



LAKE OF THE OZARKS SHOOTOUT

NOV. 2023 E-JOURNAL

BY CHRISTY WAGNER,
EDITOR



We honestly didn't mean to break the internet last month, everyone (but we're also really glad that we did - and it's all thanks to you). As a result of your likes, shares, and direct support of the Shootout's growth and overall mission, the Shootout has raised almost \$10,000.00 in e-sponsorship marketing dollars while selling approximately \$1,000.00 in merchandise over the past week alone.

While daily temperatures swiftly fall below freezing and the days grow ever-so shorter, our eyes are set on summer as we kick off 2024's fundraising momentum with a bang (cheesy Shootout pun intended).

Est. 1989



RACER SPOTLIGHT

Brad Harrington of Team Kansas - a 2020 Bob Morgan Memorial Shootout Hall of Fame inductee and 17-year winner of his class - did more than just participating with his 28-foot Saber Cyclone at this year's races.

When communications failed due to inclement weather during Saturday morning's hot-and-heavy racecourse traffic, and a production company from Turkey was in need, Brad was there. Without radios, there was no one to identify the boats and racers to an otherwise unfamiliar production crew behind the scenes. For several hours that day, Brad used his familiarity and firsthand knowledge to help streamline accurate broadcasting until radio communications eventually resumed, because that's the kind of guy Brad is.

At every Shootout, something unforeseen inevitably arises, and a stream of volunteers step up and figure it out. Thank you, Brad, for doing exactly that!

SAVE THE 'SANTA MONKEY' DATE

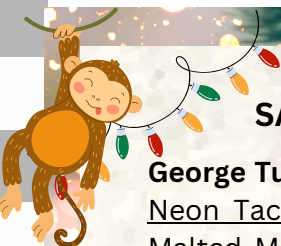
George Tucker, Owner of Tucker's Shuckers Oysters & Tap, Neon Taco, Paradise Tropical Restaurant & Bar, and the Malted Monkey, is graciously donating all proceeds from Christmas tree sales while hosting the Shootout's merchandise at the Santa Monkey (the Malted Monkey's Christmastime alias).

CHRISTMAS TREE LOT SCHEDULE

FRIDAY, NOV. 24TH - 10:00 A.M. TO 7:00 P.M.
SATURDAY, NOV. 25TH - 10:00 A.M. TO 9:00 P.M.

STARTING THURSDAY, NOV. 30TH, THROUGH CHRISTMAS

OPEN ON THURSDAYS - 4:00 P.M. TO 9:00 P.M.
OPEN ON FRIDAYS - 2:00 P.M. TO 10:00 P.M.
OPEN ON SATURDAYS - 10:00 A.M. TO 10:00 P.M.





TOTAL RAISED IN 2023



As for the million dollar question: Just how much did the Lake of the Ozarks Shootout raise in 2023? Well, we can tell you that we have achieved yet another record-breaking year.

The highly-anticipated presentation of checks and official release of total dollars raised in 2023 is scheduled for Thursday, November 30th, from 5:30 p.m. to 7:30 p.m. at Performance Boat Center in Osage Beach.

The presentation of checks is a powerful reminder of what the annual, three-decade-strong Shootout does for our local non-profit organizations and (oftentimes severely underfunded) first responders for emergency equipment and training; especially in rural areas throughout our tri-county community.

Every dollar raised counts, and each dollar goes toward making the Lake of the Ozarks a better lake for all. This is our mission. This is our goal.

2024 SHOOTOUT GUIDE

Full-Page Ad	1,600
Double-Page Spread	2,900
1/2 Page	900
Business Card	300

MONTHLY E-JOURNALS

Monthly Logo Ad	175
Annual Commitment	1500

EMAIL

director@lakeoftheozarksshootout.com



LOOKING AHEAD INTO 2024

WORLDWIDE ATTENTION

“Throughout the history of the Shootout, we have had international representation from professional race teams, as well as race enthusiasts, and last year, we had participants from Australia who participated in the Shootout as a ‘bucket list’ checkmark for them,” explained Leah Martin, Executive Director of the Shootout since September of 2021. With teams from Canada and Norway making plans to travel to Central Missouri next August – including a boat manufacturer from Hamburg, Germany – the Shootout is not just a Lake-local event and fundraiser anymore, but one with a reach that touches all four corners of the world. **Cont.**

So, while the Shootout continues to conquer both national and worldwide feats, people have begun to take notice, such as the appointed chairman for the American Power Boat Association’s Offshore Racing Commission, Rich Luhrs.

“The APBA is pleased to be a part of the biggest performance boat event in the world,” said Luhrs. “The LOTO Shootout will produce true UIM/APBA world records - the internationally-recognized speed titles. The LOTO event has epitomized excellence in organization, promotion, and state-of-the-art course management, and we look forward to a long and mutually-rewarding relationship.”

SECURE YOUR AD SPACE IN OUR MONTHLY E-JOURNALS



Save the Santa Monkey Date

The Shootout charities and Santa Monkey have teamed up to host a Christmas tree lot at the Santa Monkey (the Malted Monkey's Christmastime alias) this month and next!



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SHOOTOUT | SUMMER RACING GUIDE
PROCEEDS RAISED DIRECTLY BENEFIT
LAKE AREA FIRST RESPONDERS & NON-PROFITS

Digital Banner Ads

[ROTATING NEWSLETTER, RACER PROFILE,
OR SPOTLIGHT FEATURE]

MONTHLY: \$175.00 | ANNUAL: \$1,500.00

- *ONCE-MONTHLY BANNER AD (MAX OF 12 PER YEAR PER EACH COST COMMITMENT)
- *HYPERLINKS TO ADVERTISERS' WEBSITE
- *ARTICLES SHARED VIA SHOOTOUT SOCIAL MEDIA
- *ADDITIONAL DIGITAL ADVERTISEMENT OPPORTUNITIES FORTHCOMING

2024 Print Advertorials

- FULL-PAGE AD: \$1,600.00
- DOUBLE-PAGE SPREAD : \$2,900.00
- 1/2 PAGE: \$900.00
- BUSINESS CARD: \$300.00

COMING MAY 2024
10,000 COPIES

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