

## 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 four monthly walks during the summer that offer even the most devoted Minneapolis parks-goer something new to explore. In 2020, we introduced printable and digital self-guided versions of these tours that extend the opportunity to a larger audience. This year, we will produce both in-person Walk & Talks, as well as our self-guided tours.

### The 2022 Series



May 17, 2022: Farview Park  
to the 26th Ave N Overlook



June 16, 2022  
Hall's Island Restoration



July 21, 2022  
Lake Nokomis



August, 2022  
North Commons Park

### 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 2022 Annual Report sent to nearly 2,000 individuals and organizations
- Recognition in PDF and online StoryMap with nearly 600 downloads and 1,400 views, respectively, in 2021

### 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)