

Shootout News

Volume 1, Issue 2 December 2023 | By Christy Wagner, Editor

YEAR-END THANKSGIVING

SHOOTOUT ACQUIRES LAKE RACE & DONATES A RECORD-BREAKING \$675,000 AT NOVEMBER'S PRESENTATION OF CHECKS



Photo Credit: George Denny

Working Year-Round for the Success of This Moment...

Coming in hot at \$50,000 more than last year's total amount donated, the Lake of the Ozarks Shootout gave back a staggering and record-breaking \$675,000 at last month's Presentation of Checks.

With 2023's numbers distributed across a series of 39 checks, this year's combined donations exceeded every preceding year in Shootout history, and they will help sustain dozens of local charities and emergency service departments, including numerous fire protection districts and law enforcement agencies across Camden, Miller, and Morgan Counties.

Over the past five years, the total amount raised by the Lake of the Ozarks Shootout for community non-profit organizations and first responders has doubled. A projected \$4.755 million dollars has been raised and donated by the Shootout since its inception in 1989, and 37% of the total amount donated over the past 3.5 decades has occurred within the past three years alone. The collective goal for 2024 is three quarters of a million dollars, per Ron Duggan, Captain and President of the Shootout Board of Directors.



Photo Credit: Brad Glidewell

Overflowing With Gratitude

Each check distributed by the Shootout Board of Directors provided an opportunity for members from various charities and departments to give brief testimonials on how these funds impact those they serve. Veteran Shootout volunteers, Margie and Ron Frazier, were among those in attendance at November's Presentation of Checks. The Fraziers represent the Coffman Bend Fire Protection District which operates on a voluntary basis and serves a rural, and oftentimes underfunded, community in northwest Camden County.

"This year, we purchased a used fire truck with our funds, and last year's donations went toward a much-needed fire boat," explained a truly grateful Margie who has assisted the Shootout alongside her husband for over a decade.

Between merchandise sales and food preparation over the week of the Shootout, Coffman Bend's loyal and dedicated crew volunteered for a total of 2,000 hours (volunteer hours are what the Shootout Board uses to determine the amount of funds given to each charitable organization or department). Representatives from dozens of organizations gave witness to the impact of these annual donations while reminding us of the real reason behind these incredible races each year.



Pictured Left:
Representatives for
the Coffman Bend
Fire Protection
District & Shootout
Board Members



Photo Credit: Brad Glidewell

Pictured Right:
Shootout Board
of Directors
Showcasing
\$675,000 Faux
Display Check

Photo Credit: Brad Glidewell



Pictured Left:
Representatives for
The Changing Table &
Shootout
Board Members



Photo Credit: Brad Glidewell

Pictured Right:
Representatives for
the Make-A-Wish
Foundation &
Shootout
Board Members

Photo Credit: Brad Glidewell

SHOOTOUT ACQUIRES LAKE RACE

Once a separate entity entirely from the Shootout, Lake Race will henceforth operate under the authority of the Shootout Board of Directors with the direct support of its many devoted volunteers. It is the collective hope of everyone in support of this positive transition to expand and amplify this premier, high-stakes performance boating event while growing it into a profitable, charitable boat race (with proceeds adding to that of the Shootout's each year). Known by many as the 'season opener' at the Lake, 2024's Lake Race/LOTO Powerfest and its various events are scheduled between May 30th and June 1st. For marketing & sponsorship opportunities, please contact Leah Martin at Director@lakeoftheozarksshootout.com.

2024 SUMMER RACING GUIDE

The Lake of the Ozarks Shootout Guide will evolve into a summer racing guide as it merges with the former Lake Race Guide ahead of next spring/summer's boating season. The tentative release date for 10,000 printed copies of the 36th Annual Shootout Guide/Lake Race/Summer Racing Guide is scheduled for Memorial Day Weekend in May of 2024, where copies will be dispersed across the Lake of the Ozarks and beyond throughout summer, and in advance of next year's vast array of runs and races.

