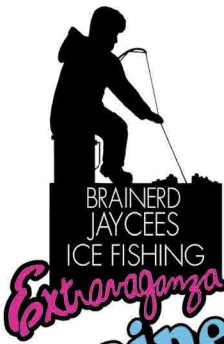


30TH



ANNIVERSARY

Brainerd Jaycees Ice Fishing
EXTRAVAGANZA



JANUARY 25, 2020

ICEFISHING.ORG

SPONSORS

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BRAINERD JAYCEES TICKET EXTRAVAGANZA

TICKETS ONLY \$30

November 1st to 30th, 2019

AT ALL FLEET FARM LOCATIONS

MINNESOTA STORES

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Rochester
St. Cloud/Waite Park
Winona



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Oconomowoc
Oshkosh
Plymouth
Stevens Point
Waupaca
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West Bend

IOWA STORES

Ankeny
Cedar Falls
Cedar Rapids
Mason City
Sioux City

NORTH DAKOTA STORE

Fargo

SOUTH DAKOTA STORE

Sioux Falls

Fleet 4 Farm

Brainerd Jaycees Ice Fishing Extravaganza contest tickets will be sold exclusively at all 45 Fleet Farm locations for a special \$30 price November 1-30. Tickets will be sold at the customer service desks. The ticket price is \$50 December 1-January 25 and tickets will be available at all Fleet Farm stores, official Extravaganza outlets, or online at icefishing.org.

WWW.ICEFISHING.ORG

WWW.BRAINERDJAYCEES.COM

WELCOME



On behalf of the Brainerd Jaycees, we welcome you to the 30th Anniversary of the Ice Fishing Extravaganza. We are so excited to be giving away over \$200,000 in prizes, and there is no time like the present to try your luck!

Did you know that by buying a contest or raffle ticket you're contributing to approximately 50 Brainerd Lakes Area charities? The Brainerd Jaycees are proud to have donated over \$4-million since the first event was held in 1991. The positive effect this event has on our community is part of the reason we are so passionate about it. Whether this is your first Extravaganza or your 30th, we would like to extend a sincere thank you for your support.

See you on the ice!
Jeff Baillif, Chairperson

EVENT HISTORY

In 1990 the Brainerd Jaycees set a goal to create a project that would rally members and volunteers, provide opportunities for individual leadership, and bring an economic impact to the Brainerd Lakes Area during the winter months. The founders never expected this event would become the world's largest charitable ice fishing contest and put Brainerd on the map for winter tourism with an event that generates more than \$1-million in revenue for area businesses and more than \$150,000 for area charities each year.

FUN FACTS

- 100% of contest proceeds are donated to approximately 50 area charities.
- This event is completely volunteer-run and organized.
- It takes two days to set-up the Extravaganza contest site, four hours to fill the two-square mile contest space with more than 10,000 people, and three hours to take it down.
- It takes approximately 50,000 volunteer hours over the course of nine months to plan and execute the event.
- The Extravaganza has received national and international recognition in *Sports Illustrated*, *National Geographic* (print & television), *Field & Stream*, *The BBC*, *ESPN The Magazine*, *Outside Magazine*, *MSNBC*, *The Early Show*, *the CBS Evening News* and *NBC Nightly News* to name a few.



BUYING TICKETS

ONLINE

Purchase tickets online at www.icefishing.org and they will be mailed to you. Tickets will be mailed until 10 days prior to the contest. Tickets purchased online the week prior to the contest will be available at Will Call located at center ice of the contest site. Tickets are \$50.

MAIL

Purchase tickets via mail by sending the entry form—located on the back inside cover of this brochure—and payment to Brainerd Jaycees, PO Box 523, Brainerd, MN 56401. Tickets will be mailed until 10 days prior to the contest. Tickets purchased by mail the week prior to the contest will be available at Will Call located at center ice of the contest site. Tickets are \$50.

\$30 AT FLEET FARM

Don't forget you can buy your tickets for only \$30 exclusively at all Fleet Farm locations Nov. 1-30. This special price is an in-store promotion only. Tickets will be available at all Fleet Farm locations Dec. 1-Jan. 25 for \$50.

