

CYCLE FOR ALS



**TOMASSONI
TOUR**



Presented By



Never Surrender Inc.
Funding the Fight Against ALS

www.NeverSurrenderInc.org

Never Surrender Inc.

Funding the Fight Against ALS



Never Surrender Inc.'s
Mission: We will focus on charitable activities for the purposes of raising money to fight ALS and help people with ALS and their families.

Goals

Our goal is to help people living with Amyotrophic Lateral Sclerosis (ALS) and their families by raising money that will support research, advocacy and purchase durable medical equipment.

We serve people with ALS and their families in Minnesota, Wisconsin, North Dakota, South Dakota, Michigan and Iowa.



Research

A \$500,000 investment to the Healey ALS Platform Trial in partnership with Essentia Health in an effort to bring the latest in clinical trials to the Midwest.



Support

Provide people with ALS adaptive equipment to remain more independent.



Advocacy

Partner with like organizations in an effort to advocate for people who have ALS and their families.

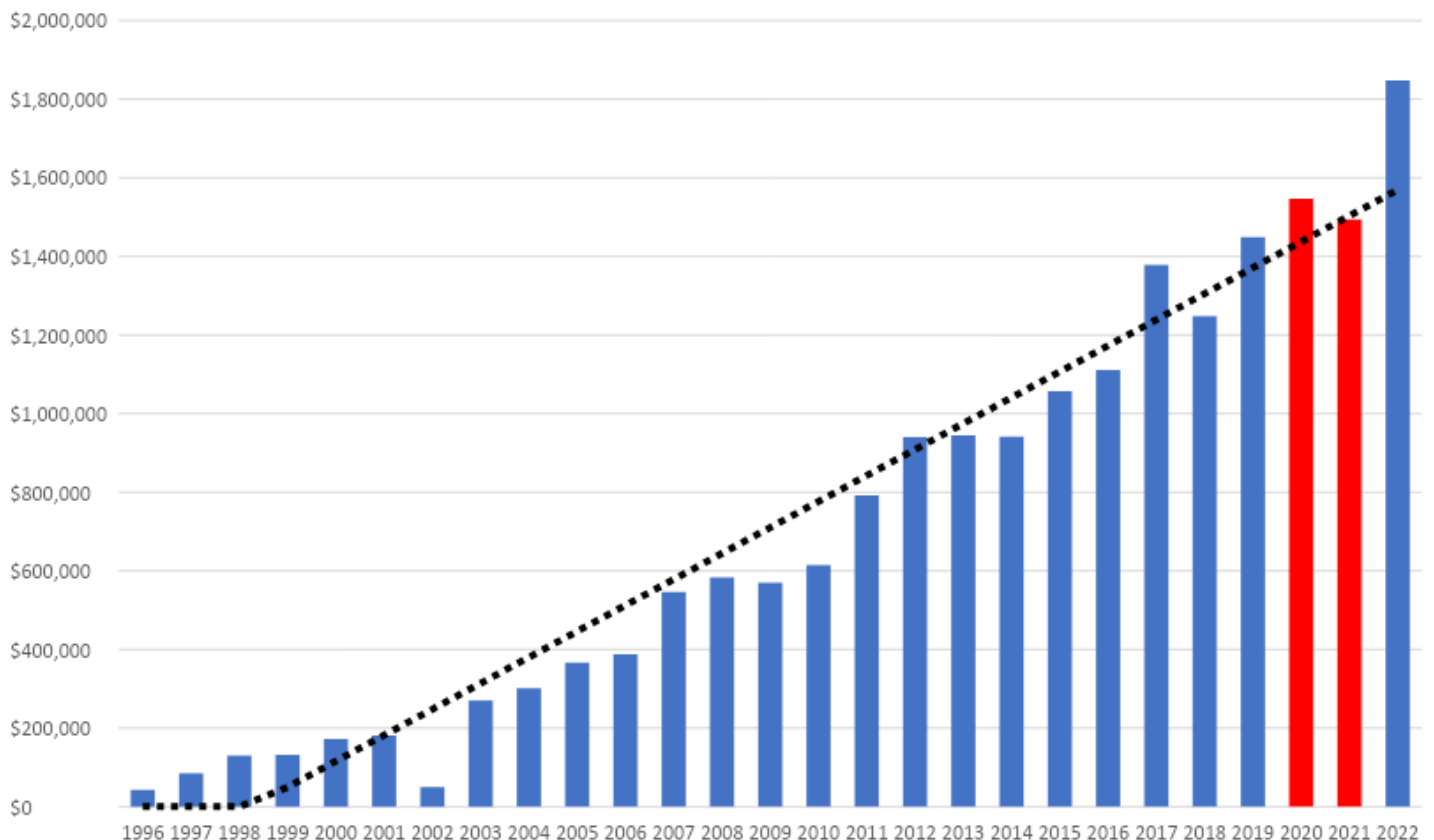
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Our fundraising journey actually started with our annual ALS Fishing Tournament. Back in 1995, the tournament was started by family and friends of Kevin Kolquist. Kevin had been diagnosed with ALS and they wanted to do something to make a difference. And is now known as the Kolar Toyota Fishing Tournament.