WORLD-CLASS APBA TITLES

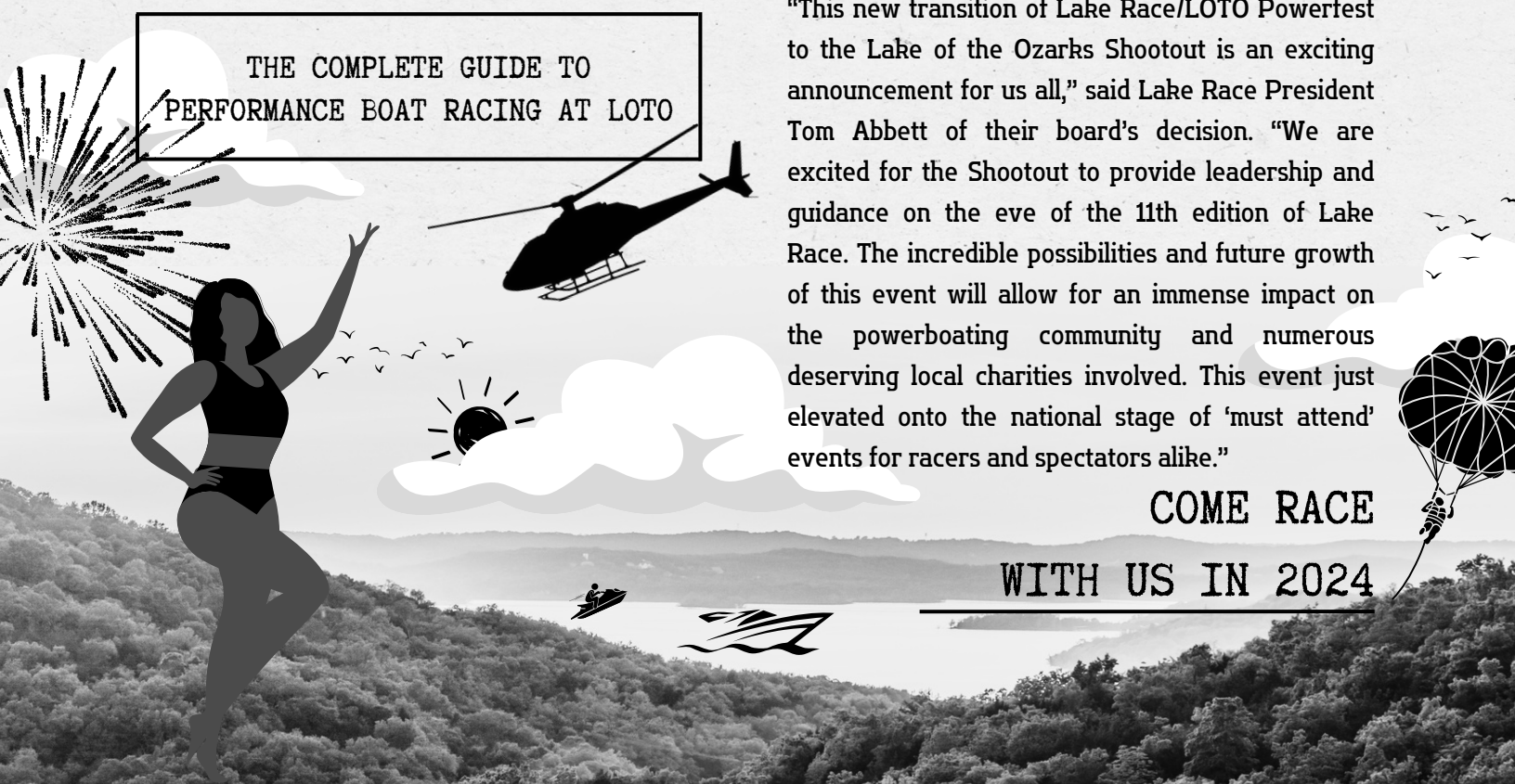
"The Lake of the Ozarks Shootout has been planning racing events for the past 36 years, and it only makes sense to grow Lake Race's sanctioned racing event within the same organization that has raised nearly 5 million dollars since 1989," said Leah Martin, Executive Director of the Shootout (2021-present). "We hope to not only see this event grow in both participating racers and spectators, but to also have a huge impact on our community and the charities it serves."

"This new transition of Lake Race/LOTO Powerfest to the Lake of the Ozarks Shootout is an exciting announcement for us all," said Lake Race President Tom Abbett of their board's decision. "We are excited for the Shootout to provide leadership and guidance on the eve of the 11th edition of Lake Race. The incredible possibilities and future growth of this event will allow for an immense impact on the powerboating community and numerous deserving local charities involved. This event just elevated onto the national stage of 'must attend' events for racers and spectators alike."

