

THE BIG RALLY 2025

Chicago to St. Louis & Back

June 26-28, 2025



JoinTheRaise.com/rally

info@jointheraise.com

800.691.8176



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](https://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's 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](https://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!**

<https://jointheraise.com/rally-registration/>

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’s 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:

\$0.50 per mile x 400 miles = \$200 raised per "sponsor"

\$1.00 per mile x 400 miles = \$400 raised per "sponsor"

\$1.50 per mile x 400 miles = \$600 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.

JoinTheRaise.com/rally



Sponsors

**THE BIG
RAISE**

LIQUOR 'n' WINE



The Anderson Family

Jamel and Trish Alikhan

Thomas Sharp

C. Louis Meyer Family Foundation


JoinTheRaise.com/rally





Team Fundraising Page

Each rally team receives their own custom webpage for their “supporters” to help them reach their fundraising goals for the rally. Proceeds pledged to the teams go to the designated team’s charity. Once a team is registered they will have their own url to distribute for support. All team pages can be located at:
<https://jointheraise.com/rally/teams/>

Teams can be sponsored with a flat dollar amount; by the mile driven; or by their rally accomplishment.




Text TBRRally251 to 71777
Msg & data rates may apply




Main > Cars of Hope (Jon Anderson)

The Big Raise



Cars of Hope (Jon Anderson)
Team



YELLOW BOX

\$15 Total Raised

\$25,000 Goal

2

Donors

2

Fundraisers

Make a Donation

Join This Team

JoinTheRaise.com/rally



How To Sponsor

The Big Raise Road Rally is seeking corporate sponsors for this amazing event. Each sponsorship level comes with different exposure for the business before, during and after the event. Sponsorships are offered at three levels: \$500, \$1,000 and \$2,500.

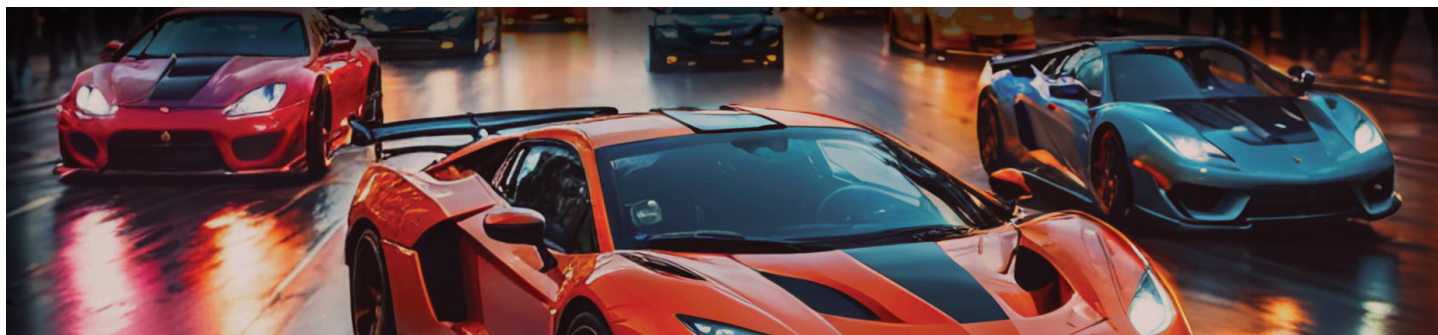
RPM Sponsor - \$500 – Digital Ad and link on Event page (<https://jointheraise.com/rally/>); Big Raise Social Pages and event digital and printed program placement. To be included in printed program you must sponsor before April 1st.

Red Line Sponsor - \$1,000 – Includes the RPM Sponsor benefits and decal (5"x5") on **ALL Vehicles** in the Rally. The cars will drive over two nights and three days and three states and meet and greet dozens of businesses and people during this amazing drive.

Owner Sponsor – \$2,500 - Includes Red Line and RPM Sponsor benefits and your custom art and logos on an ENTIRE CAR. Yes, you can be a Rally team owner for the Big Raise Road Rally 2025.

For more details on the event go to: <https://jointheraise.com/rally/>
To make a sponsorship commitment email: chairman@jointheRaise.com

[JoinTheRaise.com/rally](https://jointheraise.com/rally/)



Rally Schedule

Wednesday June 25, 2025

7:30 PM Welcome Event (for out of towners)

Thursday, June 26th 2025 (Day 1 Schedule)

8:30 AM – Day Begins at Liquor ‘n’ Wine, 2460 W Main St STE 100, St. Charles, IL 60175

Team assembly, jersey & packet pickup, and vehicle decal applications

9:00 AM – Team photos and “Start your engines” video

9:30 AM – Road Rally Begins! Open Challenge Packet Day 1!

9:30 AM – 11:30 AM Morning drive and challenges traveling east to Chicago

Noon – Lunch at Happy Camper Old Town (Optional)

1:00 PM – 5:00 PM Afternoon drive and challenges traveling south to Indianapolis

5:30 PM – Hotel Check-in Hampton Inn, 105 S Meridian St, Indianapolis, IN 46225 Park your cars!

