



THE BIG RALLY 2026

Chicago through Milwaukee, the Midwest, and Back

May 29-31, 2026



JoinTheRaise.com/rally-2026

Rally@jointheraise.com

800.691.8176



The Big Rally 2026

May 29-31, 2026

The Route

The route for the Big Rally 2026 will start in St. Charles, Illinois head up to Milwaukee, Wisconsin. Out west as far as Minnesota, through Iowa and end after three days and two nights at Whiskey Acres Distilling Company in Dekalb, Illinois. Check out the webpage for more details as the route is built at: <https://jointheraise.com/rally-2026/>



The Experience

Our seasoned group of rally professionals will help you enjoy a drive you will not forget. Whether it's mechanical bull riding; a historical museum; a distillery tour and tasting; or one of dozens of other "quests" on the drive you will have an unforgettable time.



Sign Up Now

Space is limited. Sign up now (to get fundraising) and also to starting winning prizes for your charity. <https://jointheraise.com/rally-2026/>

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

The Big Rally 2026

Join The Big Raise (JoinTheRaise.com) in raising funds for amazing non-profit organizations at our 2026 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.

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.

May 29-31, 2026

The Big Raise Road Rally 2026 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 Chicago and Wisconsin and through the Midwest, concluding at Whiskey Acres in Dekalb. Cars and teams will raise funds for their charities through missions completed and direct sponsorships. Notable stops include several interesting roadside monuments, multiple distilleries and breweries, the Harley-Davidson Museum, Miller Park (Go Brewers!), MadTown (home of the Badgers), New Glarus Brewing Company, & The mighty Mississippi River. (Queue the CCR)

Proposed Route

Chicago – Milwaukee – Madison – Minneapolis – Dubuque – Whiskey Acres!

Fundraising Methodology

Each team will have several ways sponsors can support their “raise.” Sponsors can pledge a one-time amount to the team (\$250, \$500, pick a number); a per mile sponsorship; or a corporate sponsorship for the team. Each corporate sponsor will have a logo on each team’s car, and help the team total. The team with the most funds raised will be the champion.

Suggested sponsorship levels for each team are as follows: \$.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 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 can earn funds for their charity as they “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 contributions for their total team raise for their charity.



Sponsors

THE **BIG**
RAISE

LIQUOR 'n' WINE



The Anderson Family

Jamel and Trish Alikhan

Thomas Sharp

C. Louis Meyer Family Foundation

JoinTheRaise.com/rally-2026



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 through corporate sponsorship that includes vehicle decal advertising for the corporate sponsor.

Text TBRally251 to 71777
Msg & data rates may apply

Main > Cars of Hope (Jon Anderson)

The Big Raise

Cars of Hope (Jon Anderson)
Team

\$15 Total Raised

\$25,000 Goal

2 Donors **2** Fundraisers

Make a Donation

Join This Team

JoinTheRaise.com/rally-2026



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 2026.

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

JoinTheRaise.com/rally-2026



Rally Schedule

Thursday, May 28th, 2026

7:00 PM Welcome event and car decoration event

Friday, May 29th, 2026

8:00 AM – Begins at LIQUOR N WINE, 2460 W Main St STE 100, St. Charles, IL 60175

Team assembly, Shirt and packet pickup, Goosechase app ready, and additional vehicle decal applications

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

9:01 AM – Road Rally Begins! Open Challenge Packet Day 1!

9:30 AM – 11:30 AM Morning activities and missions, traveling east to Chicago and north to Milwaukee

Noon – Lunch at Milwaukee Brewing and Distilling (Optional)

1:00 PM – 5:00 PM Afternoon activities and missions, traveling west to Madison

5:30 PM – Hotel Check-in, Madison, Wisconsin

6:30 PM – Dinner at The Old Fashioned (Optional)

7:30 PM – Evening Challenges and missions are all walkable from the hotel

10:30 PM – Maduro Cigar Bar - Madison, WI

Saturday, May 30th, 2026

8:00 AM – Leisurely eat breakfast or hit the road for points!

9:00 AM – 11:30 AM Morning activities and missions, traveling west to Minneapolis

Noon – Lunch in Chippewa Falls, WI (optional)

1:00 PM – 5:00 PM Afternoon activities and missions, traveling northwest to Minneapolis

5:30 PM – Hilton Hotel Check in

6:00 PM – Mill District hotel bar for the view and beverages (Optional)

7:00 PM – Dinner meet-up (Optional), walkable from the hotel

8:00 PM – Evening activities and missions in downtown Minneapolis, walk from the hotel

Sunday, May 31st, 2026

8:00 AM – Leisurely eat breakfast or hit the road for points!

9:30 AM – 11:30 AM Morning activities and challenges, traveling south to Dubuque

Noon – Lunch in La Crosse, WI (Optional)

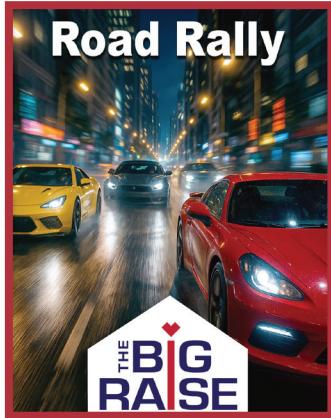
1:00 PM – 4:00 PM Afternoon activities and missions, traveling back to the St. Charles area

5:30 PM Finish Line Whiskey Acres, Dekalb, IL Trophy Presentation! Our event starts at 5:30, if you arrive early, please feel free to shop or sample from Whiskey Acres great selections!

JoinTheRaise.com/rally-2026

THE BIG RAISE

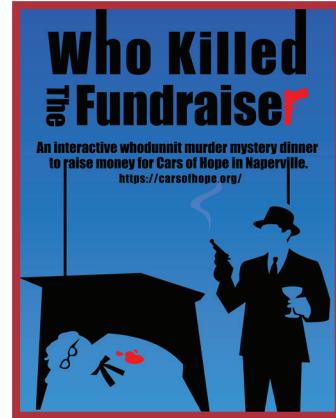
Our Charity Events



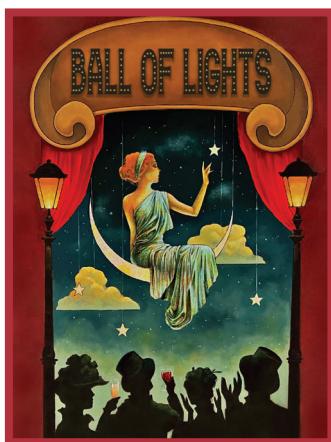
The Big Raise Road Rally
May 29-31, 2026
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Hearts for St. Jude
February 22-24, 2026
jointheraise.com/reunion-2026



Murder Mystery
November 7, 2025
jointheraise.com/mm



The Ball of Lights
September, 2026
jointheraise.com/ball-of-lights



Santa's Coming to Town
December, 2026
jointheraise.com/santa



Bourbon Raffle
June, 2026
jointheraise.com/raffle

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Contact Us

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

Executive Director: Ashley Hanrahan, director@jointheraise.com

Rally Chair: Jon Freedlund, rally@jointheraise.com

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JoinTheRaise.com



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



JoinTheRaise.com/reunion-2026