

INDIANAPOLIS MOTOR SPEEDWAY

NON-PROFIT FUNDRAISING PROGRAM

2025 GUIDE





OBJECTIVE

The objective of the Non-Profit Fundraising Program is to combine our track staffing needs with community initiatives at the Indianapolis Motor Speedway (IMS). The goal is to build strong, mutually beneficial relationships with local organizations during our marquee events hosted at IMS. When your Group participates with IMS, not only are you contributing to the success of some of the world's largest sporting events, but your organization will receive a significant donation in a short amount of time.

Our fundraising groups are crucial to our success, and in exchange for donating to your organization, we expect the following from each of your volunteers:

ON-SITE DURING EVENTS:

- Arrive to check in on-time and communicate any tardiness to group leader or IMS Staff as soon as possible.
- Treat fellow employees, customers and clients respectfully, appropriately and professionally at all times.
- Demonstrate commitment to your job responsibilities and providing superior guest service throughout your shift.
- Follow the guidance and direction of supervisors.
- Refrain from smoking, unless during a break in a designated break area. Absolutely no smoking at your post or within the sight of guests while in uniform.

CONTACT US AT:
FUNDRAISING@BRICKYARD.COM



GUEST EXPERIENCE NONPROFIT FUNDRAISING FAQ

WHEN YOU FUNDRAISE WITH THE GUEST EXPERIENCE DEPARTMENT, YOUR GROUP WOULD SUPPORT OUR FANS IN ONE OF THE FOLLOWING AREAS: WORKING AS AN USHER IN OUR STANDS AND MOUNDS, SCANNING TICKETS AT A GATE, OR PARKING CARS IN AN OUTSIDE LOT.

1. WHAT ARE THE GROUP REQUIREMENTS?

To participate in our fundraising your group must classify as a 501c3 organization in order that we may make a charitable contribution to your organization.

2. IS THERE AN AGE LIMIT FOR ANYONE PARTICIPATING?

We require that fundraisers be at least 16 years old and for every three (3) minors (under 18) we do require one (1) adult (21 and older). All minors do need to fill out a minor waiver form that asks for guardian permission to participate.

3. ABOUT HOW MANY PEOPLE SHOULD WE ATTEMPT TO GATHER TO MAKE THIS SUCCESSFUL? IS THERE A MAX NUMBER OF PARTICIPANTS?

We have a minimum of 5 people needed per group, but the more the merrier. We do not have a cap amount for groups however when a group says they have more than 50 fundraisers participating, we will discuss a plan to where your group will be placed. The odds are that with that number, we will likely need to split you up to different areas around the track (however we try to keep each group as close to one another as possible). We may have to set caps on group numbers if interest is high. We pay each group per person, per day. *For example, on Indy 500 day (May 25), we will pay your group \$120 per person. So, if you bring 50 people, we will pay your group \$6,000. We also have opportunities for bonuses so you can make even more money!*



4. DO YOU KNOW WHAT DATES MAY BE AVAILABLE FOR US?

Date	Event Day	Donation Rate/Per Day/Per Person
5/10/2025	GP Race Day	\$100
5/23/2025	Carb Day	\$100
5/25/2025	I500 Race Day	\$120
7/26/2025	Brickyard Day 1	\$100
7/27/2025	Brickyard Day 2	\$120

5. WOULD WE HAVE TO COMMIT TO MULTIPLE DATES?

You do not need to come out on more than one day in order to earn a donation for your organization. We do strongly suggest that all groups, if they only have availability for one day, prioritize working Indy 500 Race Day. This is the day that your group could earn the most amount of money and it is the day we have the biggest need. Additionally, if you sign-up to work more than one day, there is a chance your group could earn additional bonuses.



6. IS THERE ANYTHING A VOLUNTEER WOULD NEED TO BRING WITH THEM THE DAY OF THE EVENT?

We provide groups with sunscreen, water, and ice, but we highly encourage that you bring your own sunscreen if you do not like thick sunscreen. Lastly, it never hurts to bring your own reusable water bottles. You can either bring food and snacks or bring money for concession stands but you will need one or the other because you will not be able to leave the property for lunch. We will also give each group member a t-shirt and a hat to wear, we ask that you wear comfortable close-toed shoes to stand in for long periods of time and preferably wear black shorts or pants.

7. WHAT ARE THE BONUS INCENTIVES FOR THIS YEAR?

FOR GROUPS WHO FUNDRAISE ON INDIANAPOLIS 500 DAY (MAY 25, 2025):

Bonus Opportunity 1	
Group Size	Additional Donation
Less than 10 people	\$250
10-19 people	\$500
20-39 people	\$750
40 or more people	\$1,000



FOR GROUPS WHO FUNDRAISE ON BOTH I500 AND ONE BRICKYARD DAY:

Bonus Opportunity 2

If a group signs up for BOTH I500 Race Day AND one Brickyard Day, they will get an additional \$600 (an additional 5 people's worth of money).

BOTH BONUS OPPORTUNITIES ARE CONTINGENT UPON THE GROUP BRINGING WITHIN 10% OF PREVIOUSLY STATED GROUP NUMBERS.

All of these opportunities mean that if your group brings 40 people Indy 500 day and 40 people on Brickyard Day 2, your group will make \$4,800 on I500 Day, \$4,800 on Brickyard Day 2, plus \$600 for working both days, plus \$1,200 for showing up on I500 Day with the number of people you said you would bring. That is a total of \$11,400 in just two days!!

**FOR ANY QUESTIONS ABOUT GUEST
EXPERIENCE NON-PROFIT FUNDRAISING
PLEASE CALL OR EMAIL:**

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