



Registration Confirmation Packet

June 5, 2021 | Gull Lake, Brainerd

Presenting Sponsor: **Fleet Farm**

You are registered for the 2021 Minnesota Fishing Challenge!

Team Member 1: _____ Team Member 2: _____

Your Team Number: _____ Your Team Fundraising Goal: _____

Please ensure your team number is on **all** checks and on the outside of **all** envelopes mailed to MNTC.





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Thank you for entering the 2021 Minnesota Fishing Challenge presented by Fleet Farm. You are supporting youth and adults at Mn Adult & Teen Challenge centers in Brainerd, Duluth, Minneapolis, Rochester and Buffalo.

The 13th annual Fleet Farm Minnesota Fishing Challenge is set for Saturday, June 5, 2021. The event will take place on Gull Lake near Brainerd. The Fishing Challenge, hosted by Al Lindner with honorary tournament director Steve Pennaz, is a multi-species fundraising tournament. Two-person teams may elect to fish any of five divisions.

This will be an exciting weekend of fishing fun! It will start with a great "Rules Dinner" in Brainerd on Friday evening, June 4 and end with the weigh-in event at Cragun's Resort on Saturday, June 5. We have so much to share with you about that weekend. Please read this brochure thoroughly and keep it handy as a resource. If you have any questions, please don't hesitate to contact us.

For questions about...

Registration and fundraising, contact Sue Van Hal, MnTC Events Manager: 218.833.8752 | Sue.VanHal@mntc.org

Tournament rules and format, contact Bernie Barringer, Tournament Director: 218.820.8459 | Bernie.Barringer@mntc.org

ABOUT MN ADULT & TEEN CHALLENGE



Mn Adult & Teen Challenge (MnTC) is a drug and alcohol treatment and recovery program that has been in operation since 1983. We serve people ages 13-74 years with 12 locations throughout the state with a full range of services including long-term recovery and short-term intensive treatment programs. Additionally, our Know the Truth™ Prevention Program speaks in more than 160 high schools and middle schools across the state, sharing personal stories of addiction with students to help prevent substance use.

Event Format and Schedule

FRIDAY, JUNE 4

Mandatory Rules Dinner

4 p.m.-8:15 p.m. at Heritage Assembly of God in Baxter

Free for registrants; \$5 for guests

This evening will be a time for registered anglers and guests to enjoy a BBQ meal, finalize registration and turn in final fundraising money. At 7 p.m. there will be a meeting to review the rules, hear the MnTC choir and hear from celebrity fishermen. Many prizes will also be given at this event.

***Only the 7-8:15 p.m. meeting is required; dinner is optional.**

Sponsored by:



SATURDAY, JUNE 5

Gentlemen's Start at 7 a.m.

Gull Lake, Brainerd

The team entry fee of \$100 allows teams to enter one of five divisions. Teams can decide division while fishing:

PIKE DIVISION



Sponsored by Nor-Son

Weigh one pike

BASS DIVISION



Sponsored by Lindner Media

Weigh three largemouth bass

WALLEYE DIVISION



Sponsored by Navillus Land Company

Weigh three walleyes

PANFISH DIVISION



Sponsored by Schroeder's Appliance

Weigh three panfish, crappies, bluegills, sunnies or perch

MIXED BAG DIVISION



Sponsored by Brainerd General Rental

Weigh one pike, one walleye, one bass and one panfish

RON LINDNER BONUS

Bring in one rock bass, and this weight will be added to the total weight in any division

Weigh-in Scales Open at 1 p.m.

All boats must return no later than 3 p.m. at Cragun's Resort

Teams arriving earlier than the deadline will help streamline the weigh-in process.

You don't want to miss this, even if your livewell is empty! Weigh bags will be delivered to your boat, and information will be shared with you about approaching the weigh station. On shore, you will find plenty of great conversation with other anglers, excitement of watching the weigh-in, and enjoy listening to songs of hope from the MnTC men's choir.

Thousands of dollars in prizes will be awarded to top anglers from the incredible prize tent! Many other awards will also be presented at the end of the day on Cragun's beach.

Prizes and Awards

Division Prizes

The top 10 teams in each division (50 teams!) will be entitled to **a trip through the prize tent for each team member with individual prizes valued at a minimum of \$150 each.** That's more than \$20,000+ in prizes to choose from including rods, reels, tackle, trolling motors, guided fishing trips, gear, a guided bear hunt, and much more.