OUTLETS

Ticket outlets are another convenient way to purchase your contest tickets. Official Brainerd-area outlets include:

- Cash Wise Liquor-Brainerd :: 513 B St NE
- Cash Wish Liquor-Baxter :: 4092 Edgewood Dr
- Holiday-Baxter North :: 15052 Dellwood Dr N
- Holiday-Nisswa :: 4917 CR 77
- Holiday-Northeast Brainerd :: Hwy 25 N
- Fleet Farm :: Hwy 371
- S & W Bait and Tackle :: 18900 Hwy 371
- Super America-Baxter :: 14963 Edgewood Dr

OFFICIAL EVENT INFORMATION

www.icefishing.org

All of the official event information, updates, FAQs, and ticket information can be found online. Check the website frequently for updates.

Facebook

Connect with other ice fishing friends and Extravaganza enthusiasts on our official Fan Page. Watch for event updates, view pictures and find friends at www.facebook.com/TheExtravaganza.

Live Radio Coverage

Bring your portable radio and tune in to 93.3 FM for contest fun and a chance to win thousands in various prizes. Don't forget to pick-up your sticker. Find sticker pick-up locations online at www.todaybestcountry.com.



Information Stations

Listen to the following Extravaganza information stations for updates and inclement weather announcements:

KLLZ | Bemidji 99.1 FM
KBHP | Bemidji 101.1 FM
KBLB | Brainerd 93.3 FM
KLIZ FM | Brainerd 107.5 FM
WJJY | Brainerd 106.7 FM

KBOT | Detroit Lakes 104.1 FM
KFGO | Fargo/Moorhead 790 AM
WWJQ | St. Cloud 98.1 FM
KZRV | St. Cloud 96.7 FM
KXSS | St. Cloud 1390 AM

EXTRAVAGANZA KICK-OFF PARTY

featuring

C. WILLI MYLES



FRIDAY, JANUARY 24TH · GRAND VIEW LODGE'S GULL LAKE CENTER

This year's entertainer has been called America's everyday comedian because of his non-offensive humor. He is one of America's most requested comedians!

Even if you aren't fishing on Saturday, we would love to see you here! Join us for an evening of entertainment that will also include dinner, raffles, auctions, and a whole lot of fun! Proceeds from the Kick-Off Party will be donated to the Brainerd Warriors Fishing Team.

SCHEDULE

5:30 - Social Hour
6:30 - Dinner
8:00 - C. Willi Myles - Comedian

Limited quantity of tickets available!
Full & Half Tables also available
visit [icefishing.org](http://www.icefishing.org) for more information

THE EXTRAVAGANZA CATCH OF THE DAY PRIZE GIVE-AWAY

We are excited again to offer a chance at a one-of-a-kind prize package with the Extravaganza Catch of the Day Prize Give-Away to the Extravaganza! What is the Catch of the Day Prize Give-Away? It is an additional contest within the Extravaganza that gives contestants a chance to win big! We have compiled an ice fishing prize package valued at nearly \$9,000 — sure to make any fisherman take the chance. For only \$5, any fisherman has the opportunity to win the all of the following:



- Ice Castle Grandpa's Hideout
- Aqua Vu Micro Revolution 5.0
 - StrikeMaster Auger
- \$500 Extravaganza Cash
 - Vexilar FLX-20
- \$250 Fleet Farm Gift Card



Please visit icefishing.org for official rules.

Timing: During the 2020 Brainerd Jaycees Ice Fishing Extravaganza.

HOW TO ENTER:

- Purchase an Extravaganza contest ticket.
- Purchase a \$5 Catch of the Day sticker online at www.icefishing.org, at the Brainerd/Baxter Fleet Farm location, or at center ice from 8:00 am – 12:00 noon the day of the tournament.
- The sticker must be affixed to your contest ticket at time of purchase.
- Catch the largest "mystery species" fish at the contest.
- Show your ticket with the attached sticker to the contest officials.

