



ATV Minnesota

"Your Voice For ATV Recreation in Minnesota"

October 12, 2022

Newsletter

485 New Members This Year

Welcome...LET'S RIDE!

**A Letter To All Ride & Rally Sponsors,
From Perry May, 2022 Event Chair**

(Also mailed to all sponsors)



food, and ATV Fair.

Dear 2022 ATV Minnesota Ride & Rally Sponsors,

As this year's Ride & Rally Event Chair, and representing steering committee members from the host club, Over the Hills Gang ATV Club, and host city, The City of Fifty Lakes, MN, I want to Thank You once again for being a Sponsor for this ATV Minnesota event. We registered 202 people for Friday's Presidents Ride and luncheon and 513 people for Saturday's Rides, entertainment,



We had three large goals for the event which we were able to meet with your help.

1. Fundraising goal for ATVMN of \$15,000.
2. Opportunity to showcase the Fifty Lakes area trails and amenities.
3. Provide venues to help network our ATV MN clubs, sponsors, and stakeholders. Throughout the 3-day weekend we placed the safety of riders and participants at the top of our actions.

I am mailing each of you a program guide that was handed out to all registered riders.



As a Sponsor, and depending on your sponsorship level, we provided the following to promote your business:

1. We listed your business name/logo on the ATVMN.org/2022-Ride&Rally webpage with links to your business webpage or Facebook page.
2. If you provided a business banner, we displayed it inside our large 40 x 100 ft. tent.
3. If you provided a short media kit, we played it during our Saturday evening entertainment.
4. If requested, we provided space on the Fifty Lakes grounds for you to display your business products and/or services during the ATV Fair.

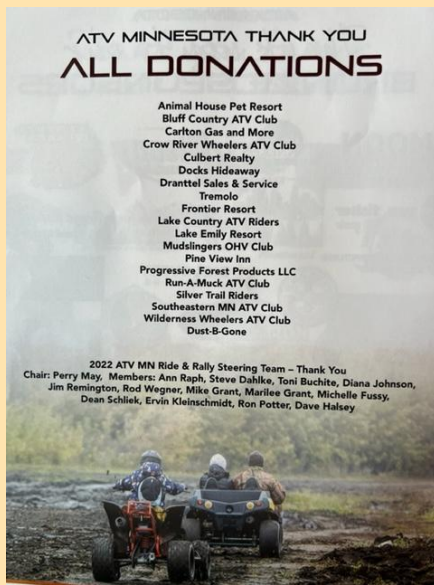


5. We provided complimentary registration for the Friday Presidents Ride, Luncheon and/or the Saturday Rides and Entertainment.
6. We imbedded some sponsor information into our Friday and Saturday evening videos.
7. We included your business logos in the Thank You section of our program guide.
8. We included business information or promotion items in our gift bags.



We are very grateful for your support and hope that we have helped in some way to connect ATV Recreational riders and visitors at the event to your club or business.

To build on that connection, if you would like information on advertising in our Minnesota Wheelin magazine, or details on our new Corporate Sponsorship Program, contact Dave Halsey, ATV MN communications director, at d.halsey@atvmn.org.



I hope to see you again soon, on a trail, or at the next great ATV Minnesota event!

Sincerely,
 Perry May
 Committee Chair
 2022 ATV Minnesota State Convention,
 Ride & Rally



ROAR Presents Plaque to Sen. Bill Ingebrigtsen

Sen. Ingebrigtsen was recognized at the 2022 Ride & Rally in Fifty Lakes, for his work and support on behalf of ATV recreation in Minnesota.

Ingebrigtsen is retiring from the Legislature at the end of his present term. The

recognition plaque was presented to Ingebrigtsen following the event by members of ROAR, an ATV club in his Legislative District. Photo L to R: Dave Lais, Randy Dertinger, Sen. Bill Ingebrigtsen, Bruce Hafner and Todd Powers

SAVE THE DATES!

