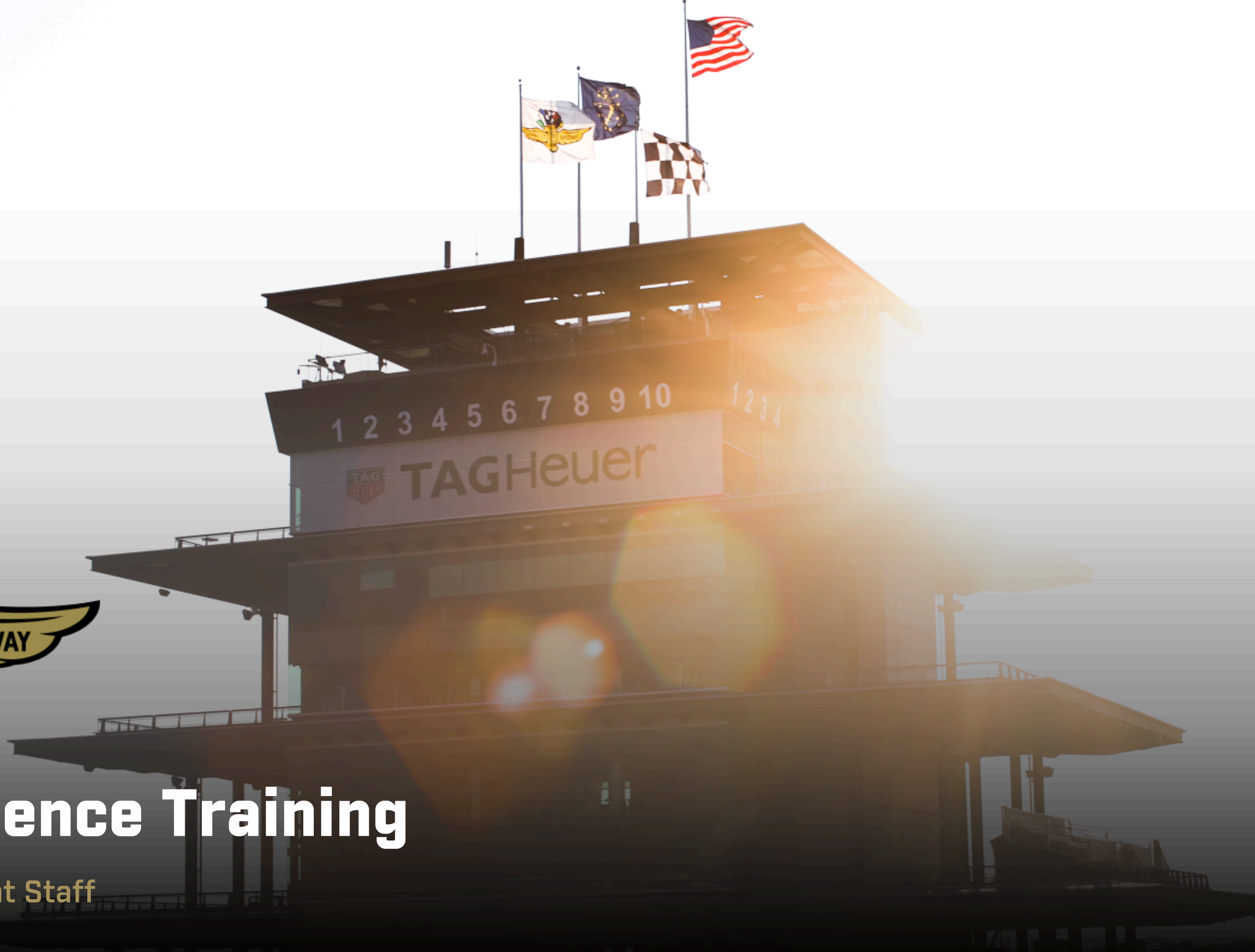




# Guest Experience Training



2025 College Program Event Staff



# INDIANAPOLIS MOTOR SPEEDWAY



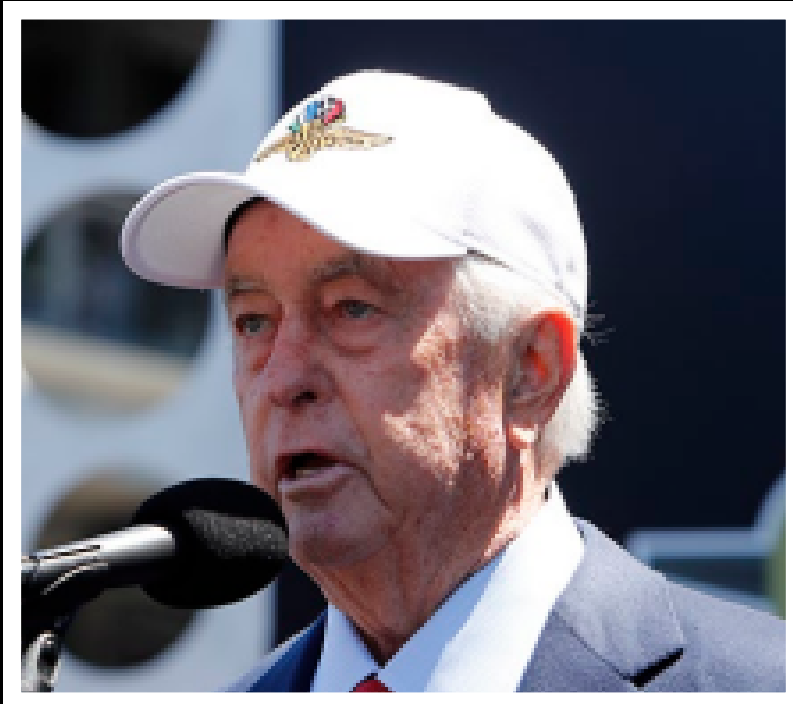
## *What is Penske Entertainment Corp?*

- Penske Corporation is the parent company for several large organizations
  - Penske Logistics
  - Penske Automotive Group
  - Penske Entertainment
  - Team Penske
  - Detroit Grand Prix
- Penske Corp. purchased IMS in 2020
- Created Penske Entertainment Corporation
  - IMS (Indianapolis Motor Speedway)
  - IndyCar
  - IMS Productions