Additional Fishing Prizes

- **Sea Foam Second Chance Awards** – Two teams registering fish in each division, but not placing in the top 10 of that division, (total 20 individual winners) will win an assortment of Sea Foam Motor Treatment and an assortment of other Sea Foam products. Anglers must be present during weigh-in to win!
- **McDonald's Big Bass Award** – The winning team will receive a plaque and a giant Rapala lure autographed by the staff of Lindner Media.
- **Woods to Water Realty Big Walleye Award** – A plaque and a giant Rapala lure autographed by the staff of Lindner Media will be awarded to the winner.
- **Beaudry Oil Ugliest Fish Award** – The winning team will receive a plaque and bragging rights!
- **Sea Foam Scholarship** – The top three ranked student teams will receive two \$500 college scholarships. It doesn't matter what division and student team does not have to be in the top ten of the division. For example, winners could be 5th place in the walleye division, 7th in the mixed bag, and 10th in the bass division.

Team Recruitment Award

Help us fill the event to the 150-team limit. Last year with COVID-19 we had 127 teams, but we want to reach the 150 limit again in 2021! We raised more than \$334,000 last year. With your help we can reach our goal of raising \$500,000! **Each team that recruits a new team will be entered in a drawing to win a \$1,000 Fleet Farm shopping spree!** New teams consist of both partners who have not fished the event previously. You get one entry for each new team you sign up! You must be listed as the team who invited them on their entry form to get credit for it.

Early Bird Awards

Enter now and start your fundraising right away! If you register by April 1, you'll be eligible for Early Bird prizes including **AquaVu cameras** and much more. A special Early Bird prize of **complimentary lodging** (Wednesday before the MN Fishing Challenge through Saturday, June 5) at Sandy Beach Resort on Gull Lake's west shoreline for six people will be awarded in April.

PRIZE DONATIONS

We're always looking for people to donate great prizes for our event! Do you know someone who manufactures or sells outdoor equipment? Do you know a business who has access to hunting or fishing supplies, or someone who owns a dealership that might donate something large or small? Do you know a resort owner who would donate a resort stay?

If you have any connections, please contact Bernie Barringer, Tournament Director, at 218.820.8459 or Bernie.Barringer@mntc.org.



Cast Your Line and Win Fundraising Awards!

Every dollar raised in this fundraising tournament helps bring hope and healing to so many struggling to find freedom from addiction. Each team is asked to set a suggested minimum goal of raising \$500. The top three teams will win fishing trips with Al Lindner, Steve Pennaz, or Denny Pluimer! The prizes below are cumulative for each level raised.

1

BUILD

your fundraising page

fishingchallenge.org

2

SHARE

your fundraising page



3

RAISE \$3,000

or more and win two framed 20"x24" fishing prints from artist Stuart Nelson

BREAK DOWN THE GOAL:

40 + 30 + 20 + 10

@ \$10
each

@ \$20
each

@ \$50
each

@ \$100
each

RAISE \$1,186

(cost for one month of services for one client)

and win a personalized official 2021 Fishing Challenge jersey at the Rules Dinner!

BREAK DOWN THE GOAL:

1 + 35

donation
@ \$486

raffle tickets
@ \$20 each

Must be collected by May 25 and reported to 218.833.8752 to have your jersey ready in time.

WIN THIS BOAT!

LUND
THE ULTIMATE FISHING EXPERIENCE



RAISE \$500

Each team that raises \$500 will get their name in a drawing for a brand new Lund boat powered by Mercury and loaded with electronics from Minn Kota and Humminbird. For each \$500 raised, another entry will be added into the drawing.

(Team of two anglers win one boat. Ownership papers will be given to the team captain; both team members will receive equal IRS#990 for the prize. Team members are allowed to win the boat only once in the lifetime of the MN Fishing Challenge.)

Fundraising Ideas & Resources

We want to help you with your efforts to support MnTC with some great fundraising resources! The following pages will give you helpful tips and break down ways to utilize your own network of contacts to meet your fundraising goal and get you one step closer to winning some amazing prizes. All donations made to Mn Adult & Teen Challenge are 100% tax deductible. Looking for more fundraising tips? Visit our fundraising page at givehope.mntc.org/fundraising



Contact family, friends and businesses with a phone call or in person.

