



Event Staff Training



2025 Guest Experience Non-Profit Program



OVERVIEW

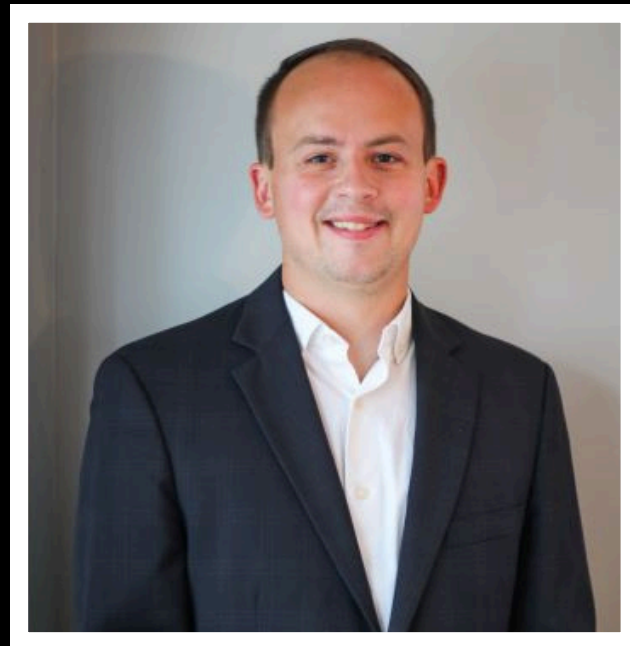
What is the Guest Experience Non-Profit Program?

- A program designed to give 501c3 groups the opportunity to fundraise at the Indianapolis Motor Speedway.
- Groups will be placed in a variety of locations within the Guest Experience department.
 - Gates - scanning tickets
 - Stands & Mounds - checking tickets/assisting guests
 - Outside Lots - parking cars
- Your group will receive a donation based on two things:
 - How many people participate
 - What day you participate



GUEST EXPERIENCE DEPARTMENT

Important People to Know



David Letherman - Director, Event Personnel & Safety/Security

Brock Brungard - Event Personnel Manager

Genesis Castillo - Administration Coordinator

★ Cori Dove - Guest Experience & Programs Coordinator

★ **Contact for Non-Profit Fundraising**



GUEST EXPERIENCE DEPARTMENT

Important People to Know



Sam Reiger - Operations Intern

Alexandra Rofidal - Administration Intern

★ Emma Shurley - Programs Intern

★ **Contact for Non-Profit Fundraising**



EVENT DAY

Where to Park

On event days, all fundraising parties will park on the **North End of the Facility in the North 40 (Lot 7)**, enter **Gate 10** off of **30th Street**.

4332 W 30th St, Indianapolis, IN 46222


Parking passes will be provided in advance to the group leader. Each group will receive 1 parking pass per 3 people. This is to encourage carpooling.



