



## DIVERSITY AND OUTREACH INITIATIVES

The motorsports industry supports a wide range of initiatives to expand its reach in the communities in which it operates. From youth development and education to workforce development and minority outreach, motorsports is using the strength of the sport to make a difference. The following represents a sampling of some of these activities:

### CHARITABLE GIVING

Every year, the motorsports industry helps raise millions of dollars for local community organizations. Local organizations, such as school booster clubs, youth athletic teams, and others, staff concession and merchandise stands at race events in return for a percentage of the booth's sales. Organizations can exceed their pre-partnership annual fundraising totals in one or two race weekends.

In addition, the industry regularly contributes to charity and service organizations across the country such as the Boys and Girls Clubs of America, local food banks, military service groups, the United Way, American Red Cross, Make-A-Wish Foundation, Susan G. Komen for the Cure, Juvenile Diabetes Foundation and the March of Dimes. Following is a brief sample of the industry's charitable giving:

- **AMA** – Charter clubs and event promoters raised over \$7.5 million for various charity organizations in the last two years.
- **Dover International Speedway** – contributes approximately \$350,000 annually in cash and in-kind contributions to local organizations and employs more than one hundred non-profit service groups that raised over \$500,000 for their organizations during race events.
- **Indianapolis Motor Speedway** – contributes more than \$100,000 in corporate donations and provided over \$1 million to non-profit organizations operating concession and retail stands.
- **IMSA** – Official series charity status for Austin Hatcher Foundation to raise money and awareness in battle against Pediatric Cancer. Regular driver visits to children's hospitals in-market during race week. Le Petit Elegance 2008 fundraiser to benefit Emory Department of Surgery Breast Cancer Research.
- **International Speedway Corporation** – generated over \$4 million in charitable giving for hundreds of worthy organizations.
- **NASCAR Foundation** – raised approximately \$6.5 million in charitable funds for non-profits. In addition, more than 33 NASCAR driver, team and track charities make contributions to their communities and organizations across the country.
- **NCMA** – provides scholarships to qualified students
- **SCCA Pro Racing** – makes donations to charity auctions, invokes driver participation in community events and actively encourages community involvement with its employees.
- **Speedway Children's Charities** - provided \$3.3 million to over 510 charitable organizations.



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### EDUCATIONAL INITIATIVES

#### **NCMA**

##### ***Science, Tech, Engineering & Mathematics (“STEM”) Education***

Getting more K-12 students interested in STEM and better educating all students in science and math is a priority for the NCMA. Motorsports is the only sport won or lost in real-time by the application of science and math through cutting-edge technology, the same technology used in fields like biotechnology and nanotechnology.

The NC Motorsports Association has launched **IE<sup>2</sup>**, which stands for **I**ntroduce, **E**ducate, **I**ntern, **E**mploy to reach elementary and secondary level students. The initiative has created a partnership with Ten80 Education, a private company of educators and engineers that uses motorsports to engage students in STEM for over a decade. Through Ten80’s Math2Go program, early elementary students learn to love and apply science and math through racing-themed challenges. As their skills and understanding evolve, they graduate to the FastTrack RC program that instructors incorporate into math, science, technology and STEM courses, as well as after school and summer clubs. The program uses racing competitions and incorporates art, journalism and marketing to engage children in their subjects. The cooperative, yet competitive, environment created through FastTrack RC is unparalleled in education.

#### **NASCAR**

The 2009 NASCAR Fall College Tour is a part of a long-term initiative aimed to raise awareness of NASCAR among ethnically-diverse college students. NASCAR strategically participates in events that draw a large number of African-American and Hispanic students, alumni and educators, as well as national and multicultural media coverage.

Additionally, NASCAR partners with the United Negro College Fund (“UNCF”) and Hispanic Association of Colleges and Universities (“HACU”) to distribute college scholarships. Recipients of the Wendell Scott Jr. Scholarship have areas of study (i.e. engineering, sports marketing) and/or geographic specifications tailored to motorsports industry job opportunities and locations.

#### **AMA**

The AMA educates riders in competition and non-competition to maintain reasonable sound levels through their publication Sound Advice, as well as through their state grant program, which issues sound meters to local motorcycle groups for use at races and other rider gatherings. Additionally, the AMA encourages safe and sober riding through the AMA Ride Straight campaign.

### WORKFORCE DEVELOPMENT and MINORITY OUTREACH

#### **NASCAR**

The NASCAR Diversity Internship Program will enter its tenth consecutive year in 2009. This ten-week summer internship offers diverse students an opportunity to work with the NASCAR sanctioning body, NASCAR sponsors, licensees, NASCAR tracks, teams, media partners and sponsors. The program has successfully placed interns in full-time industry jobs.

The Drive for Diversity program provides support for minority and female drivers in two of the NASCAR developmental



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series - the NASCAR Camping World Series and the NASCAR Whelen All-American Series. Drive for Diversity also supports crew member candidates through a four-year pit crew training program. Crew members have gone on to compete in the NASCAR Camping World Truck Series and the NASCAR Nationwide Series. Crew member trainees participate in the hands-on training program with the goal of employment in the regional and national series.

### **SCCA**

SCCA Pro Racing facilitates a diverse field of competitors, including featured female competitors in the Jetta TDI Cup.

### **NHRA**

Minority drivers have enjoyed success at the top levels of the NHRA, including Ashley Force Hood who was voted most popular athlete in 2007 on AOL. NHRA was also named as a finalist in the Diversity of Motorsports Award for 2006.

### **MINORITY BUSINESS PARTNERSHIPS**

#### **ISC**

ISC and its family of companies is committed to purchasing supplies and materials from minority contractors. Currently, nearly 18% of contracts awarded by NATC, ISC's design and construction subsidiary, are held by MBE/WBEs. Kansas Speedway has received the Minority Supplier Council's highest award for its efforts in this area.

#### **NASCAR**

NASCAR currently has successful business partnerships and continues to grow its minority vendor base. The program invites women and minority owned businesses to be considered equally as suppliers for all goods and services purchased by NASCAR.

### **FAN OUTREACH/MULTICULTURAL MARKETING**

#### **NASCAR**

The NASCAR Opinion Leader program invites key influencers to races in selected markets. In addition to attending the race, the guests receive tours, meet NASCAR representatives and learn about the industry and its myriad of opportunities. During the course of this program at the track and beyond, NASCAR and the participating opinion leaders define mutual goals that will build sustainable partnerships.

#### **ISC**

ISC's director of multicultural marketing is focused on building and implementing a strategy to promote ISC properties and motorsports in diverse communities, as well as within different segment groups to raise awareness and interest in attending races. Marketing strategies include developing plans to drive business growth within the African-American and Hispanic target audience, as well as with youth and women. ISC is also developing long-term strategic relationships with key industry and non-industry organizations to help meet corporate diversity goals.

In addition, ISC is engaged in an ongoing effort to respond to the needs and interests of diverse visitors at its facilities. Projects include development of bilingual communications including collateral materials, press releases, fan guides, and signage at various tracks.