May 20, 2023
Ride & Roast / ATV MN
40th Anniversary
McQuoid's Inn, Isle, MN

Sept 22-24, 2023
ATV MN State Convention
/ Ride & Rally
Host clubs: Quad Cities ATV
Club, Ranger ATV Club
Location: tbd





New Memorial Overlook Completed

The Greg Mosher Memorial Overlook at Putnam lake was completed on October 10th by a very dedicated group of volunteers with the Prospector ATV Club. A dedication ceremony will be held in the spring after some site improvements. Reports the club on its Facebook page: "Thank you to everyone who worked on this project and to all who donated. Greg would be proud!" Greg Mosher died of a heart attack at age 58 last year on Christmas Eve. He was instrumental in the social part of the club, arranging rides, setting up club parties, and much more. The new overlook adds another scenic destination to the Prospector Loop trail system.



Ranger Club Awarded Grant For Trail Bridge

(From The Ranger newsletter)

The Ranger Snowmobile and ATV Club was awarded a \$10,000 grant from the Northern St. Louis County Trails Task Force, to help rebuild the Partridge River bridge between Aurora and Hoyt Lakes. The bridge had been identified as a hazard due to worn decking from years of use by snowmobiles, ATVs and grooming equipment.

Over 30 club volunteers rebuilt the bridge decking with new wood on a Saturday in late September. The newly reconstructed bridge will accommodate the snowmobile, ATV and side-by-side traffic during the upcoming peak fall and winter season. The Ranger Snowmobile and ATV Club is based in Hoyt Lakes, and grooms the snowmobile and ATV trail from Pequaywan Trail on Highway 16 to Hoyt Lakes, Aurora, Biwabik, Giants Ridge and Gilbert.

The trails grant program was funded at \$100,000 by Iron Range Resources & Rehabilitation in fiscal year 2022 and is administered by Northern St. Louis County Trails Task Force and Iron Range Tourism Bureau (IRTB). The task force and IRTB utilize the funding to award grants of \$10,000 or less to projects that foster the development and long-term sustainability of recreational trails and facilities in Northern St. Louis County. Each grant requires a 1:1 match that could include cash, in-kind labor, donated materials, donated professional planning and environmental services, and donated land related to the project. Eligible grant applicants include cities, townships, counties, nonprofits and tribal units of government within St. Louis County and the [Iron Range Resources & Rehabilitation service area](#). For more information, email Beth Pierce at beth@ironrange.org, or call 218-749-8161.

A New Opportunity For Businesses To Promote Their Products & Services While Supporting ATV Minnesota

Thanks to the over 300 ATV MN business members for supporting our many projects and programs to create a positive future for ATV recreation in Minnesota. Thanks also to all our current advertisers, and the businesses, clubs and organizations that sponsored the Ride & Rally. Your support is greatly appreciated.

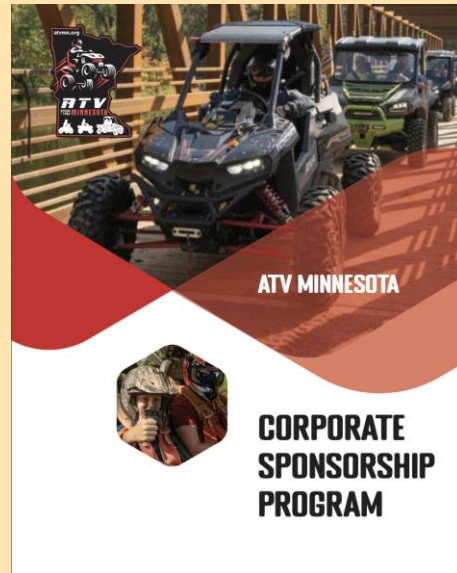
For those of you that have ATV and/or Jeep owners as customers, if you'd like to increase your publicity to them across Minnesota, here are a few ideas to consider for advertising in Minnesota Wheelin, which goes to all members of ATV MN and the MN4WDA, plus complimentary copies to many county and land commissioners, legislators, DNR partners, and other friends of ATV Minnesota. Readership totals over 25,000 riders.



1 - Classified Ads - They are 1/16th of a page and are inexpensive, running about \$125 per ad for a 6-ad schedule in Minnesota Wheelin, mailed 6 times a year.