THE COMPLETE GUIDE TO
PERFORMANCE BOAT RACING AT LOTO

COME RACE

WITH US IN 2024



Racer Profiles

Volume 1, Issue 2 December 2023 | By Christy Wagner, Editor

TEAM VALVOLINE OF NORWAY

TRIO OF DECORATED EUROPEAN HIGH-PERFORMANCE BOAT RACERS HAVE THEIR EYES SET ON LAKE OF THE OZARKS SHOOTOUT IN 2024



VESSEL NAME: MS. VALVOLINE | DRIVER: PER TARALDSEN | THROTTLEMAN: EIRIK DANIELSEN | RESERVE DRIVER: OLINE NORDLI
PORT-OF-CALL: RISOR, NORWAY | BOAT MAKE/MODEL: TWISTER 24' PLEASURE | HORSEPOWER: 450 | FASTEST SPEED: 120 MPH



DRIVER PER TARALDSEN OBTAINED A NUMBER OF MEDALS AND ACHIEVED RECORD SPEEDS IN CIRCUIT RACING IN THE 80'S AND 90'S. AS A TWO-TIME RUNNER UP WORLD CHAMPION AND NORDIC CHAMPION FROM UIM FORMULA 4 (S-850), F3000 AND FORMULA 2, TARALDSEN LATER SERVED AS CREW CHIEF AND MENTOR FOR MANY SUCCESSFUL RACERS IN BOTH CIRCUIT AND OFF-SHORE RACING.



THROTTLEMAN EIRIK DANIELSEN HAS PRIMARILY RACED OFF-SHORE CLASS 3, ALONG WITH THE 'SKAGERAK ACROSS' MARATHON RACE BETWEEN TVEDESTRAND, NORWAY AND HIRTSHALS, DENMARK. THE RECORD HE ACHIEVED IN 2015 IN CLASS 1 STILL STANDS TODAY.



RESERVE DRIVER OLINE NORDLI IS A 21-YEAR-OLD FEMALE POWERBOAT RACER FROM TVEDESTRAND, THE POWERBOAT CAPITAL OF NORWAY. NORDLI, WHO CURRENTLY RACES AN OFF-SHORE 3B TWISTER WITH A 115 MERCURY XS, HAS A LIST OF CHAMPIONSHIPS TO HER NAME, AND SHE IS THE CURRENT EUROPEAN AND NORDIC CHAMPION.

AFTER HEARING ABOUT THE SHOOTOUT ON SOCIAL MEDIA AND FROM JEFF BROMAN, DIRECTOR OF ENGINEERING AT MERCURY RACING, TEAM VALVOLINE PUT PLANS INTO MOTION TO TRAVEL TO THE LAKE OF THE OZARKS NEXT SUMMER AND RACE AT 2024'S 36TH ANNUAL SHOOTOUT.

"THE BOATING SEASON IN NORWAY IS QUITE SHORT – IT'S JUST ABOUT 4 MONTHS AND NOT EVERY DAY IN THIS PERIOD ALLOWS FOR HIGH-SPEED BOATING DUE TO WEATHER," EXPLAINED DANIELSEN. "BUT YOU WILL NEVER FORGET THE FEW DAYS EACH YEAR WHERE EVERYTHING IS PERFECT. THE PERFORMANCE BOATING WORLD (FAMILY) IS QUITE SMALL HERE AS COMPARED TO THE UNITED STATES, SO WE ARE REALLY LOOKING FORWARD TO MEETING EVERYONE AT THE SHOOTOUT AND TO SEE THEIR BOATS – TO REALLY FEEL THE DIFFERENCE. USUALLY, BOATERS GET ALONG QUICKLY WHEN MEETING NEW PEOPLE. IT'S NICE TO SHARE THAT SAME PASSION."



For Immediate Release
Thursday, November 30th, 2023

Lake of the Ozarks Shootout Gives Back Record-Breaking \$675,000

2023's Presentation of Checks at Performance Boat Center

Lake of the Ozarks, Missouri — Thursday, November 30th, 2023 — Today at the annual Presentation of Checks, the Shootout Board of Directors announced that a record-breaking \$675,000 would be distributed across a series of 39 checks to local non-profits, police, and fire departments, allowing for funds raised during 2023's season to continuously sustain basic needs and safety for countless families and animals across the Lake of the Ozarks.

Over the past five years, the margin of growth between 2019's \$357,000 raised, and this year's total amount donated, yielded an overall increase of nearly 50%. Tonight's numbers are a direct result of continued growth while always doing right by the Shootout's mission. The Shootout wishes to thank its many sponsors and an immeasurable number of individuals working behind the scenes to safeguard the profits and success of this event each year. The combined efforts of many are what make extraordinary evenings like tonight possible.