The "mystery species" will be announced prior to the event. Watch for updates on our Facebook page at www.facebook.com/TheExtravaganza and on our website at www.icefishing.org.

An entrant is not a winner of any prize in this Contest, unless and until the Judges have verified the entry and the entrant's eligibility.

30TH ANNIVERSARY BEER



FREQUENTLY ASKED QUESTIONS

Q: Are tickets still available the day of the contest?

A: Yes, tickets are available at designated outlets (look for pink banners) and at center ice.

Q: Where are "Will Call" tickets?

A: The "Will Call" is the white "info booth" located at center ice.

Q: Can you transfer tickets to another individual?

A: Yes, just make sure that if you catch a fish that you fill in your name on the weigh-in slip.

Q: Can my son or daughter fish the contest?

A: Yes, there is no age requirement.

Q: I can't find my ticket, can I still fish?

A: No, all contestants must have a ticket and it must be visible at all times.

Q: What is the raffle prize drawing and where can one purchase tickets?

A: Tickets are \$10 each and are available at the ticket tent or prior to the contest at designated outlets. This drawing is separate from the fishing contest prizes and you need not be present to win.

Q: Can I park on the ice?

A: No, parking is located at BRAINERD INTERNATIONAL RACEWAY. Our overflow lot is located just north of the contest area. Shuttle bus service is available both ways from both lots.

Q: Do we have handicap parking?

A: Yes, handicap parking is at Brainerd International Raceway.

Q: When do the shuttle buses run?

A: The shuttles will transport people on and off the ice from 8:00 a.m. until 5:00 p.m.

Q: Can I bring a cooler onto the ice?

A: Yes, coolers will be allowed. All coolers are subject to mandatory search or will not be allowed in the contest area.

Q: Will propane be available?

A: Due to federal transportation regulations, only 1# propane tanks are allowed on the buses. No propane will be sold on the ice.

Q: Do I need a fishing license?

A: Yes, fishing during the contest is regulated by all Minnesota fishing laws. MN DNR Officers are present.

FREQUENTLY ASKED QUESTIONS

Q: Can I bring an ice auger?

A: No, holes are pre-dilled. You may need a chisel to re-open your hole Saturday morning.

Q: Is there a place I can warm up?

A: Yes, there are warming tents at center ice.

Q: Are spectators welcome?

A: Yes, you don't need a ticket to get into the contest area. If you do not fish the contest you can still support the event and its charitable causes by purchasing a raffle ticket at the ticket tent.

Q: What time can I start fishing?

A: 12:00 p.m. A cannon will be fired at 12:00 p.m., shortly after the National Anthem.

Q: I caught two fish. Should I register both?

A: You may register as many fish as you like. However, only the largest fish you register will count.

Q: Who is running the contest?

A: The Brainerd Jaycees, an organization that provides development opportunities that empower young people to create positive change.

Q: What are you going to do with the money?

A: The primary beneficiary of the contest is Confidence Learning Center. The remaining beneficiaries include about 50 local area charities.

Q: When can I enter the contest area?

A: 8:00 a.m.

Q: Can I pre-fish?

A: Pre-fishing is allowed until 5:00 p.m. the night before the event. No lines are allowed in the water for any reason within the contest area from 12:00a.m. to 12:00p.m. other than to check depth.

Q: Can you use a fish/depth locator and underwater camera or GPS?

A: Yes, we follow the MN DNR ice fishing rules with the exception that you can only fish one hole per ticket.

Q: Can I check the depth?

A: Yes, weighted lines without hooks or bait can be used to check depth prior to 11:45 a.m. No lines are allowed in the water from 11:45 a.m. until the start of the contest.

Q: When does the contest end?

A: 3:00 p.m., the cannon will sound ending the contest. All contestants must be in the weigh-in line at or before 3:05 p.m. Remember, fish must be brought to the weigh-in tent immediately when caught and alive. Dead or frozen fish will be ineligible.

Q: Can I fish using a windbreak or shelter?

A: No, windbreaks or shelters are not allowed.

