



May 29 - May 30, 2026 | Gull Lake, Brainerd

Event Details and Attendees

The **18th** annual Minnesota Fishing Challenge is a statewide fundraising event held in Brainerd, Minnesota that celebrates freedom from addiction and generates support for our clients. Multiple channels are used to promote this event, including peer-to-peer fundraising, media exposure and printed materials displayed across Minnesota to raise awareness while teams compete for a spot on the leaderboard of top fundraisers.

We invite you to join us as a corporate partner in support of our mission, while being recognized among our 300 anglers and a greater audience **reaching hundreds of thousands** through print, digital and branded materials.

Sponsorship Levels Available*

- **\$50,000 Title (1 Available)**
- **\$25,000 Presenting (2 Available)**
- **\$10,000 Weigh-In Station (1 Available)**
- **\$7,500 Supporting**
- **\$5,000 Division (5 Available)**
- **\$2,500 Beach**

All responses must be in by December 10 to be included in all materials.

Sponsorship Benefits



MEDIA RECOGNITION



**MnTC PARTNER
RECOGNITION**



**PROMOTE
EMPLOYEE &
COMMUNITY
ENGAGEMENT**

* See reverse side for benefits by sponsor level



All sponsor packages can be customized to suit your needs.

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Sponsorship Levels

	BEACH \$2,500	DIVISION \$5,000 5 Available	SUPPORTING \$7,500	WEIGH-IN STATION \$10,000 1 Available	PRESENTING \$25,000 2 Available	TITLE \$50,000 1 Available
COMMUNICATIONS	<ul style="list-style-type: none"> Logo recognition on MnTC website (50,000+ visitors/month) Logo recognition in 2 event acquisition emails and 1 post-event email (20,000+ impressions) Logo recognition in 2 social media posts 	<ul style="list-style-type: none"> Logo recognition on MnTC website (50,000+ visitors/month) Logo recognition in 3 event acquisition emails and 1 post-event email (30,000+ impressions) Logo recognition in 3 social media posts 	<ul style="list-style-type: none"> Logo recognition on MnTC website (50,000+ visitors/month) Logo recognition in 3 event acquisition emails and 1 post-event email (30,000+ impressions) Logo recognition in 3 social media posts 	<ul style="list-style-type: none"> Logo recognition on MnTC website (50,000+ visitors/month) Logo recognition in 4 event acquisition emails and 1 post-event email (40,000+ impressions) Logo recognition in 4 social media posts 	<ul style="list-style-type: none"> Logo recognition on MnTC website (50,000+ visitors/month) Logo recognition in 7 acquisition emails and 1 post-event email (70,000+ impressions) Logo recognition in 8 social media posts Logo included in pre-event attendee emails Logo recognition in the MnTC newsletter (circulation 18,000+) 	<ul style="list-style-type: none"> Logo recognition on MnTC website (50,000+ visitors/month) Logo recognition in 9 acquisition emails and 1 post-event email (90,000+ impressions) Logo recognition in 10 social media posts Logo included in pre-event attendee emails Logo recognition in the MnTC newsletter (circulation 18,000+)
EVENT RECOGNITION	<ul style="list-style-type: none"> Logo recognition on signage at event, brochures, shirt, posters, Rules Dinner slideshow Opportunity to have a promotional table at the Rules Dinner Logo recognition on 1 sign marking your section of the beach where boats pull up to weigh their fish 	<ul style="list-style-type: none"> Logo recognition on signage at event, brochures, shirt, posters, Rules Dinner slideshow Opportunity to have a promotional table at the Rules Dinner 	<ul style="list-style-type: none"> Logo recognition on signage at event, brochures, shirt, posters, Rules Dinner slideshow Opportunity to have a promotional table at the Rules Dinner 	<ul style="list-style-type: none"> Logo recognition on signage at event, brochures, shirt, posters, Rules Dinner slideshow Opportunity to have a promotional table at the Rules Dinner Logo recognition on the weigh-in scale sign 	<ul style="list-style-type: none"> Logo recognition on signage at event, brochures, shirt, posters, Rules Dinner slideshow Opportunity to have a promotional table at the Rules Dinner Opportunity to provide giveaways at the Rules Dinner Logo recognition on boat wrap 	<ul style="list-style-type: none"> Logo recognition on signage and tent at event, brochures, shirt, posters, Rules Dinner slideshow Opportunity to have a promotional table at the Rules Dinner Opportunity to provide giveaways at the Rules Dinner Opportunity to speak during the Rules Dinner
PUBLIC RECOGNITION		<ul style="list-style-type: none"> Named as Division Sponsor in event press release (650,000+ impressions) 	<ul style="list-style-type: none"> Named as Supporting Sponsor in event press release (650,000+ impressions) 	<ul style="list-style-type: none"> Named as Weigh-In Station Sponsor in event press release (650,000+ impressions) 	<ul style="list-style-type: none"> Named as Presenting Sponsor in event press release (650,000+ impressions) 	<ul style="list-style-type: none"> Named as Title Sponsor in event press release (650,000+ impressions) Logo recognition at statewide MnTC Christmas Concerts
BENEFITS	<ul style="list-style-type: none"> Access to add promotional material to goodie bags distributed to all anglers 	<ul style="list-style-type: none"> Access to add promotional material to goodie bags distributed to all anglers 	<ul style="list-style-type: none"> Access to add promotional material to goodie bags distributed to all anglers 	<ul style="list-style-type: none"> Access to add promotional material to goodie bags distributed to all anglers Fishing Challenge Entry for 1 team (2 participants) 	<ul style="list-style-type: none"> Access to add promotional material to goodie bags distributed to all anglers Fishing Challenge Entry for 1 team (2 participants) 	<ul style="list-style-type: none"> Access to add promotional material to goodie bags distributed to all anglers Fishing Challenge Entry for 1 team (2 participants)
VALUE	<ul style="list-style-type: none"> Charitable Donation \$2,500 	<ul style="list-style-type: none"> Charitable Donation \$5,000 	<ul style="list-style-type: none"> Charitable Donation \$7,500 	<ul style="list-style-type: none"> Charitable Donation \$9,800 	<ul style="list-style-type: none"> Charitable Donation \$24,800 	<ul style="list-style-type: none"> Charitable Donation \$49,800