# INDIANAPOLIS MOTOR SPEEDWAY

## Important People to Know



Roger Penske - Founder & Chairman

Mark Miles - President & CEO, Penske Entertainment

Doug Boles - President, Indianapolis Motor Speedway, INDYCAR



# INDIANAPOLIS MOTOR SPEEDWAY

## Important People to Know



Kevin Sublette - President, IMS Productions

Allison Melangton - Senior Vice President, PE

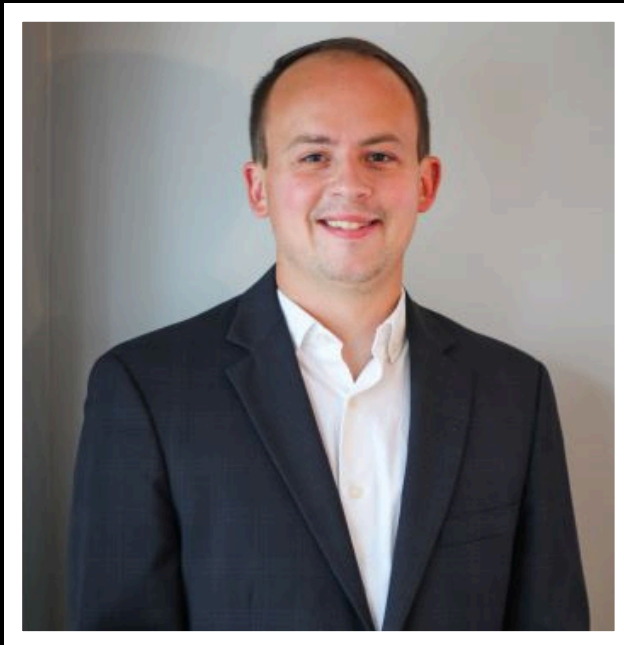
Tyrone Garrison - VP Facilities, IMS





# GUEST EXPERIENCE DEPARTMENT

*Important People to Know*



David Letherman - Sr. Director, Event Personnel, Safety & Security

Brock Brungard - Event Personnel Manager

Genesis Castillo - Administration Coordinator

Cori Dove - Guest Experience & Programs Coordinator



# GUEST EXPERIENCE DEPARTMENT

*Important People to Know*



Sam Reiger - Operations Intern

Alexandra Rofidal - Administration Intern

Emma Shurley - Programs Intern



# INDIANAPOLIS MOTOR SPEEDWAY

## 2025 Month of May Schedule



May 9: Sonsio Grand Prix Practice and Qualifying

May 10: Sonsio Grand Prix Race Day

**May 11-12: Gates Closed**

May 13: Indy 500 Practice Day 1

May 14: Indy 500 Practice Day 2

May 15: Indy 500 Practice Day 3

May 16: Fast Friday Practice Day 4

May 17: PPG Armed Forces Qualifying Day

May 18: PPG Armed Forces Qualifying Day 2

May 19: Indy 500 Practice Day 5

**May 20-22: Gates Closed**

May 23: Miller Lite Carb Day

May 24: Legends Day

May 25: 109th Running of the Indianapolis 500



# COLLEGE PROGRAM



## *What is the College Program?*

- A program designed to give students the opportunity to get their foot in the door in the sports/events industry.
- Multiple opportunities available
  - *Interns*
  - *Event Staff*
- Programming Calendar
  - *Events outside of work hours meant to help develop students as professionals*





# COLLEGE PROGRAM

## Breakdown



- Interns

- January - August
- Applications open in September
- Highly competitive
- Many departments
- Must be enrolled in a college/university
- 20-35 Students

- Event Staff

- Mainly the Month of May
- Applications open in January
- Only a few departments
- Can be a rising freshman through recent graduate
- 150-250 Students

- Both