Q: Can I pull canvas over my head for protection?

A: No, all contestants must remain completely visible while fishing.

Q: Can I fish two holes?

A: Yes, if two tickets are purchased. Both tickets must be visible at all times.

Q: Can my friend watch my line while I go to the bathroom or to register my fish?

A: No, please take your line out of the water. Leaving your line unattended is against Minnesota law.

Q: How big does the fish have to be to win a prize?

A: Any size fish may place in the top 150.

Q: Can I take my prize home with me?

A: Yes, your prize is now your responsibility. All prizes must be picked up at Fleet Farm in Brainerd by noon on Sunday (the day after the contest). You must make arrangements to pick up the truck, ATV's & fish houses with the dealers.

VENDORS

There are a variety of food, product, and gift vendors on the ice the day of the contest. If you get hungry, need to warm up with a cup of coffee, or are in the market for a coon-skin hat, this is the place to be. You will also find the latest in fishing gear.

YOUTH ICE OLYMPICS

This free event educates and entertains children while they're waiting for the Extravaganza to begin. There are stations designed to teach children about ice fishing- and we hope the start of a lifetime of enjoyment with the sport of ice fishing. The first 100 participants will win an ice fishing bucket full of prizes from several of the leading vendors in the ice fishing world courtesy of Fleet Farm. The Youth Ice Olympics will be located near center ice from 10-11:30 a.m.

PRIZE LIST

1. Ford or GMC Truck from Mills Auto Group
2. 2020 Polaris Sportsman 570
3. \$1,000 Extravaganza Cash
4. \$1,200 2021 Grandview Extravaganza Package
5. StrikeMaster Auger
6. Aqua Vu HD10i
7. Vexilar FLX-28
8. Clam Ice Shelter
9. Radco's SnowSport Personal Utility Snow Plow
10. \$500 Extravaganza Cash
11. Mr. Heater Big Buddy
12. StrikeMaster Auger
13. Aqua Vu Micro Stealth 4.3
14. \$250 Extravaganza Cash
15. \$400 StrikeMaster Gift Card
16. Clam Ice Shelter
17. StrikeMaster Auger
18. Clam Jason Mitchell Thermal 5000 (Stealth Spear)
19. StrikeMaster Auger
20. Mich Golden Light Stainless Cooler
21. Vexilar FLX-12
22. \$250 Extravaganza Cash
23. Clam Escape Ice
24. Fleet Farm Gift Card
25. Polaris Sportsman 450
26. StrikeMaster Auger
27. Fleet Farm Gift Card
28. StrikeMaster Auger
29. \$1,250 Craguns Vacation
30. \$3,000 Extravaganza Cash
31. Aqua Vu Micro Stealth 4.3
32. Radco's Access Original Soft Roll Up Tonneau Cover
33. Mr. Heater Hunting Buddy / Fleet Farm Gift Card
34. Clam Ice Shelter
35. Mr. Heater Double Tank Top / Fleet Farm Gift Card
36. \$400 StrikeMaster Gift Card
37. Vexilar FLX-28
38. Fleet Farm Gift Card
39. \$400 StrikeMaster Gift Card
40. Clam Kenai Pro
41. Mr. Heater Hunting Buddy / Fleet Farm Gift Card
42. StrikeMaster Auger
43. Aqua Vu Micro Stealth 4.3
44. \$250 Extravaganza Cash
45. Fleet Farm Gift Card
46. \$250 Extravaganza Cash
47. Clam Refuge Ice Thermal
48. StrikeMaster Auger
49. Aqua Vu Micro Revolution Pro 5.0
50. Polaris Sportsman 450
51. StrikeMaster Auger
52. \$400 StrikeMaster Gift Card
53. Mr. Heater Double Tank Top / Fleet Farm Gift Card
54. Clam Ice Shelter
55. StrikeMaster Auger
56. Aqua Vu Micro Revolution 5.0
57. Vexilar FLX-28
58. StrikeMaster Auger
59. Mr. Heater Triple Tank Top / Fleet Farm Gift Card
60. Clam Ice Shelter
61. Aqua Vu Micro Revolution Pro 5.0
62. StrikeMaster Auger
63. Vexilar FLX-20
64. Fleet Farm Gift Card
65. \$400 StrikeMaster Gift Card
66. \$250 Extravaganza Cash
67. Aqua Vu Micro Revolution Pro 5.0
68. Fleet Farm Gift Card
69. StrikeMaster Auger
70. Mr. Heater Hunting Buddy / Fleet Farm Gift Card
71. \$400 StrikeMaster Gift Card
72. \$250 Extravaganza Cash
73. Vexilar FLX-28
74. StrikeMaster Auger
75. Polaris Sportsman 450
76. \$400 StrikeMaster Gift Card
77. Aqua Vu Micro Revolution 5.0
78. Fleet Farm Gift Card
79. StrikeMaster Auger
80. Aqua Vu Micro Revolution Pro 5.0
81. Fleet Farm Gift Card
82. StrikeMaster Auger
83. Vexilar FLX-12
84. Northland Tackle Package
85. Fleet Farm Gift Card
86. \$1,250 Craguns Vacation
87. StrikeMaster Auger
88. Fleet Farm Gift Card
89. Vexilar FLX-12
90. Aqua Vu Micro Stealth 4.3
91. StrikeMaster Auger
92. \$400 StrikeMaster Gift Card
93. StrikeMaster Auger
94. Northland Tackle Package
95. \$400 StrikeMaster Gift Card
96. Mr. Heater Big Buddy
97. Vexilar FLX-20
98. \$400 StrikeMaster Gift Card
99. Clam Scout Thermal
100. Ice Castle 16' V Stinger Fish House