2 - Display ads - There are B&W and 4-color ads, from 1/8th of a page up to a full page. ATV MN business members get some good discounts on the ad rates. For more details on rates, discounts and placing an ad schedule, please contact Creston Dorothy at Pro Print in Duluth, at 218-722-9805 or CDorothy@proprintus.com. Pro Print publishes and prints the magazine, and has done a great job for ATV MN, its members and 70 member clubs.

3 - A new Corporate Sponsorship Program - ATV Minnesota introduced this new program at the Ride & Rally held Sept 16-18 in Fifty Lakes. There are 4 levels, with annual sponsorships from \$2,500 (for small businesses, resorts and clubs) up to \$25,000 (for vehicle manufacturers and larger corporations). Each level includes magazine ads in all issues, a major presence at all ATV MN events, and on its websites and social media, and more ways we will promote our sponsor's brands and products throughout the year, while at the same time they support ATV MN and our many programs and projects.



To have a brochure mailed to you or sent as a pdf to your email address, contact Dave Halsey, communications director: **d.halsey@atvmn.org**. Thanks to all our business members, advertisers, Ride & Rally sponsors and member clubs for your consideration and for your continued support of ATV Minnesota.



There Is Still Time!

The trails in Minnesota and western Wisconsin were busy in early October as ATV clubs and riders enjoyed the fall colors deep in the woods. Most of the State ATV Trails close soon, so get out and ride. We'll report on those that stay open during winter months in a future newsletter.

(Photos by Dean Schliek, ATV MN Comm Team)





Got a Good Story to Tell?

- Been on a memorable ride?
- Have a fun story about your ATV club?
- Know a volunteer who should be recognized for all they do for ATV riding?
- An important ATV issue we should cover?
- Want to submit an article or photos? We don't have a budget to pay you, but we will give you a byline and extra copies of the magazine your article or photo appears in. -Send your comments, stories, club news,

and ideas to: d.halsey@atvmn.org. Thanks! From the ATV MN Communications Team: Dave Halsey, Nick Wognum, Jeff Leese, Rod Wegner, Dean Schliek. *Photo: Members of the North Woods Quads heading for lunch at the Pickled Loon Saloon during the Presidents Ride at the 2022 Ride & Rally.*



Photo: One of the many groups that stopped at the selfie station on the Emily Blind Lake Trail during the guided rides offered at the 2022 Ride & Rally.

ATV MINNESOTA
"Your Voice To Ride"

Dedicated Volunteers
Building Fun & Sustainable
ATV Trails For The Riding
Public (And Bridges,
Boardwalks, Kiosks, Parking,

Outhouses & More)

Invite friends and family to join today. Gift memberships available!

See the mailing label on your Minnesota Wheelin magazine for your membership renewal date. Be sure to include your email address on the renewal form we send you to receive newsletters. Send renewals to ATV MN, PO Box 300, Stacy, MN 55079.

Belonging to ATV Minnesota, you join thousands of riders throughout the state, have fun, and help create a positive future of ATV riding in Minnesota.



As a family or individual member, for just \$20 you receive:

- A subscription to Minnesota Wheelin magazine (6 per year).
- Twice-monthly newsletter by email with the latest news.
- Membership card and ATV MN logo sticker for your ATV.
- Invitations to events, including our Legislative Summit, Vision Conference, Ride & Roast in the spring, and State Convention "Ride & Rally" in the fall, as well as membership meetings.
- A full-time lobbyist at the State Capitol, helping create pro-ATV legislation, and moving forward bills that help provide funding for new trail systems.

As a business member, for \$75 you receive:

All of the above, plus:

- Your business name and contact information listed

in our Minnesota Wheelin magazine and on the ATV Minnesota website

-Discounts on advertising in Minnesota Wheelin. For details, send an email to Creston Dorothy at Pro Print in Duluth: cdorothy@proprintus.com

-Opportunities to reach more customers by sponsoring or donating to our events

To join, contact **ATVAM** or call (800) 442-8826.

ATVMN.org

Follow us for all the latest news!



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