

Date: December 7, 2009

To: Alaska Dog Mushing Association

From: George Attla attends meeting

Subject: Ideas to help Open North American World Champion Sled dog Race (ONAC)

George says please add or subtract any thing you think can improve the below – this is just a start!

Immediate Steps of action!

1. Write a press release that includes the following information:

- There is no money for the 2010 ONAC
- a minimum of \$xxx,xxx is needed for the purse and for race trail expenses
- The community of Fairbanks need to be made aware that the historic 3-day race brings into our town an average of \$xxx,xxx each March. The business community risks losing this great amount if the race is not held.
- Include the Facts:
 - 2010 marks the 65th anniversary of ONAC. *It's the oldest, continuously run sled dog race in the world.* Pre-WWII, it was known as the Fairbanks Sled Dog Derby. It has been run continuously in Fairbanks, organized by the Alaska Dog Musers Association, since 1946. Very few other events have a history as deep as the ONAC.
 - The ONAC draws racing teams from all over the world; Germany, Norway, Switzerland, and Canada
 - During the race Doyon and TCC hold their annual meetings so stockholders and members from the outlying areas can come to town and watch the races.
 - The Alaska Mushing Association of Fairbanks has always raised the money. The time has come for us to pattern our ONAC after the successful Fur Rondy Race in Anchorage. There they have an organization called Greater Anchorage Incorporated (GAI) raises the funds to finance the race purse and events associated with the Rondy like the musher's ball, trappers ball, etc. GAI has one paid employee and the community and city is very involved in the race and the week of events around the race. They also have many volunteers.
 - The city of Fairbanks needs to form a similar organization in order for the ONAC to survive.

2. Immediately after press release, contact the following organizations and companies (and more!!) about donating money/help keep the ONAC afloat: Board of Doyon, all the gold mines, Alaska Airlines, GCI, ACS, AT & T, GVEA (see if they will put out a letter stating it will handle donations for the race), Crowley, Contractors, Sourdough Fuel, Penostar Refinery, Tesoro Refinery, North Pole refinery, Fred Myer & stores like Home Depot (contact corporate offices), etc. Talk to banks about who might have money to donate.

3. Make list of all Fairbanks community clubs like the Rotary Club, Moose, etc. and find out their meeting times: Get on the agenda to present a proposal that needs to ask for donations and also to ask for help raising money for the ONAC.

4. Get on the agenda to attend a city-planning meeting: pitch a proposal.

Invite the city to support the already well-established popular ONAC race event. Plan on ways to expand it to help bring more people from the community and all over the state to down town Fairbanks. Work to make it as big as our newest downtown Summer Solstice Festival in June. Ask if there a way to use the established ONAC to apply for Federal Stimulus money to help promote the start of our tourism season in mid-March instead of early May. The ONAC can draw people by being used to 'sell' Alaska (and translates to more jobs for locals).

5. Explore creative ways to raise money like a snow machine raffle: Find creative ways to get community involved in selling tickets (purchase machine after money has been raised).

6. Tap the BINGO HALLS in town- they are an incredible source of funds!!!

Fact= the small Interior villages raise a tremendous amount of money for village dog racing with local bingo a couple time a week. There is no reason why Fairbanks cannot do the same with the right approach.