Shortly after, four riders started the idea of an annual fundraising snowmobile ride when they rode their sleds around Lake Superior in 1999. The group received \$15,000 in contributions, which were used to help those fighting Lou Gehrig's Disease (Amyotrophic Lateral Sclerosis). This event is now known as the Black Woods Blizzard Tour.

**To date, Never Surrender Inc. has raised over:
\$22,000,000**





Honoring a Legacy

MN State Senator David Tomassoni

No one has done more to raise awareness of ALS than MN State Senator David Tomassoni. He left a lasting legacy of helping those with ALS and their families. His ability to secure \$25 million for research and care for Minnesotans living with ALS has been a benefit to so many. We were blessed that he joined our fight against ALS and proud that we could call him our friend.

We want to continue his legacy and one day, we hope to end ALS.

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We practice what we preach, we will *'never surrender'* to ALS.
Please join us in this fight to honor one of the best

This fundraising event will target outdoor and biking enthusiasts with a multi-day trail bike ride on the beautiful Mesabi Trail--another milestone project that was fueled by Tomassoni's passion for the Iron Range.

Never Surrender Inc. will promote the event throughout a 6-state footprint - bringing more visibility to the Mesabi Trail.

Dates:

- September 19-21, 2024

Two Courses -- One Great Trail:

- Full and half course rides to appeal to a broader audience.
- E-bikes Welcome!

Itinerary:

- Guests arrive on Thursday night for a Welcome Reception at Fortune Bay Resort Casino
- Friday and Saturday Ride, with breaks and lunches included
- Friday and Saturday night Banquets

Fundraising:

- Each Rider is required to give a \$200 deposit and raise a minimum of \$1,000
- We provide a variety of fundraising tools for our cyclists.



Riders must be 21+ to participate.

**The average Tomassoni Tour rider raises over
\$2,300 to fight ALS!**

Sponsor Benefits	Major \$5,000	Participating \$2,500	Contributing \$1,000	Supporting \$500
Recognition on Print Materials	Logo in second tier marketing position	Logo in third tier marketing position	Logo in fourth tier marketing position	Name recognition, as space allows
Recognition on Website	Logo & Link	Logo & Link	Logo & Link	Name
Email Marketing	Dedicated Emails	Select Emails	Select Emails	Select Emails
Complimentary Tickets for Saturday's Program & Dinner	8	6	4	2
Verbal Recognition at Event	x	x	x	x
Product Placement in Swag Bags	x	x	x	x

Tomassoni Tour

September 19-21, 2024

Connect with our community in a meaningful way, while enjoying the great outdoors! We can work with you to define promotional benefits that will align with your brand.

Proceeds will directly impact those who are living with ALS in our region.

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