

# Opal's Walk to DC



## Contact Information:

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[www.opalswalk2dc.com](http://www.opalswalk2dc.com)

**Overview:** This campaign is to urge the United States Congress to sign into law Juneteenth as a National Day of Observance like Flag Day before President Obama leaves office. For over 40 years, Opal Lee, who is in her 90th year, has worked locally to promote Juneteenth Independence Day in Fort Worth, Texas. After several letters and petitions, she has decided to take the campaign to the people on a national level through “Opal’s Walk 2 DC”. Her campaign will include circulating petitions both physical and online to the White House with a goal of 100,000 signatures by October 1, 2016. Mrs. Lee will walk until she reaches the White House to receive a response to her petition. She also hopes to speak with President Obama personally.

**Kickoff Date:** September 1, 2016

There are many ways that your company can partner with Mrs. Lee to help fulfill this campaign:

- **Transportation & Fuel** - There is a need for a Recreational Vehicle to transport Mrs. Lee and her support staff between walking starting points in each city and to community events.
- **Meals & Accommodations** - Each night Mrs. Lee and the team will need to rest and refresh for the next day, therefore hotel lodging and nutritious meals will be a necessity.
- **Health & Fitness** - Although she is an active walker, Mrs. Lee will have a medical team to monitor her vitals because of her age. They will require access to medical facilities and local personnel who can administer a checkup examination as needed.
- **Wi-Fi & Communications** - Because of the mobile nature of the campaign and constant contact of social media, the team will need mobile internet access.
- **Traditional & Social Media** - In order for the campaign to go “viral” and raise the awareness of her causes - Juneteenth and Urban Farming - we need partners to work with us to highlight the successes of these activities in the communities we will be visiting and those around the nation.
- **Marketing & Advertisement** - Since this is final months of the election cycle we will be competing with formidable news stories, we will need paid advertising to keep the campaign in the minds of the nation especially where we will not be traveling.



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### **Platinum Level: \$25,000 (In-kind or financial)**

#### ***Company logo and name:***

- ◆ Prominently displayed in all print, radio, and television advertisements, as well as press releases, major billboards
- ◆ Prominent placement on the official commemorative T-shirts, brochures, printed materials, and website (with link back to corporate site)
- ◆ Daily mentions on “Opals Walk 2 DC” Facebook, Twitter and other social media outlets

### **Gold Level: \$10,000 (In-kind or financial)**

#### ***Company logo and name:***

- ◆ Centrally displayed in all print, radio, and television advertisements, press releases, billboards, banners, on the official commemorative T-shirts, and website (with link back to corporate site)
- ◆ Twice-weekly mentions on “Opals Walk 2 DC” Facebook, Twitter and other social media outlets

### **Silver Level: \$5,000 (In-kind or financial)**

#### ***Company logo and name:***

- ◆ Inclusion in print and television advertisements as space is available
- ◆ Displayed on the official commemorative T-shirts and website
- ◆ Verbal recognition from the podium at signature events
- ◆ Weekly mentions on “Opals Walk 2 DC” Facebook, Twitter and other social media outlets

### **Copper Level: \$1,000**

- ◆ Displayed on the official commemorative T-shirts and website
- ◆ Mentions on “Opals Walk 2 DC” Facebook, Twitter and other social media outlets