PRIZE LIST

RANDOM DRAWING

Almost \$40,000 in prizes are available through a random drawing to be held on the ice January 25, 2019. Tickets will not be available through the mail due to Minnesota Charitable Gambling rules; they must be purchased at a ticket outlet or on the ice for \$10 each. A limited number of tickets are available.

License #X-03854

PRIZES

Ice Castle Walleye Tracker Fish House
2020 Polaris 500
\$1,200 2021 Grandview Extravaganza Package
Magnum .22LR Barracuda Pepper Rifle
Magnum .22LR Rimfire Rifle, 18-inch Ultra Barrel
StrikeMaster Auger (2)
\$400 StrikeMaster Gift Card
Aqua Vu Micro Revolution 5.0 (2)
Aqua Vu HD7i Pro
Aqua Vu Micro Stealth 4.3
Vexilar FLX-28
Yeti Tundra Hall Cooler
Fleet Farm Gift Card
Mr. Heater Little Buddy (6)
Mr. Heater Portable Buddy (2)
Mr. Heater Hunting Buddy (2)
Mr. Heater RV Portable Buddy
Mr. Heater Double Tank Top (4)
Mr. Heater 540T Tank Top Heater (2)
Radco's Lomax Hard Tri Folding Tonneau Cover

PRIZE DISTRIBUTION

If you win the truck it will be claimed by appointment at Mills Ford or Mills GM in Baxter, MN. All other contest and raffle winners must claim their prizes at Fleet Farm in Baxter, MN. Prizes can be claimed no sooner than 30 minutes after the contest results are audited and declared official; prize pick-up is from 4:30-6:30 p.m. Saturday or 8 a.m.-noon Sunday. All contest prizes not claimed by noon Sunday, January 26 will be donated to charity. Contest and random drawing winners will be posted at the main stage and online at www.icefishing.org at approximately 4:00 p.m.



BENEFICIARIES

You helped raise \$136,977 last year! The proceeds from the 2019 event were donated to 51 area charities. The Brainerd Jaycees would like to thank you for your role in making a huge impact on the Brainerd Lakes Area.