Did you know that the best way to get your friends, family, or employer to support you is to just ask them? Don't be afraid. Most often people want to support us if they know what is important to us.

Here's an easy conversation starter... "Hey, I'm so excited about a great fishing tournament that I'm fishing in on Gull Lake in June. It is a fundraiser for Mn Adult & Teen Challenge. They are an addiction recovery program that has great success at changing lives and offering hope to men and women stuck in addiction. Would you be interested in sponsoring me? I have a goal to raise at least \$500 (or \$1,186, or \$3,000)."

Don't forget to ask your employer or other corporate donors like your insurance guy, your auto mechanic, or the local realtor. Some may do it for publicity but many will donate just for goodwill and support of MnTC. (See page 8 to learn more about incentives for corporate donors.)



We've included an envelope and chart in this registration confirmation packet that will help keep track of donations. This envelope and money must be turned in at the Rules Dinner (or preferably mailed sooner) in order to be counted toward your team fundraising goal.

PAST FUNDRAISING PRIZE WINNER



Amy Stone, from the MCBF radio fishing team, participated in the 2020 Fishing Challenge and raised \$3,375 for Mn Adult & Teen Challenge! She was entered six times in the drawing to win the Lund boat and was chosen as the winner!

"We are so thankful to Lund and MnTC. Our Lund Rebel has been such a blessing to our family. It has sparked many conversations at boat landings, starting with Lund donating to the MnTC Fishing Challenge and how we were able to win it. It also gave us a chance to share the mission of MnTC and about our local Christian radio (102.7 and 104.3) at work. We made so many memories during our first summer and we look forward to many more!"



Sell raffle tickets

Selling raffle tickets is the easiest method for some people to sell (and donate) to our Fishing Challenge fundraiser. Some amazing raffle prizes are available again this year, items of interest to anglers and non-fishermen. Wouldn't you love to spend a few days in a houseboat with a handful of friends? Fishing or not, this prize ranks in high demand among our past donors.

- Teams may sell raffle tickets up until the end of the Rules Dinner on Friday, June 4 to be included in the drawing.
- Raffle prizes will be drawn on Saturday, June 5 after the weigh-in. You need not be present to win.
- The TEN great items shown on the raffle poster will be included in the raffle. (See page 10)
- Tickets are \$20 each. Buyers must be 18 or older to purchase.
- Raffle ticket purchases are NOT tax deductible.



Raffle ticket sales count towards your \$500 fundraising prize boat entry and other levels of your fundraising goal. Sell only 25 tickets and get a ticket in the drawing for the boat!



Share a video about MnTC with friends, family and business contacts.

On the event website, fishingchallenge.org, there are two different videos:



DONOR VIDEO: Filled with hard-hitting stories from the tournament, this video explains why people should donate to Mn Adult & Teen Challenge. It's short and to the point so it is designed to show at your church, fishing club, civic organizations, and to any potential donors. *Located on event homepage.*



CORPORATE DONOR VIDEO: This video is a little longer and designed to appeal to companies, businesses and potential corporate donors. *Hover over "Sponsors" on the top navigation and click "Sponsorship Opportunities" to find this video.*

Feel free to request these video links through e-mail or a flash drive to share with your church or friends through email or your Facebook account. These are available at no cost to you.

Direct your contacts to the Minnesota Fishing Challenge Facebook page (@mnfishingchallenge). There they can see the videos and see the constantly updated photos and information.



May 16 is designated as "Show the Fishing Challenge Video at Church" Sunday. Across the state, the Sunday after fishing opener is the perfect Sunday to ask your church to support your team. Showing the video is a great resource to start that conversation.

Fundraising Ideas & Resources



Fundraise via e-mail, social media and other online platforms.

In order to fundraise online, you will need to set up a giving page. Follow the easy steps below:

If you registered online: When registering online, you were asked to create a username and password. This is your log-in information needed to work with your online donation page.

If you registered by mail: Once your registration arrived, an online fundraising page was created in your team's name. If you provided an email address on your registration form you should have received an email with a direct link to the participant center and your online fundraising page.

Follow these steps to get started:

- Step #1: Go to fishingchallenge.org
- Step #2: Login with your username and password
- Step #3: Select "Participant Center" (top right-hand corner of the page)

In seconds, your fundraising center will be loaded, and you can personalize your page with your own comments and photos.