- Eligible for college class/internship credit
- Eligible for programming
- You get out what you put in



# COLLEGE PROGRAM

## Event Staff Departments



- **Client Services**

- *Assists our premium guests in gaining access to the venue and attending to their needs while on site.*

- **Credentials**

- *Assists guests in gaining access to the venue by distributing credentials.*

- **Guest Experience**

- *Provide support to the GE department by working in one of the following areas: Traffic, Gates, Garage & Pits, Suites, and Transportation.*

- **Sustainability**

- *Work to support recycling operations, collect food donations, and manage composting as part of ongoing waste diversion efforts.*

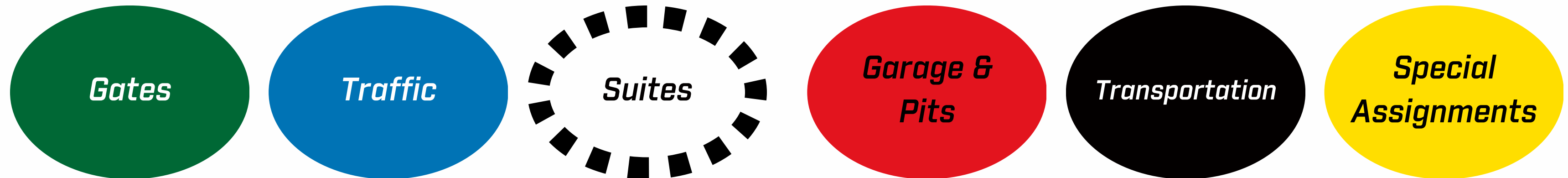
- **Tickets**

- *Provide support to the ticket department activities for our events.*



# GUEST EXPERIENCE

## Divisions



**Gates:** welcome guests into the facility by selling or scanning tickets.

**Traffic:** direct vehicular and guest traffic and park cars inside the facility.

**Suites:** enforce credentials and tickets around the premium areas.

**Garage & Pits:** work in race-related areas and perform credential checks, wayfinding assistance, and customer service to both guests and teams.

**Transportation:** assist with ADA transportation needs for our guest on major event days

**Special Assignments:** work at a Q&A station answering guest questions or work one of the areas above if there are call offs.

# GUEST EXPERIENCE

## Supervisors

*Although you are in the College 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

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





# GUEST EXPERIENCE

## Schedules

*Guest Experience College Program Event Staff are based off a tiered system.*

### **Tier 1: All Event Days**

**May 9, 10, 13, 14, 15, 16, 17, 18, 19, 23, 24, & 25**

### **Tier 2: Event Weekends**

**May 10, 17, 18, 23, 24, & 25**

### **Tier 3: I500 Race Weekend Only**

**May 23, 24, & 25**

*We expect students to be at all listed days in their tier, unless not scheduled or have requested off.*

For Tier 1 & 2 students: Please check your inbox for 2 DIFFERENT emails regarding schedules. 1 for Grand Prix and 1 for I500.