"We have worked year-round to ensure that this event is deemed a continued success for everyone involved, and we have waited for this very moment, when we are finally able to witness the direct impact that these funds have on our community and dozens of charities that the Shootout supports each year," said Leah Martin, Executive Director of the Shootout (2021-present).

The combined impact of many who seek to improve upon what has been done in the past while keeping the event safe each year is the driving force behind this event, says Ron Duggan, Board President and Captain of the Lake of the Ozarks Shootout.

"We are just thrilled that the Shootout continues to grow each year and that we are able to donate more," Duggan continued. "We want to attract more and more people to come and be a part of the Shootout, while allowing them to experience everything that this incredible event has to offer. We would love to hit three quarters of a million dollars in 2024, and hopefully we can donate that amount back next year."

You heard the man. Let's raise three quarters of a million dollars next year.

**For more information or to discuss sponsorship opportunities: Leah Martin, Executive Director
cell: (573) 776-0132 | email: Director@lakeoftheozarksshootout.com**

For more information on events and registration in 2024: www.lakeoftheozarksshootout.com

OFFICIAL SHOOTOUT PRESS RELEASE

Contact Information:

Leah Martin, Executive Director

Director@lakeoftheozarksshootout.com

Release Date: December 12th, 2023



FOR IMMEDIATE RELEASE – THE SHOOTOUT ACQUIRES LAKE RACE

The Shootout, a dedicated 501(c)(3) organization headquartered in Sunrise Beach, Missouri, continues to make off-season waves despite shortened days, falling temperatures, and a steady stream of Christmas tree lights shimmering through windows across the Lake of the Ozarks. December has brought with it a new and exciting opportunity for the Lake Area’s largest fundraiser to raise even more funds for its many recipients each year – and to have more fun.

Effective immediately, LOTO Powerfest/Lake Race will henceforth operate under the authority of the Shootout Board of Directors, along with the direct support of the Shootout’s many devoted volunteers. It is the collective hope of everyone in support of this positive transition to expand and amplify this premier, high-stakes performance boating event while growing it into a profitable, charitable boat race, with proceeds adding to that of the annual Shootout’s each year.

“This new transition of Lake Race/LOTO Powerfest to the Lake of the Ozarks Shootout is an exciting announcement for us all,” said Lake Race President Tom Abbett of their board’s decision. “We are excited for the Shootout to provide leadership and guidance on the eve of the 11th edition of Lake Race. The incredible possibilities and future growth of this event will allow for an immense impact on the powerboating community and numerous deserving local charities involved. This event just elevated onto the national stage of ‘must attend’ events for racers and spectators alike.”

Known by many as the ‘season opener’ at the Lake, next year’s Lake Race/LOTO Powerfest and its various events are scheduled during the weekend following Memorial Day. The Lake of the Ozarks Shootout Guide will evolve into a singular summer racing guide as it combines with the former Lake Race Guide. The tentative release date for 10,000 printed copies of the 36th Annual Shootout/Lake Race/Summer Racing Guide is scheduled for Memorial Day Weekend in May of 2024, where copies will be dispersed across the Lake Area and beyond throughout summer, and in advance of next year’s peak season runs and races. Stay tuned for pertinent e-newsletters and articles throughout 2024 as the Shootout’s digital footprint continues to grow.

As a strong and pivotal reminder, fundraising for the Shootout, and now Lake Race, will annually support all of the Shootout’s recipients, including a vast array of tri-county charities, fire protection districts, and law enforcement agencies. The Shootout and its multitude of yearly events aim to capitalize on visitors frequenting the Lake of the Ozarks ahead of Memorial Day Weekend while giving them even more reasons to come back for community events throughout the year, such as our many poker/fun runs, sanctioned and unsanctioned boat races, golf and fishing tournaments, trap shoots, treasure hunts, popup Christmas tree lots, an endless number of fundraisers, and so much more. The Lake of the Ozarks is truly a lake for all.

To secure your spot in 2024 while making next year’s races our very best yet, contact Leah Martin, Executive Director of the Shootout, at Director@lakeoftheozarksshootout.com.



SHOOTOUT | LAKE RACE LOTO 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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DIRECTOR@LAKEOFTHEOZARKSSHOOTOUT.COM
573.776.0132

