



4th Annual

AL'S MUSKY CHALLENGE

SPONSORSHIP OPPORTUNITIES

Al's Musky Challenge is a Downtown La Crosse Annual Rotary Project that provides opportunity and support to the youth of the Coulee Region.

From July 21 to September 22, Rotarian Al Louis will fish in Minnesota's Lake Vermilion to raise money for area youth! Al and his wife Brenda have personally pledged \$100,000 to start an endowment fund to build a strong foundation for years to come. Brenda and Al challenge fellow Rotarians, businesses and others to get involved by becoming a sponsor or making a one-time donation. *It can take about 10,000 casts to catch one musky!*

SPONSORSHIP LEVELS

\$10,000+ - 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 below

\$5,000 to \$9,999 - Your Brand in a Boat

Al will do up to 2 media events for your company and you can use any pictures in your company's advertising. We will proudly share images on Facebook. + All benefits from below

\$1,000 to \$4,999 - Musky Hunter

Al will dedicate a fishing day just to you! He'll wear your company shirt/hat in the boat for the day, you will receive a social media tag and your logo will be listed on the BGC website.

\$250-\$999 - Fishing Fan

Name listed on the BGC website

Up to \$249 - Fishing Friend

The Youth of the Coulee Region are our Future!



Al's Musky Challenge continues to be dedicated in memory of founding member, David Amborn. Each year, Al continues to try to catch "the big one" to honor his good friend. "It's for the kids, damnit!" – David Amborn

2022 Beneficiary:



**BOYS & GIRLS CLUBS
OF GREATER LA CROSSE**

50% of proceeds will be donated to the Boys & Girls Club and 50% will go towards the Al's Musky Challenge Endowment to provide lasting support for youth.





The First Three Years Have Raised Over \$150,000!

Yes, I/we will support Al's Musky Challenge with:

a single gift of \$ _____

\$ _____ donation per musky caught

Company/Family/Group Name:

Contact Person: _____

Phone: _____

Email: _____

Address: _____

I wish to keep my support anonymous.
Please to no publish my name.

Payment Options:

Check made payable to Al's Musky Challenge Fund and mailed to:

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

Credit Cards accepted online at laxcommfoundation.com/donate

Please Invoice Me

Stock – Call 608.782.3223 to get specific delivery instructions

IRA Qualified Charitable Distribution (QCD) directed to the La Crosse Community Foundation

All gifts to Al's Musky Challenge are tax deductible to the fullest extent allowed by law. The Al's Musky Challenge Fund and Rotary Works Foundation are administered by La Crosse Community Foundation, which is a 501c3 public charity that will accept and receipt all gifts.

*If your commitment is \$1000+, please send your logo to Nicole.brei@bgclax.org 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