



## *Never Surrender Inc.*

*Funding the Fight Against ALS*

The Kolar Toyota ALS Fishing Tournament is part of the Never Surrender, Inc. family, along with the Black Woods Blizzard Tour and Tomassoni Tour - Cycle for ALS.

The event was started in 1995 by the family and friends of Kevin Kolquist, who had been diagnosed with ALS. Today, many of those individuals who helped start the organization continue their efforts in the hopes of continuing to Fund the Fight Against ALS.

It's important to recognize not only the commitment of the participants in our fundraising events, but also the level of commitment our sponsors give as well. Many provide leadership by giving of their time and talent.

That's what sets Never Surrender, Inc. apart -- not only are our supporters willing to give from their pocket, but they give us their time as well. Over half of our sponsors participate in one of our fundraising events or a committee.

There are about 16,000 individuals living in the US that have ALS. Their average lifespan is 2-5 years after diagnosis. Help us to continue the fight against ALS by raising funds for advocacy, research and direct support for those who have been diagnosed. Together, we will never surrender to ALS.



Every

# 90 MINUTES

**SOMEONE IS DIAGNOSED WITH ALS  
AND  
SOMEONE PASSES AWAY FROM ALS**

### **Kolar Toyota ALS Fishing Tournament Committee**

**Damien Chesney | Pete Hammer | Matt Just | Jack Kolar | David Kolquist |  
Bryan Nystrom | David Solon | Kara Stokke | Greg Toon**

**Never Surrender, Inc. Staff:** Sandy Judge | Julie Jacobson

## *Thank You!*

*Our anglers are amazing!  
Since our inception  
29 years ago,  
we have raised over  
\$4.6 million*

### **2024 Totals**

**200**  
Anglers

**\$293K**  
Raised

**Together with our  
community, Never Surrender  
Inc. has raised \$24,835,000!**

Our dollars support **local** efforts:

- The Healey ALS Platform
- Trial - accelerating the path to new ALS therapies, designed to evaluate multiple ALS treatments simultaneously
- Durable medical equipment (DME) and communication devices
- Respite care
- Local research

Sponsor Benefit	Trophy \$10,000	Anchor \$5,000	Casting \$2,500	Jigging \$1,500
Complimentary boat entries	6	3	2	1
Exhibit space at event	1	1	0	0
Recognition on print materials & social media	Logo	Logo	Logo	Name
Recognition on website & screen during event program	Logo & Link	Logo & Link	Logo & Link	Name
Verbal recognition at event	✓	✓	✓	✓
Logo on FishDonkey App	✓	✓		
Emails to donor base	Logo & Link	Logo & Link	Logo & Link	Name & Link
Product placement in gift bags	✓	✓	✓	✓
Complimentary Saturday dinner entries	16	8	6	4

Connect with our community in a meaningful way, while enjoying the great outdoors! Become a member of the Never Surrender, Inc. family and help solve the ALS puzzle. Proceeds will directly impact those who are living with ALS in our region.

***Kolar Toyota ALS Fishing Tournament***

***sandy@neversurrenderinc.org***

***218-302-1331***

***kolartoyotafishing.com***



## Major Sponsors

Kolar Toyota | American Family Insurance | AMSOIL | C & L Distributing | Carrier  
Enterprise Holdings Foundation | Famous Dave's | GPM | igogs | Lamar | Northern News Now | 95 KQDS  
Lund | Marine General | Minnesota Twins | Nahan Printing | RJ Sport & Cycle | Super One Foods  
Tito's Handmade Vodka | University of Minnesota - Duluth