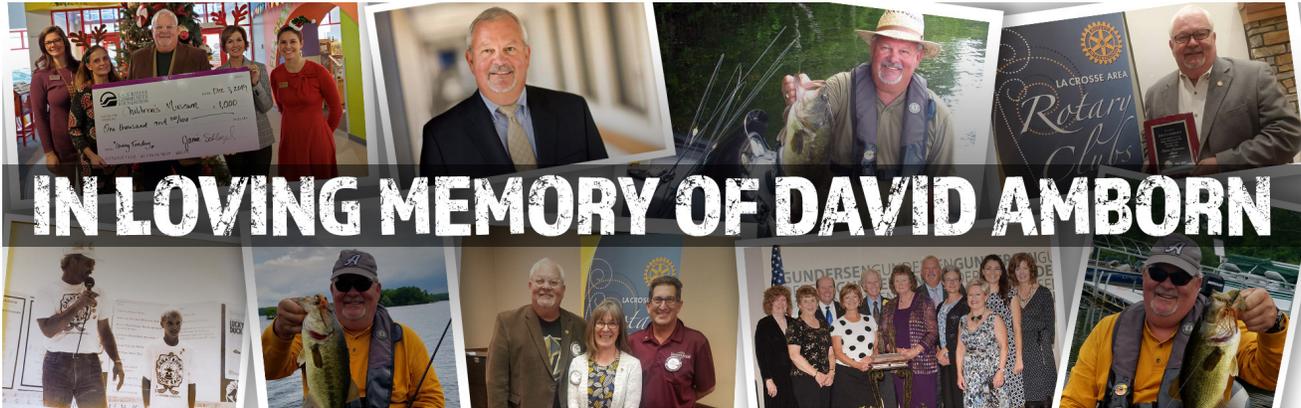




3rd Annual

# AL'S MUSKY CHALLENGE

SPONSORSHIP OPPORUNITIES



From July 17 to August 27, Rotarian Al Louis will fish in Minnesota's Lake Vermilion for four hours each Tuesday & Thursday night. Al and his wife Brenda have personally pledged \$5000 and challenge fellow Rotarians, businesses and others to get involved by becoming a sponsor, making a one-time donation, or pledging an amount per musky caught. *It can take about 10,000 casts to catch one musky!*

## Levels of sponsorships

**Will you support this unique event to raise funds for four local nonprofit organizations and honor the memory of Rotarian David Amborn?**

*After each Musky catch, Al will share a photo on Facebook with a sponsor "shout out", starting with the highest \$ sponsor.*

### **\$25,000+ Holy Grail**

Al will participate in up to 6 promos for your company and you may use his likeness from the Challenge in your advertising until the start of the 2022 event. + *All benefits from sponsor levels below*

**PLUS...**if a 50" or larger Musky is caught, the first sponsor to commit at this level is guaranteed pictures with Al wearing your company attire. Want him to have your logo shaved into his hair? He'll do that too.

### **\$10,000 to \$24,999 The Big One**

Al welcomes your ideas for how to recognize your sponsorship. Want him to: Sing your company jingle during a Facebook live post? Name his first catch after you? He's up for (almost) anything. + *All benefits from sponsor levels below*

### **\$7,500 to \$9,999 Your Brand in a Boat**

Al will wear your company shirt/hat in the boat for one day and proudly share images on Facebook. + *All benefits from sponsor levels below*

### **\$5,000 to \$7,499 Your Day on the Water**

Al will dedicate one of his fishing days just to you, with tagging in at least 8 social media posts and inclusion in a Facebook live post. You'll also get your logo on the event website and a check presentation invitation.

### **\$1,000 to \$4,999 Fishing Fan**

Logo on website and 4 social media post tags.

### **\$250-\$999 Fishing Friend**

Name listed on website.

### 2021 BENEFICIARIES:

- Coulee Recovery Center
- Children's Museum
- La Crosse Community Theater
- Children's Miracle Network Hospitals, Gunderson Health System





I/we will support the event with a gift/sponsorship of \$\_\_\_\_\_

OR

I/we will give \$ \_\_\_\_\_ per fish caught (average catch is 1 to 4 Muskies)

Company/Family/Group Name: \_\_\_\_\_

**Payment:**

\_\_\_\_\_

**Check (payable to Rotary Works Foundation)  
mail to:**

Contact Name: \_\_\_\_\_

Al's Musky Challenge  
c/o Designing Jewelers  
314 4th St S  
La Crosse, WI 54601

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Credit Card:**

Address: \_\_\_\_\_

1. [RotaryWorksFoundation.org/donate](http://RotaryWorksFoundation.org/donate) (click on PayPal logo--you don't need a PayPal account to proceed)
2. Choose Al's Musky Challenge in the "Use this donation for" dropdown menu

I wish to keep my support anonymous -do not publish my name.

**All donations are tax-deductible.**

If your commitment is \$1,000 + please send your preferred logo to [rotarylax@charter.net](mailto:rotarylax@charter.net) with the subject line: Al's Musky Challenge Sponsorship Logo.

**Rotary**  
Club of La Crosse



**PLEASE RETURN TO:  
AL'S MUSKY CHALLENGE  
C/O DESIGNING JEWELERS  
314 4TH ST S  
LA CROSSE, WI 54601**