report sent to nearly 2,000 individuals and organizations
- Recognition in downloadable PDF and online StoryMap with nearly 450 and 300 downloads, respectively, in 2020

### Sponsor Levels

	\$5,000	\$2,500	\$1,000
<b>Benefit</b>			
A private Walk & Talk with Minneapolis Parks Foundation's Executive Director	✓		
Logo recognition on downloadable PDF	✓		
Prominent logo recognition in monthly email announcement to over 9,000 people	✓		
Logo recognition in online StoryMap	✓	✓	
Logo recognition on Walk & Talk webpage	✓	✓	
Recognition on Minneapolis Parks Foundation Walk & Talks page and e-newsletter	✓	✓	✓
Recognition in Annual Report	✓	✓	✓
Verbal recognition at Walk & Talks	✓	✓	✓
Promotion and mention on Facebook, Twitter, and Instagram	✓	✓	✓

**Jennifer Downham**, Chief Development Officer: 612-822-3401 • [jdownham@mplsparksfoundation.org](mailto:jdownham@mplsparksfoundation.org)