



THE RECOVERY ROAD

SPONSORSHIP OPPORTUNITIES



307,000 MILES. 307,000 LIVES. ONE MOVEMENT.

The Recovery Road is a national movement to raise awareness, spark hope, and build capacity for mental health and addiction recovery through the One Arrow Foundation.

ONE ARROW FOUNDATION

THE RECOVERY ROAD- *EVERY MILE A MEMORY*

INTRODUCTION

307,000 Miles. 307,000 Lives. One Movement.

In 2024, 307,000 lives were lost to addiction and suicide.

This fall, we're walking 307,000 miles—one for every life lost—to remember them, raise \$307,000, and build a future where recovery is possible for all.

Through the One Arrow Foundation, The Recovery Road: Every Mile a Memory is a national movement uniting walkers, donors, and changemakers across the country.

Why It Matters

- Commemorate every life lost to substance use, alcohol, and suicide in 2024
- Unite communities in collective action and shared healing
- Fund lifesaving behavioral health and recovery programs
- Strengthen access to care through bold, visible advocacy

How It Works

Jason Lennox will walk 307 miles from West Virginia to Tennessee. Across the country, individuals and teams will walk their own miles—each one a tribute, a memory, a call to action.

Why You're Reading This

This sponsorship guide invites you to stand beside us as a visible force for recovery. By aligning with The Recovery Road, your brand will be part of a national movement fueled by remembrance and resilience—one that not only raises funds but also raises voices.

Together, we'll create powerful moments of impact, from miles walked to lives changed. Whether you're a corporate leader, local business, or community advocate, there's a role for you on this road.

Let's walk it together.

THE RECOVERY ROAD- *EVERY MILE A MEMORY*

SPONSORSHIP PACKAGE

Presenting Sponsor _____ **\$20,000**

- Presenting Sponsor recognition on all event materials & social media
- Logo placement on banners, flyers, website and event programs
- Recognition in local media and press releases
- Naming rights: “The [Company Name] Walk for [Cause]” or Presented by

Champion Sponsor _____ **\$10,000**

- Sponsor recognition on all event materials & social media
- Logo placement on banners, flyers, and event programs
- Recognition in local media and press releases

Arrow Sponsor _____ **\$5,000**

- Sponsor recognition on all event materials & social media
- Logo placement on signage and website
- Social media mentions

THE RECOVERY ROAD- *EVERY MILE A MEMORY*

SPONSORSHIP PACKAGE

Pathfinder Sponsor _____ \$2,500

- Logo on event banners, flyers, and promotional materials
- Social media mentions & brand feature in event promotions
- Recognition during event announcements

Trailblazer Sponsor _____ \$1,000

- Logo on event materials & digital promotions
- Social media shout-out
- Name listed in event program

Walker's Ally _____ \$500

- Name listed on website
- Social media thank-you

Friend of the Walk _____ \$250 or In-Kind

- Name in program or on website
- Great for local businesses or donors offering snacks, water, or supplies

PARTNERSHIP PACKAGE

In-Kind Partnership

Our Partnership Package is designed for businesses and organizations who can provide goods, services, or resources in-kind—such as gear, hydration, meals, media support, or wellness offerings.

In exchange, your brand will be prominently recognized across our campaign materials, digital platforms, and on-the-ground events. It's a powerful way to align your mission with ours, show up meaningfully for the behavioral health community, and make sure every mile we walk is fueled by generosity and care.

Examples of In-Kind Sponsorship Needs:

- Hydration + nutrition for walkers
- Apparel or gear for Jason's 307-mile walk
- Digital or creative services (video, photography, design)
- Lodging or transportation support
- Promotional media partnerships

READY TO WALK WITH US?

Reach out to Jason to explore how your brand can be part of the movement.

 [**Jason@jasonlennox.com**](mailto:Jason@jasonlennox.com)

Thank you for helping us turn remembrance into a movement and every mile into hope.

THE RECOVERY ROAD- *EVERY MILE A MEMORY*

EVENT SCHEDULE

The Recovery Road is more than a symbolic walk—it's a coordinated, nationwide movement. This fall, we'll mobilize communities across the country to walk in remembrance, raise awareness, and drive real impact for behavioral health.

From our flagship 307-mile walk led by Jason Lennox to community-driven walks in cities nationwide, this campaign is designed to be both personal and powerful. Whether someone walks one mile or one hundred, each step is part of something bigger.

Below, you'll find key dates, locations, and ways to get involved.

September 29th - October 22nd



Jason's Route: 307 Miles Through the Appalachian Region

Jason Lennox will walk 307 miles from West Virginia to Tennessee. This symbolic journey will include memorial stops, community visits, and media moments that bring national visibility to the campaign.



Nationwide Walk: Walk Anywhere, Anytime.

Join The Recovery Road from wherever you are. Walk solo, with a team, or with your community. Whether it's one mile or one hundred, log your steps, share your "why," and help us reach 307,000 miles together.