6:30 PM – Dinner at Slippery Noodle, 372 S Meridian St, Indianapolis, IN 46225, walkable from Hampton Inn (Optional)

7:30 PM – Evening Challenges all walkable from Hampton Inn

10:30 PM – Burn Cigar Bar Rocky Patel Indianapolis, 110 S Meridian St, Indianapolis, IN 46225

Friday, June 27th 2025 (Day 2 Schedule)

8:30 AM – Leisurely eat breakfast or hit the road for points!

9:00 AM – 11:30 AM Morning activities and challenges traveling west to Champaign, IL

Noon – Lunch (unless you’re full from the challenges!)

1:00 PM – 5:00 PM Afternoon drive and challenges traveling south to St. Louis, MO

5:30 PM – Check-in Hilton St. Louis at The Ball Park, 1 S Broadway, St. Louis, MO 63102

6:00 PM – Hilton St. Louis Rooftop hotel bar for the view and beverages (Optional)

7:00 PM – Dinner meet-up at Katie’s Pizza and Pasta At Ball Park Village (Optional), walkable from the hotel

8:00 PM – Evening activities at PBR St. Louis – A Cowboy Bar. Points! Walk from hotel

Saturday, June 28th 2025 (Day 3 Schedule)

9:00 AM – Leisurely eat breakfast or hit the road for points!

9:30 AM – 11:30 AM Morning drive and challenges traveling north to Bloomington, IL

Noon – Lunch at Destihl Brewing Company Normal, IL (Optional)

1:00 PM – 4:00 PM Afternoon activities and challenges traveling back to St. Charles, IL

4:00 PM – 6:00 PM Finish Line Bourbon tasting and trophy presentation at Roof Top Lounge Liquor ‘n’ Wine, 2460 W Main St STE 100, St. Charles, IL 60175

JoinTheRaise.com/rally

THE BIG RAISE

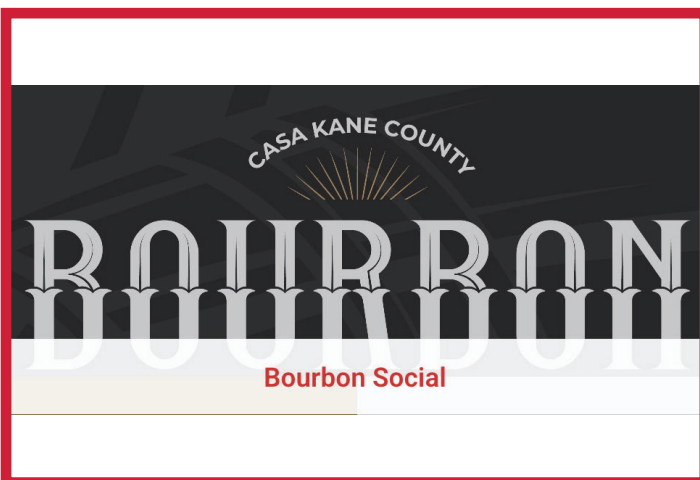
Our Charity Events



<https://jointheraise.com/reunion/>
February 22-24, 2026



<https://jointheraise.com/rally/>
June 26-28, 2025



<https://casakanecounty.org/casa-events/bourbon-social/>
October 4, 2025



<https://jointheraise.com/ball-of-lights/>
September 12, 2025

JoinTheRaise.com



THE BIG RAISE

The Big Raise, Inc. was founded to increase funding for charitable organizations by unique and amazing fundraising events and methods. Our event include: galas, golf events, concerts, road rallies and more.

The Big Raise Inc. is currently planning new events for 2025 and beyond. Our goal in 2027 is to reach an annual level of \$5,000,000 a year raised for the organizations we support. In 2025 we expect to grow to \$1.25M for the year and continue to growing the amount raised and events from there. If you'd like to support us in this goal please consider supporting us (<https://jointheraise.com/contribute/>). All contributions are tax deductible.

2025 Schedule of Events

February 23-25, 2025 The Big Raise For St. Jude Children's Research Hospital

Reunion Florida – Golf and Gala.

June 26-28, 2025 The Big Road Rally

Chicago, Indy, St. Louis and Back – Road Rally.

July 30, 2025 Major League Baseball Game Outing (no fundraising allowed)

Chicago, Illinois – Game outing at White Sox Park.

September 12, 2025 Ball of Lights

**Aurora, Illinois – Cocktails, show, and a
“storied” experience you won't forget.**

October 4, 2025 Bourbon Social

**St. Charles, Illinois – Come join our friends from Liquor and Wine
to support CASA with dozens of bourbon tastings.**

Contact Us

Big Raise Chairman: Jon Anderson, chairman@jointheraise.com

Executive Director: Ashley Hanrahan, director@jointheraise.com

Rally Chair: Jon Freedlund, contact@jointheraise.com

Mailing Address: 8297 Championsgate Blvd. #456, Championsgate, FL 33896

Phone: 1-800-691-8176



JoinTheRaise.com



**\$2,800,000 raised to date for
St. Jude Children's Research Hospital**



**THE BIG
RAISE**

JoinTheRaise.com/reunion/