

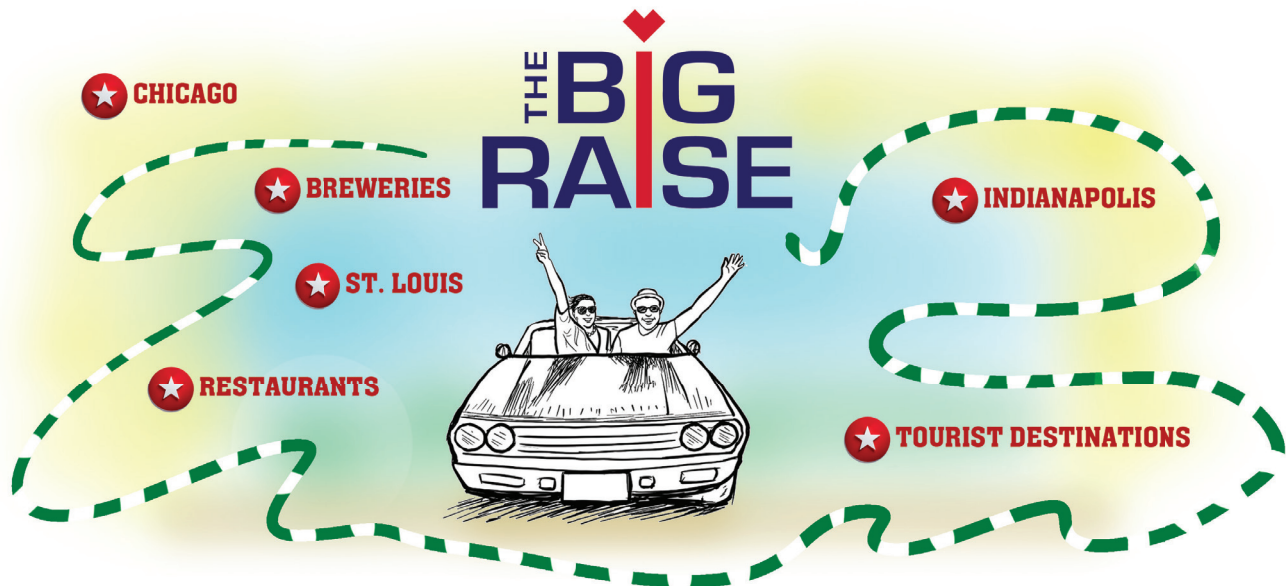


THE BIG RALLY 2025

Chicago to St. Louis & Back



THE **BIG**
RAISE



THE BIG RALLY

• • • • **2025** • • • •

June 26-28, 2025

WHAT THE RALLY IS



The Big Raise (A Florida 501c3 not-for profit) is having a road rally in June 2025 to raise funds for amazing not-for-profit organizations (see our other events at JoinTheRaise.com).

If you join the rally you choose your own charity to raise money for. **The rally will be an exciting drive over three days and two nights through sights and destinations of the Midwest starting in the Chicago area.** We will visit various restaurants; breweries; and tourist destinations and have a time that you will not forget. The 2025 rally is limited to 20 "teams."

THE ROUTE

Go to: JoinTheRaise.com/rally/map for the details.

HOW TO JOIN

To get in the rally all you need to do is **A-pick a charity to raise money for; B-pay a registration fee to the Big Raise of \$500; C-ask people to sponsor your car and your charity; D-bring your car and your "team" (whoever you want along on the drive).** **It that simple. You can use any car you want for the rally.**

WHAT YOU GET

The Big Raise (A Florida 501c3 not-for-profit) will provide you with a custom team design and theme for your rally vehicle (it doesn't have to be a car, but I would advise against a motorcycle). You will get a non-permanent decal package that will decorate your vehicle with your team style; your sponsors; event sponsors; and your chosen charity (think looks like a NASCAR).

You will get a custom webpage for your team where people can sponsor your car by the mile; by the accomplishment; by your daily result.

Your team will also start out with some sponsorship (from the event sponsors) that goes toward your overall team raise for your amazing charity (it must be a valid 501c3).

Your team will get the daily route, challenges, tasks and games for the drive and get to participate in the nightly team dinners and other events that make this something you will not forget.

Each team will get their own driving jerseys with their team colors, design, logos, etc.

Last (and most important) is the winning team (one that raises the most \$\$ for others) will get the five foot tall Big Raise Rally cup to put in their living room and really impress their family.

SIGN UP NOW (space is limited)

Go to Jointheraise.com/rally. **Complete the information on team name; color scheme and team and your email address/name/phone. You will get an email with a link to pay the \$500 registration fee and YOU'RE IN!**

JoinTheRaise.com/register

The Big Rally 2025

Join The Big Raise (JoinTheRaise.com) in raising funds for amazing non-profit organizations at our 2025 Road Rally. This rally will be an exciting drive over three days and two nights through sights and destinations of the Midwest. We will visit various restaurants; breweries; and tourist destinations that you will not forget.

What You Do To Drive

To get in the rally all you need to do is a.) pick a charity to raise money for; b.) pay a registration fee to the Big Raise of \$500; c.) ask people to sponsor your car and your charity; d.) bring your car and your “team” (whoever you want along on the drive). It that simple. You can use any car you want for the rally.

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June 26-28, 2025

The Big Raise Road Rally 2025 will take place just west of Chicago in Saint Charles, Illinois, at Liquor 'N' Wine - 2460 W Main St, St. Charles, IL. Participants will travel to Indianapolis and St. Louis, concluding at Liquor 'N' Wine in Saint Charles, IL. Cars

and teams will raise funds for their charities through miles driven, tasks completed, and direct sponsorships. Notable stops include several peculiar roadside monuments, multiple distilleries, the Indianapolis Motor Speedway, the 630-ft tall Gateway Arch, and many other fascinating locations along the historic Route 66. Join the Raise for your great cause!

Proposed Route

Koval/Chicago - Indianapolis - Champaign/Urbana - Whiskey Acres

Fundraising Methodology

The Big Raise will focus on several corporate sponsors. Each of those sponsors will have a logo on each team's car, and help the team total. The team with the most funds raised (70% of their score) and goals accomplished (30%) will be the champion. Suggested sponsorship levels for each team are as follows:

$\$.50 \text{ per mile} \times 400 \text{ miles} = \$200 \text{ raised per "sponsor"}$

$\$1.00 \text{ per mile} \times 400 \text{ miles} = \$400 \text{ raised per "sponsor"}$

$\$1.50 \text{ per mile} \times 400 \text{ miles} = \$600 \text{ raised per sponsor}$

If a team gets 100 "sponsors" with the \$1.00 per mile average they will raise \$40,000. The team could also get sponsors to sponsor their car (get logos on there, swag handed out on the route, etc.) for flat amounts.

The expected average sponsorship is \$.50 a mile.

The math on that with each car with 100 sponsors, and \$20,000; ten cars is \$200,000 raised.

Teams will also "compete" in challenges during the rally. Some of these challenges include: photographs to prove stopping or shopping at sponsor destinations; locating various challenges along the way.

There will be three top winners each day for daily points. The winners will receive additional sponsor bonus for their total team raise for their sponsor.

Prize daily – make tons of daily challenges, teams "race" to decide what they do. Points will differ and outcomes each day.

All state license plates give points too.

Team Registration Form

Driver Name (or the one who pays the registration fee).

Car/Team Name

Team Charity/Recipient

Recipient Home page

Team Color (s)

Team logo ideas (animal, shape, letter or provide your own)

Team Jersey sizes and full name of jersey wearer

Comments (if any)

Team Contact Phone

Team Contact Email

Team Vehicle