



NORTHLAND 300 FACT SHEET

MISSION

The mission of the Northland 300 is to raise funds for Special Olympics Minnesota through year-round activities planned by an all-volunteer Board of Directors.

HISTORY

Planning for the first Northland 300 began in 1988 with the actual ride taking place for the first time in January, 1989.

Procedures, venues, and activities of Northland functions are planned and administered by a volunteer Board of Directors and an Executive Planning Committee.

100% of all funds raised goes directly to Special Olympics Minnesota to benefit its athletes. (The athletes are the persons Special Olympics serve who are individuals with intellectual disabilities.)

More than 670 volunteer snowmobile enthusiasts have participated on the Northland 300 since inception.

More than 609,000 miles have been travelled on the North Shore, Two Harbors, Lutsen, Eveleth, Ely and surrounding areas on the Northland 300 event(s) since inception.

The Northland 300 volunteer snowmobile enthusiasts have support the sport of snowmobiling, local business in the state of Minnesota and the non-profit organization of Special Olympics Minnesota.

GROWTH OF THE NORTHLAND 300

Northland 300 volunteers have raised more than **\$3.3 Million** to benefit Special Olympics Minnesota since inception in 1989. In-Kind Donations were established in 1992. Northland 300 Administrative Costs have never exceeded Minnesota State Guidelines (30%) to put on a charity event. Average administrative costs are 23%; Including In-Kind Donations are 17%.

INCLUSION



Photography by
Bruce Mosher

"Special Olympics is a big part of my life. It's a great organization. I really love participating in Special Olympics sports but I have to tell you - doing the Northland 300 was the most fun I've ever had with Special Olympics. I met a lot of really cool people. We rode our snowmobiles in the cold together - and boy was it cold! We got to stay in hotels and had really good meals. We had fun parties at night with lots of dancing. The Northland 300 raises a lot of money for Special Olympics. It provides opportunities for people like me in many different ways. We can learn and participate in a variety of sports. We can participate at area, state and national competitions. We stay in shape. We meet new people and make new friends. We can learn to be global messengers and speak to audiences about Special Olympics. We can learn how to coach and help other athletes. We can be volunteers and help at competitions. I know how lucky I am for having the opportunity to ride on the Northland 300. I'll never forget this ride and the friends I made. I'm definitely going to do it again next year - and can hardly wait! You guys are all so awesome."

*Steven Eull, Special Olympics Athlete
Northland 300 Participant*

RECOGNITION

The Northland 300 is recognized and supported by its peers at:
*Minnesota United Snowmobile Association
The International Snowmobile Institute
Steer Clear Program*

WEB SITE

The Northland 300 introduced its very own Web site in 2008 at www.northland300.org.

ACHIEVEMENTS

From 1994 through 1998, the Northland 300 has won state, national and international awards for their example of safe and responsible snowmobiling, along with exemplary volunteerism and fundraising.

- 1990-Present: *First Partner/Sponsor* Special Olympics Minnesota (committed to raising a minimum of \$100,000 per year)
- 1990-Present: Recognized by the National Snowmobile Institute
- 1990-93: Participant in the Tread Lightly Program
- 1993: Honorable Mention Award International Snowmobile Conference
- 1993-94: First Runner Up-National Yamaha Pride Contest
- 1993-94: Minn. State Winner-Yamaha Pride Contest
- 1993-95: Participant in STEER CLEAR Program for Responsible Snowmobiling
- 1994-95: National Winner-Yamaha Pride Contest
- 1994-95: Minn. State Winner-Yamaha Pride Contest-Supported by MN United Snowmobilers Association
- 1995-Present: Member/Participant in the Safe Snowmobiling Program
- 1995-Present: Home of the first teen charity snowmobile ride-Teen Northland
- 1996-97: Winner of the International Snowmobiling Foundation Charity Award
- 1997-98: Teen Northland is the winner of the International Snowmobiling Foundation Charity Award
- 2004: Exceed the \$2Million mark in funds raised for Special Olympics Minnesota.
- 2007: Northland 300 became a Premier Partner of Special Olympics Minnesota
- 2009: History is made for the Northland 300 and Special Olympics Minnesota as first time ever Special Olympics Athlete Steven Eull and Coach Jason Reinsch participate and complete the 2009 Northland 300.
- 2009: Exceed the \$3Million mark in funds raised for Special Olympics Minnesota.

MENTIONS

In 1995 it was decided to both diversify and carry on the traditions of volunteerism through safe snowmobiling, thus Teen Northland was established. This was the first charity snowmobile ride for teens.

A decision to end this event was decided in 2003 due to a lack of snow for 5 consecutive years. It has since been replaced with the Northland Road Rally.

In 2003 the Northland Road Rally had its inaugural ride. Its venue contained an Opening Ceremony where the Special Olympics "Flame of Hope" was run in by its athletes to light the cauldron. This event included motorcycles, custom cars & trucks and even a motor home.

In 2008, the Northland 300, engaged in other events to continue the growth of the Northland 300, i.e., Golf Tournaments, 5K Fun Run/Walk, Chili Contest, etc.

QUESTIONS

For further information on how you, your family/friends, or your business can become involved in the Northland 300 or its activities, contact Kathy Karkula at (612) 604-1272 or (800)783-7732 Ext. 272 or karkulak@somn.org.

Platinum, Gold, Silver and Bronze Partnerships are available for all Northland 300 activities.