EVENT DAY

Check-In/Out

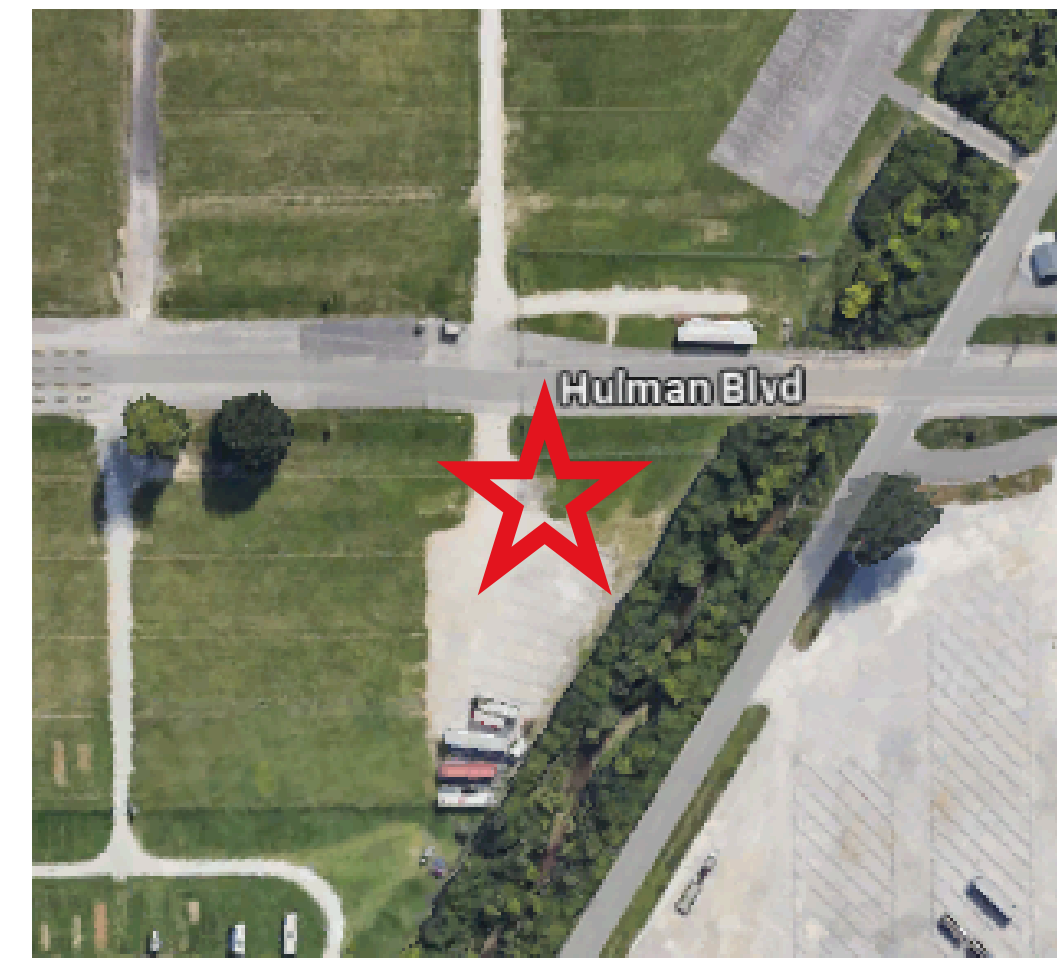
CHECK-IN

The employee Check-In area is located in the south part of the North 40 lot (where you will park). Look for the gray shed, pictured here 



EQUIPMENT PICKUP

All participants will receive their uniform at the Check-in Shed. You will be given a shirt and a hat to use for the day, that is yours keep.



EVENT DAY

Logistics



- ***Weather***

- We're an outdoor venue; open rain or shine
- Dress appropriate for the weather
- Bring rain jacket, extra socks, extra bottoms for rain days

- ***Lunch & Snacks***

- Please bring lunch or money to buy food at concessions
- Pack snacks/drinks in coolers that follow gate regulations
 - Coolers no larger than 18"x15"x15", coolers may be hard or soft sided
- Water will be provided at your post



POLICIES

Uniforms

Top

Provided by IMS



Hat

Provided by IMS



Bottoms -

Please wear black pants or shorts

Shorts must be fingertip length

Shoes -

Please wear closed toe sneakers

NO open toe sandals or Crocs allowed

Failure to comply with Penske Entertainment policies will result in reduced or forfeited donation, as determined by IMS staff.

POLICIES

DO NOT's

Do not use your cell phone unless you are answering a guests question or its an emergency

Do not use headphones/earbuds while on duty

Do not wear open toed shoes or sandals

Do not eat while on post - please step to the side or go to your designated break room

Do not leave your post for break until someone replaces you or you are told by your supervisor

Do not leave the property until your supervisor dismisses you

**Failure to comply with Penske Entertainment policies will result in
reduced or forfeited donation, as determined by IMS staff.**

POLICIES



Many of you will be the first person our fans will interact with during their visit at IMS.

We want everyone to have a great experience with us.

Please remember to follow our Penske Perfect Policies.

Be Respectful Be Attentive Be Professional Be Presentable Be Polite

Failure to comply with Penske Entertainment policies will result in reduced or forfeited donation, as determined by IMS staff.

INDIANAPOLIS MOTOR SPEEDWAY

Important things to know



Pagoda Command

- *Event command center on the 9th floor of the Pagoda*
- *IMS leadership, Safety Patrol, customer service representatives, and public safety officials*
- *Pagoda Command can help find the questions regarding ticketing, facilities, credentials, public safety, or hospitality.*

[317] 492-5500

Press 5

USE FOR EMERGENCIES



GUEST EXPERIENCE

Supervisors

Although you are in the Non-Profit Program, while at post your direct supervisor will be a safety patrol supervisor located in your division.

- *Supervisors will be wearing a YELLOW hat*
- *Division Coordinators will be wearing a WHITE hat*

DO NOT leave your post until you are dismissed by the supervisor in your area.

*Please notify Cori or Emma if you are
having any issues at your post.*



QUESTIONS?

Please reach out to Cori Dove if you have any questions:

fundraising@brickyard.com

[317] 358-3581