



- WHAT:** 150-mile fundraising walk by Minnesota firefighters.
- WHY:** To raise awareness about firefighter health and wellness, and raise funds for MnFIRE, a nonprofit that supports firefighter physical and emotional health.
- WHERE:** Duluth Fire Department to the Fallen Firefighter Memorial at the Capitol in St. Paul. Firefighters will walk about 20 miles per day, with a wrap-up event at a local fire department at the end of each day's walk.
- WHEN:** Saturday, Sept. 13 – Sunday, Sept. 21

| Sponsorship Levels | | PREMIER SPONSOR \$20,000 | ELITE HERO \$10,000 | RESILIENT RESPONDER \$5,000 | STAMINA SPONSOR \$2,500 | COMMUNITY SUPPORTER \$1,000 | FRIEND OF THE FIRE SERVICE \$500 |
|-------------------------------------------------------------------------------------------------------|--|-----------------------------|------------------------|--------------------------------|----------------------------|--------------------------------|-------------------------------------|
| Prominent recognition in all event marketing materials | | | | | | | |
| Speaking opportunity at kick-off event in Duluth on Sept. 13 or wrap-up event in St. Paul on Sept. 21 | | | | | | | |
| Recognition in event press release | | | | | | | |
| Company logo on banner carried by walkers | | | | | | | |
| Company logo on event apparel | | | | | | | |
| Company logo on pop-up banners displayed at fire department stops | | | | | | | |
| Company logo on event webpage | | | | | | | |
| Company/individual name on event webpage | | | | | | | |
| Recognition on MnFIRE's social media accounts | | | | | | | |
| Company logo on signage for snacks and water on trail | | | | | | | |
| Company shout-out at end-of-day event closest to your business | | | | | | | |

Donations of products and services are also welcome to support the walk. Sponsorship levels are non-exclusive.

If you're interested in sponsoring Miles for MnFIRE, please contact MnFIRE Executive Director Rebecca Otto at 763-250-0911 or rotto@mnfireinitiative.com. Thank you for your support!



“Supporting MnFIRE, an organization focused on firefighter cardiac health, mental health and cancer awareness, is vital for the well-being of those who bravely serve our communities. Investing in these areas ensures firefighters receive the critical care and support needed to manage the unique health risks associated with the fire service. By prioritizing firefighter health and safety, we honor their dedication and strengthen our ability to protect and serve.”

– CHIEF MARK NIEMI, RICE LAKE FIRE DEPARTMENT

About MnFIRE

The Minnesota Firefighter Initiative (MnFIRE) was founded in 2016 as a 501(c)(3) nonprofit and provides Minnesota’s 20,000 firefighters with the tools they need to prioritize and protect their physical and emotional health.

More than 90% of Minnesota’s fire service is volunteer or non-career, so many firefighters don’t have access to health and wellness benefits through their department. They work hard to keep our communities safe, but they’re significantly affected by occupational health risks such as cardiac disease, emotional trauma and cancer.

MnFIRE supports them through the Hometown Heroes Assistance Program, combining the following vital resources for all active volunteer, paid-on-call, part-time and full-time Minnesota firefighters at no cost:



Emotional trauma resources & peer support



Up-to-\$20,000 Critical Illness insurance policy



Ongoing health and wellness training

Miles for MnFIRE: Support Your Hometown Heroes

As a sponsor of Miles for MnFIRE, your support will help us continue delivering these life-saving health and wellness services and identify new ways to support firefighter health across the state. Thank you!