Once your Participant Center is loaded, check out the "What to do next?" section below "Your Fundraising Progress." Follow the steps listed, connect with potential donors and send thank you notes. Customize your fundraising page, and check your progress anytime.

If you have any questions when setting up your giving page, call Sue at 218.833.8752 or email Sue.VanHal@mntc.org for help with this process.

DONOR HONOR ROLL

When you are raising money, keep in mind that anyone (business or individual) who donates at a higher level will be listed on our Donor Honor Roll. There are four levels that will be recognized:

CHAMPION LEVEL

\$2,500

HOPE LEVEL

\$1,000

FREEDOM LEVEL

\$750

PEACE LEVEL

\$500

Donors at each of these levels will be listed on the Donor Honor Roll that will be printed in the event program, distributed at the Rules Dinner. Donors can opt to remain anonymous. Money must be received in the MNTC office before June 1 to be included in event program.

Call 218.833.8752 with any questions.

Thank you to our 2021 Minnesota Fishing Challenge Sponsors

Fleet 4 Farm®

LUND

THE ULTIMATE FISHING EXPERIENCE



Anonymous Sponsor
of Mn Adult & Teen
Challenge



Other 2021 Fishing Events



The Minnesota Fishing Event for Life

June 12, 2021 | Mankato, MN

This is a fundraiser for Mn Adult & Teen Challenge and a local Christian organization.

For more information, contact:

tomdavis@daviscomfortsystems.com



NORTH AMERICAN
FISHING
CHALLENGE
to benefit Adult & Teen Challenge

NEW THIS YEAR: North American Fishing Challenge

June 19, 2021 | Anywhere

This is an international app-based fishing tournament to support Adult & Teen Challenge centers around North America (Canada and USA).

- Fish in your local fishing spot
- Register by June 10, 2021

Look for complete information at
NAFishingChallenge.org

FUNDRAISING RAFFLE

benefiting Mn Adult & Teen Challenge



1 Rainy Lake Houseboat Trip

10 people/3 nights in International Falls

2 Original Painting

"Smoke on the Water" by Stuart Nelson

3 Full-Day Fishing Charter

Full day for four people on Lake Superior

4 Guided Fishing Trip for Two

Full day fishing with Steve Pennaz

5 \$500 Gift Card

MARINE
GENERAL

6 Henry "Golden Boy" .22 Rifle



Fleet Farm

7 \$500 of Assorted Tackle



8 Walleye Art Print



9 Kayak



10 Aqua-Vu Camera



SELLING RAFFLE TICKETS

Use the raffle ticket order forms included in your packet to sell raffle tickets for these great prizes to your family and friends.

Send the order form and money (cash or check) to:
Mn Adult & Teen Challenge
Attn: Fishing Challenge
2424 Business 371
Brainerd, MN 56401

PLEASE NOTE:

- Your team number should be on all checks and on the outside of all envelopes mailed to MNTC.
- Tickets purchased will be mailed to the address on the order form.
- Additional order forms can be requested at 218.833.8752.
- Raffle tickets can also be purchased online at mntc.org/fishing-raffle
- Raffle tickets purchases are NOT tax deductible.

2021 Minnesota Fishing Challenge Rules & Regulations

I. Participants and Eligibility

- A. Contestants must register online at fishingchallenge.org OR use a paper official registration form and mail the \$100 entry fee per team to Mn Adult & Teen Challenge, 2424 Business 371, Brainerd, MN 56401. Confirmations will be mailed or emailed.
- B. Contestants may pay with check, money order or credit card.
- C. This is a two-person per boat fishing tournament. If both contestants are under age 16, a non-fishing guardian or parent must be present.
- D. Contestants must attend the Friday, June 4, 2021 Rules Dinner at Heritage Assembly of God in Baxter. Celebrity fishermen and special guests will make this a great event, along with any last minute instructions. This is a free dinner for registered anglers, \$5 charge for guests.
- E. Contestants over 16 must possess a valid Minnesota fishing license.