# UNIFORM



## Top

*Provided black college  
program polo tucked into  
bottoms*



## Bottoms

*Must be black*

***Absolutely NO sweatpant material***

*Girls: Skirts/pants (skirts  
must be below fingertip)*



*Boys: Shorts/pants (think  
golf style)*



## Jacket

*Provided gray college  
program rain jacket*



## Hat

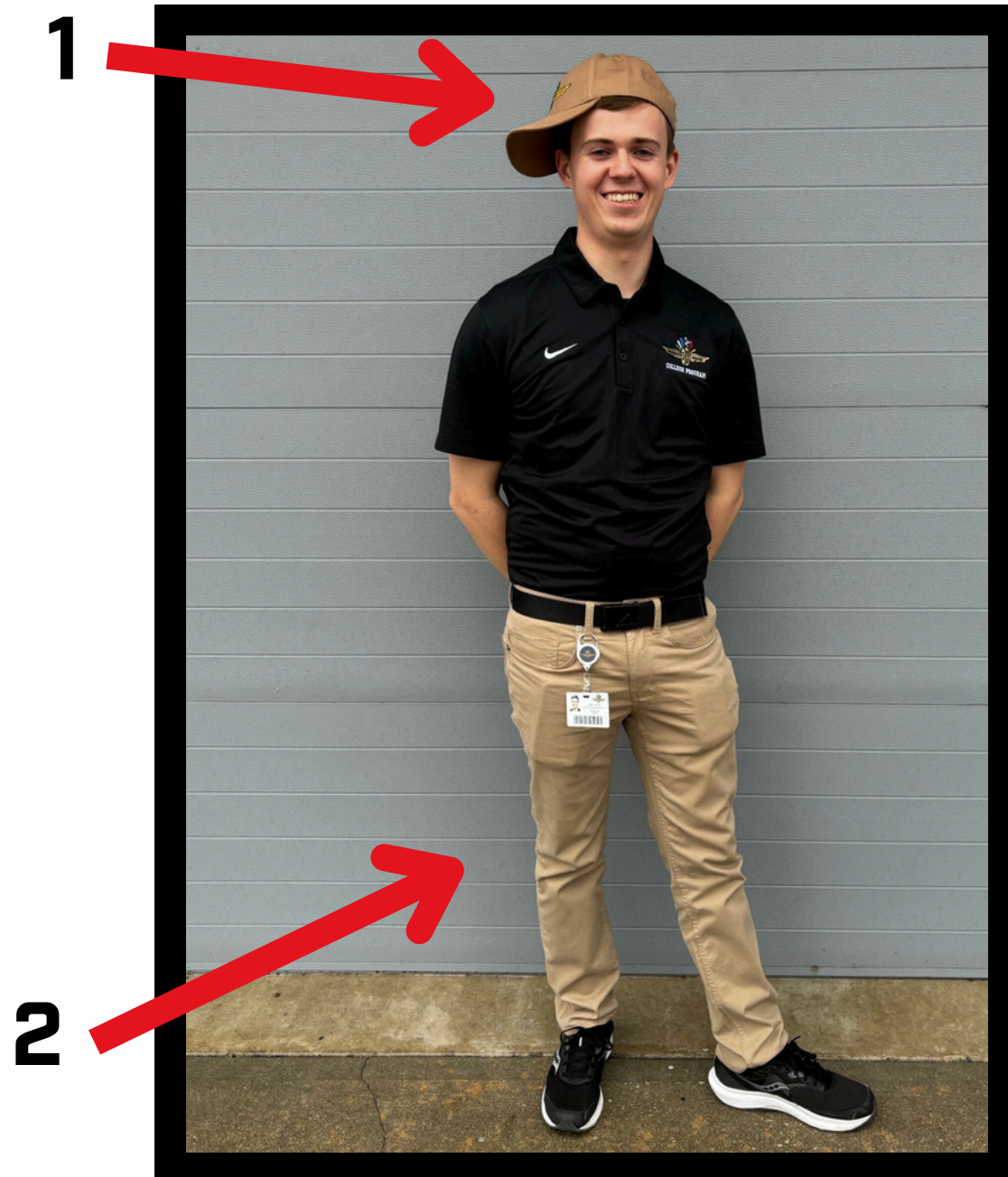
*Provided tan IMS  
Guest Experience hat*



