

# Opal's Walk to DC



## Contact Information:

Dione Sims    unityunlimited@hotmail.com  
(682) 738-6055 / (817) 887-3919 FAX  
[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. For over 40 years, Opal Lee, 92, has worked locally to promote Juneteenth Independence Day in Fort Worth, Texas. After taking a break from her 2016 walking campaign, she has decided the time is right to try again to take the campaign to the people on a national level. Her awareness campaign will include an online petition to the White House with a goal of 100,000 online signatures in 30 days when it is launched in October 2019. Mrs. Lee will walk throughout the US to give people the chance to show congressional leaders that there is support for the holiday.

**Kickoff Date:** July 29, 2019

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

- **Transportation, Accommodations & Meals** - There is a need for air and ground transportation to move Ms. Lee and her support staff across the country and to community events, hotel lodging and meals on the tour.
- **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, we need partners to work with us to highlight the successes of the campaign in the communities we will be visiting and those around the nation.
- **Marketing & Advertisement** - Since this is beginning 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: \$50,000**

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

- ◆ Prominently acknowledged in all print, radio, and television advertisements, press releases and website (with link back to corporate site)
- ◆ Prominent placement on official commemorative merchandising including T-shirts
- ◆ Daily mentions on Opals Walk 2 DC and Unity Unlimited, Inc. Facebook, Twitter, Instagram and other social media outlets

### **Gold Level: \$25,000**

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

- ◆ Acknowledged in print, radio, television advertisements, press releases, on website (with link back to corporate site) and on official commemorative merchandise
- ◆ Twice-weekly mentions on Opals Walk 2 DC and Unity Unlimited, Inc. Facebook, Twitter, Instagram and other social media outlets

### **Silver Level: \$10,000**

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

- ◆ Acknowledgement in print, radio and television advertisements as space is available
- ◆ Displayed on official commemorative merchandise and website
- ◆ Weekly mentions on Opals Walk 2 DC and Unity Unlimited, Inc. Facebook, Twitter, Instagram

### **Bronze Level: \$5,000**

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

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

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

#### ***Company name:***

- ◆ Acknowledgement on “Opals Walk 2 DC” Facebook, Twitter and other social media outlets