Ally's Wings
BAARC
BSU Fishing Team
Bethany Good Samaritan
Boy Scout Troop 43
Boy Scout Troop 45
Brainerd Amateur Hockey Assoc
Brainerd American Legion Post 255
Brainerd Area Sertoma Club
Brainerd FFA
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Brainerd Ski Loons Water Ski Show Team
Brainerd Rotary Club
Brainerd Warrior Fishing Team
Brainerd Baxter Fastpitch Softball
Breath of Life Adult Day Service

Bridges of Hope
Central Lakes ASL Club
Central Lakes ATV Club
Central MN Adult & Teen Challenge
CLC Small Engine and Marine Club
Confidence Learning Center
Cuyuna Iron Range Riders
CWC Dive Team
CWC Sheriff's Mounted Patrol
Good Samaritan Village - Bethany
Gull Chain of Lakes Association
Harrison Family Teacher Association
Holy Trinity School PTO
Jamie's Purse
JCI Staples
Junior Achievement
Lakeland Public Television
Lakes Area BMX

Lakes Area Habitat for Humanity
Lakes Area Youth Soccer Association
Mid MN Women's Center
Mission 22
MN DNR Fisheries
Mounted Eagles Inc.
Nisswa Fire Department
Pequot Lakes Police Dept. Reserve Unit
Pillager High School
Pillager Scout Troop #77
Pine River Backus Family Center
Precious Years Learning Center
St. Francis of the Lakes Catholic School
Wild & Free Wildlife Rehabilitation Program
Zion Lutheran Church-Active Christian Teens



CONFIDENCE LEARNING CENTER

The goal of the Ice Fishing Extravaganza has always been to have an impact on the community by supporting charitable organizations and causes. Since the first contest in 1991, Confidence Learning Center has been the primary beneficiary of the event receiving the majority of the proceeds each year. The Brainerd Jaycees are proud to support this wonderful facility and organization.



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display resolution are just a few of many features that allow you to see more and catch more fish.

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Price does not include ticket to Fishing Extravaganza.

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VISITBRAINERD 

Official Destination Marketing Organization for the Cities of Baxter and Brainerd.

We've Got Room for You.

Welcome to the Brainerd Jaycees Ice Fishing Extravaganza! We're glad you're going to Visit Brainerd...you're going to love it here.

Go online to find:

- Exclusive Lodging Specials
- Free Event Shuttle Information
- Calendar of Events
- Visitor Information

VisitBrainerd.com • @VisitBrainerd

Participating Properties:

 218-822-5634 6967 Lake Forest Road Baxter, MN 56425	 218-829-0391 7836 Fairview Rd Baxter, MN 56425	 218-822-1133 7208 Fairview Road Baxter, MN 56425
 218-825-7234 7376 Woda Rd Baxter, MN 56425	 218-828-2161 15058 Dahlwood Dr Baxter, MN 56425	 218-270-5001 2115 S 6th St Building B Brainerd, MN 56401
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C-560 Thermal Hub Ice Shelter

- 600D fabric that keeps heat in and reduces condensation.
- 56-sq.ft. of fishing area.

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Fleet 4F Farm

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- Hand & Foot Warmers
- Ice Cleats
- Ice Rods, Reels & Combos
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- Bait Bucket
- Bucket to Transport Fish
- Ice Auger
- Ice Skimmer
- Fish Locator or Sonar
- Ice Shelter
- Ice Fishing Gear Sled
- Portable Heater & Propane
- Folding Chair/Bucket Seat
- Fishing License

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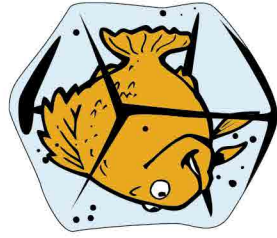
Limit 1 offer per customer, per visit. No photocopies or facsimiles will be accepted. Coupon must be presented at the time of purchase and must be surrendered upon redemption. Total purchase must reach \$50 or more before state and local taxes. No adjustments to prior purchases. Returns will be credited as purchase price less the discount, and discount will be forfeited. Cannot be used in conjunction with Buy Get offers. Not redeemable on fuel, lottery tickets, tobacco, alcohol, gift cards, tickets, permits, registrations, licenses, warranties, Yeti® or Weber® items. Other exclusions may apply. See store for details.



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