II. Team Sponsorship Challenge

- A. Teams are urged to raise team sponsorship funds and to begin the fundraising process as soon as possible. The minimum amount requested that each team raise for your team is \$500; there is no maximum. Top fundraising teams will win fishing trips with Al Lindner, Steve Pennaz, or Denny Pluimer.
- B. When you register online, an automatic online donation web page will be created for your team. This page will allow you to watch your donations grow and will keep all "Fishing Challenge" info at your fingertips. Call Sue at 218.833.8752 for suggestions and assistance. (If you register with a paper registration form, a donation web page will set up for you and you will be notified of how to access it.)
- C. A number of items will be available to help you with your fundraising, including a video! Share the video with friends, church family, businesses, groups, Facebook, etc., to enhance fundraising and attract new teams.
- D. Fundraising money collected should be sent to Mn Adult & Teen Challenge as soon as they are gathered. Postage-paid envelopes will be provided for your team if requested.
- E. Donations (100% tax deductible) raised to support your team's donation to Mn Adult & Teen Challenge must be submitted to MNTC prior to or at registration at the Rules Dinner to be considered for any prizes.
- F. A raffle with very attractive prizes makes additional fundraising even easier. (Ticket order forms will be available for all team members to use to sell tickets to friends and family!)
- G. A full list of prizes is available. Subject to change.

III. Scoring

- A. Anglers must declare before fish are weighed which division they intend to enter. There are five divisions: Walleye, Bass, Pike, Panfish, and Mixed Bag.
 - Walleye: Teams may weigh three walleyes
 - Bass: Teams may weigh three largemouth bass
 - Pike: Teams may weigh only one pike
 - Panfish: teams may weigh a maximum of three panfish (bluegill, sunfish, crappie or perch in any combination)
 - Mixed Bag: Combination of one panfish, one walleye, one bass and one pike.
- B. One rock bass will be the bonus "kicker" fish and added to any division.
- C. Weigh-in headquarters: Cragun's Resort on Gull Lake scales open at 1:00, main weigh-in at 3:00
- D. Ties will be settled by a coin toss.
- E. A plaque will be awarded for the ugliest fish, big bass, and big walleye entries.

IV. Tournament Format

- A. Tournament boundaries are the entire Gull Lake Chain.
- B. Launch at any ramp.
- C. Scales open at 1 p.m. Teams may weigh a limit for any species only once.
- D. Contestants may be on the water and at their fishing destinations, but may not begin fishing until 7 a.m. (CST) on June 5, 2021.
- E. All boats must return to Cragun's Resort no later than 3 p.m. (CST) on June 5, 2021.
- F. Teams returning earlier than the 3 p.m. deadline will streamline the weigh-in process.
- G. Artificial lures and live bait are allowed.
- H. Each competitor must observe safe boat conduct, no-wake zones, and local navigation rules. Competitors are expected to demonstrate courtesy and act in a sportsmanlike manner.
- I. The tournament director will interpret rules according to the spirit and intent of the rule and his decision in all matters is final.
- J. All prizes and trophies will be awarded from the weigh-in stage immediately upon completion of the tournament. Winners must be present to collect prizes or they will be forfeited.

2021 Student Angler Teams Rules and Regulations

- Age requirement: Any team wishing to enter the student division must have two anglers who are 2021 high school graduates or younger. Anglers may be 18 years old if they are recent graduates, but all student division boats must include one additional person in the boat who serves as the adult boat captain.
- The primary responsibility of the boat captain is operation of the boat and oversee the safety of the students, but does not fish. The captain can net fish but cannot handle the fish. Only the students can fish and bring fish to the scale. Boat captains will be responsible to know and understand the rules and ensure they are followed.
- Student anglers will compete in the tournament along with the main body of anglers. We will not be using an app to register fish. Student teams can enter any of the five divisions.
- Student anglers will bring their fish to the weigh-in and go through the prize tent if they finish in the top 10 of the division they enter.
- The top three student angler teams will be awarded \$1,000 in college scholarships from Sea Foam, \$500 per team member. This award will be given to the top 3 teams overall and is not limited to one division. (Example: we could have a 3rd place in bass, a 5th place in walleye and a 7th place in panfish.) Ties will be broken by the flip of a coin.
- Student angler entry fee is \$100 per team.



Scan to visit our website!



MINNESOTA FISHING CHALLENGE

To Benefit Mn Adult & Teen Challenge



Scan to learn more!



Adult & Teen Challenge
Minnesota

For questions about...

REGISTRATION AND FUNDRAISING

Sue Van Hal, MnTC Events Manager
218.833.8752
Sue.VanHal@mntc.org

TOURNAMENT RULES AND FORMAT

Bernie Barringer, Tournament Director
218.820.8459
Bernie.Barringer@mntc.org