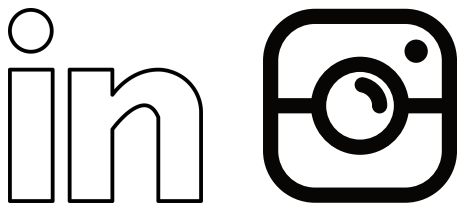


PATH TO THE PITS

RACING FOR ALL

SPONSORSHIP PACKAGE 2024



@Path2Pits



www.Path2Pits.com

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ABOUT PATH TO THE PITS

Path to the Pits is a 501c3 **nonprofit** organization focused on providing **access** to racing and motorsport **career guidance** for people 18-28 nationwide from **underrepresented communities**.

By engaging our participants throughout the **IndyCar** racing season, on track and online with **industry experts**, in the classroom, on pit row and in the garages, we are preparing hundreds around the nation for a **career** in **motorsport**.

Path to the Pits is led by founder and Executive Director Victoria Martinez Muela and supported by a team of **diverse** young adults, all focused on future careers in motorsport. Path to the Pits gives team members the opportunity to demonstrate their leadership skills and gain **hands-on experience** while contributing to the growth of the organization.

Path to the Pits is an **innovative DEI workforce development initiative supporting the motorsport industry**.



Arrow McLaren's Kate Gundlach and Quentin Washington discuss career paths with Path to the Pits participants.



Left: Students in the "classroom" at Weather Tech Raceway Laguna Seca. Right: Female STEM student engaging with team engineer Kate Gundlach.



PATH TO THE PITS

PATH TO THE PITS IN ACTION



2023-

5 on track events in the IndyCar series, one online seminar with Arrow McLaren team members and one nationwide

Focus on STEM careers

90% of Miami Grand Prix cohort are engineering students from Florida International University.
"Panthers claws out!"

Focus on women in motorsport

We strive for 40% female participation at each event- Detroit Grand Prix was an example of our commitment.

Access to Arrow McLaren team members and industry experts

Along with Arrow McLaren, we are engaged with Firestone, Breaking Limits, Recaro, WIMNA and local raceways.

Informative online connections

Guiding our participants to career readiness online is effective and continues to inspire and empower our participants nationwide.

We need your help to continue our mission in 2024!

REAL PEOPLE, REAL LIVES CHANGED

Demographics & Data

COMMUNITY BENEFIT

YOU ARE HIRED (a few success stories)

- Reece Olive- **HIRED** at Aston Martin
- Kyle Streuter- **UK INTERN** at Oxford Brookes University
- Eva Warner- **INTERN** at IMS
- Alec Gamino- **HIRED** at Laguna Seca



In one year, we have grown to over **850 participants** from the US, Mexico and UK.

SNAPSHOT OF THE DATA

- **37%** of participants are **female**.
- **62%** of participants have **never been to a race**.
- **68%** of participants are **STEM-focused**.
- **87%** of participants are **from underrepresented communities**: female, BIPOC, LGBTQ+ or military.



Value of Sponsorship

Everything Path to the Pits does relies on the generosity of businesses and individuals looking to invest in the future leaders of the motorsport industry.

BENEFITS OF SPONSORSHIP:

Access to top motorsport talent nationwide. Our talent bank currently holds over 450 young adults interested in working for you.

Logo Visibility- Path to the Pits participates in countless outreach and publicity events year-round. Your logo will be proudly displayed on our marketing materials, t-shirts and social media.

Social Media and publications- Your logo will have prominent placement in our social media posts, photography, video, year end review, etc. We have a dedicated social media team that will highlight your partnership throughout the season.

Tax Deductible- Your contribution is 100% tax deductible. Path to the Pits is happy to provide 501c3 information and a receipt for your donation.

2024 SEASON

- **Visibility nationwide- 3 races**
- **Thousands of social media impressions**
- **Corporate Social Responsibility with DEI focus**



SPONSORSHIP TIERS

2024 SEASON BENEFITS	CONTRIBUTION LEVEL				
	PLATINUM \$10,000 +	GOLD \$5,000 +	SILVER \$2,500 +	BRONZE \$1,000 +	FRIEND OF P2P \$500 +
Logo on Path to the Pits website	✓	✓	✓	✓	✓
Frequent team updates and announcements	✓	✓	✓	✓	✓
Access to exclusive Path to the Pits events	✓	✓	✓	✓	✓
Mention on social media platforms	✓	✓	✓	✓	
Logo on team uniforms (Increasing size based on sponsorship level)	✓	✓	✓		
Placement in promotional materials (Sponsored by our friends at...)	✓	✓			
Tags in all social media posts	✓	✓			
Access to student resume database	✓				

Tax Deductible- Your contribution is 100% tax deductible. Path to the Pits is happy to provide 501c3 information and a receipt for your generous donation.

IMPACTFUL PARTNERSHIPS

2022-2023



ALLIANCE PARTNER

Proud to be the first North American Partner of McLaren Racing Engage.



Recognizing the importance of **empowering women in motorsport**, Path to the Pits is honored to be featured on the WIMNA website and be in partnership with Women in Motorsport North America.

LOCAL RACEWAYS and
INDUSTRY EXPERTS
SUPPORTING
PATH TO THE PITS

- RECARO
- FIRESTONE
- BREAKING LIMITS
- World Wide Technology Raceway
- WeatherTech Raceway Laguna Seca

**Exciting partnerships developing for the
2024 season!**



DONATE TO PATH TO THE PITS

We are excited to continue our mission with the support of a global community working toward a more diverse and inclusive motorsport workforce.



WEBSITE

www.Path2Pits.com



DONATE

Path to the Pits makes it easy to give through PayPal.



SOCIAL MEDIA

Follow us @Path2Pits

WIRE TRANSFER

The Path to the Pits team will be happy to provide banking information.

*Thank
you!*