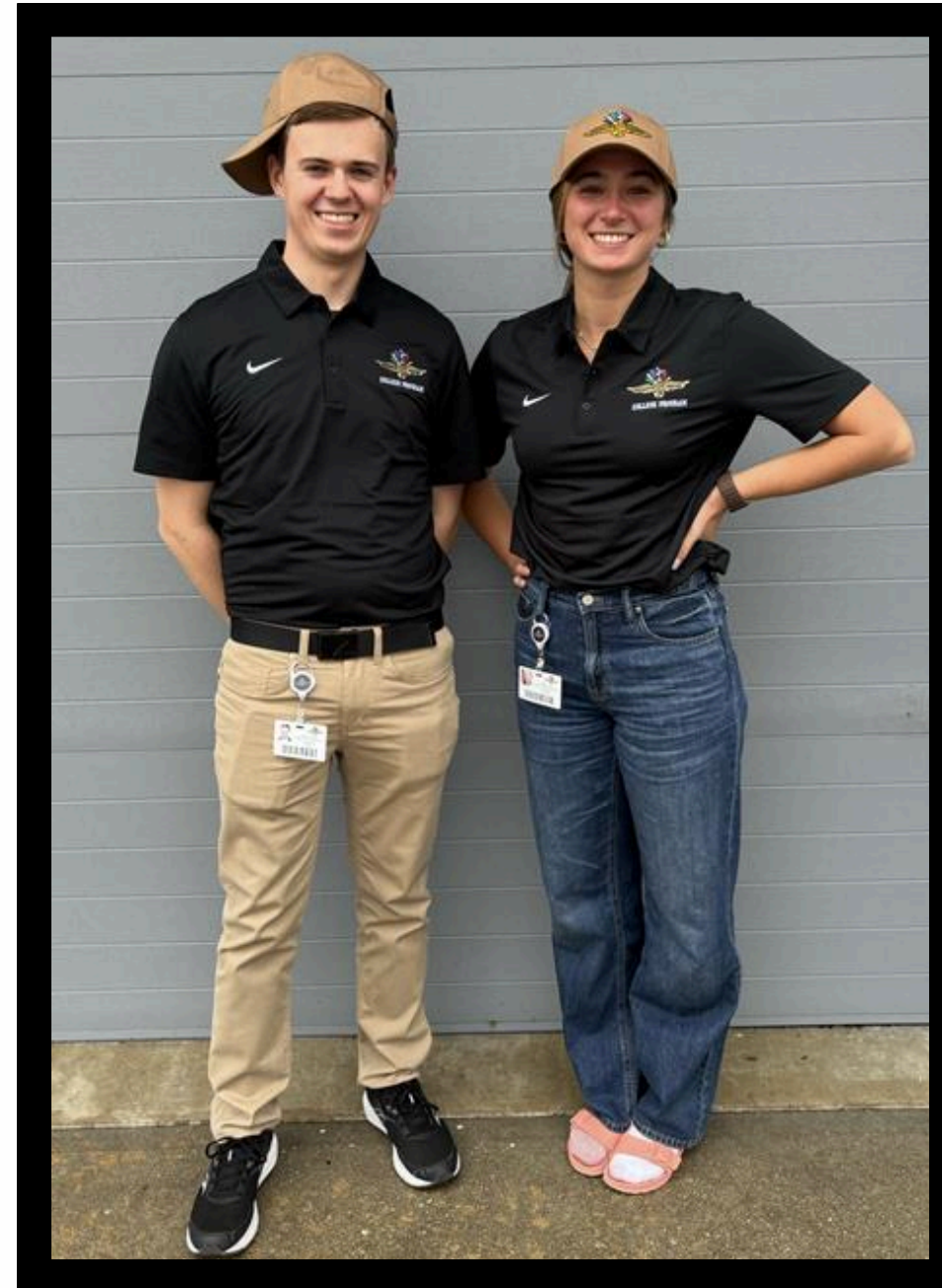


# UNIFORM

## Uniform DON'T Example



*1. Please wear your hat the appropriate direction.*



*2/4. Khakis and jeans are not allowed.*



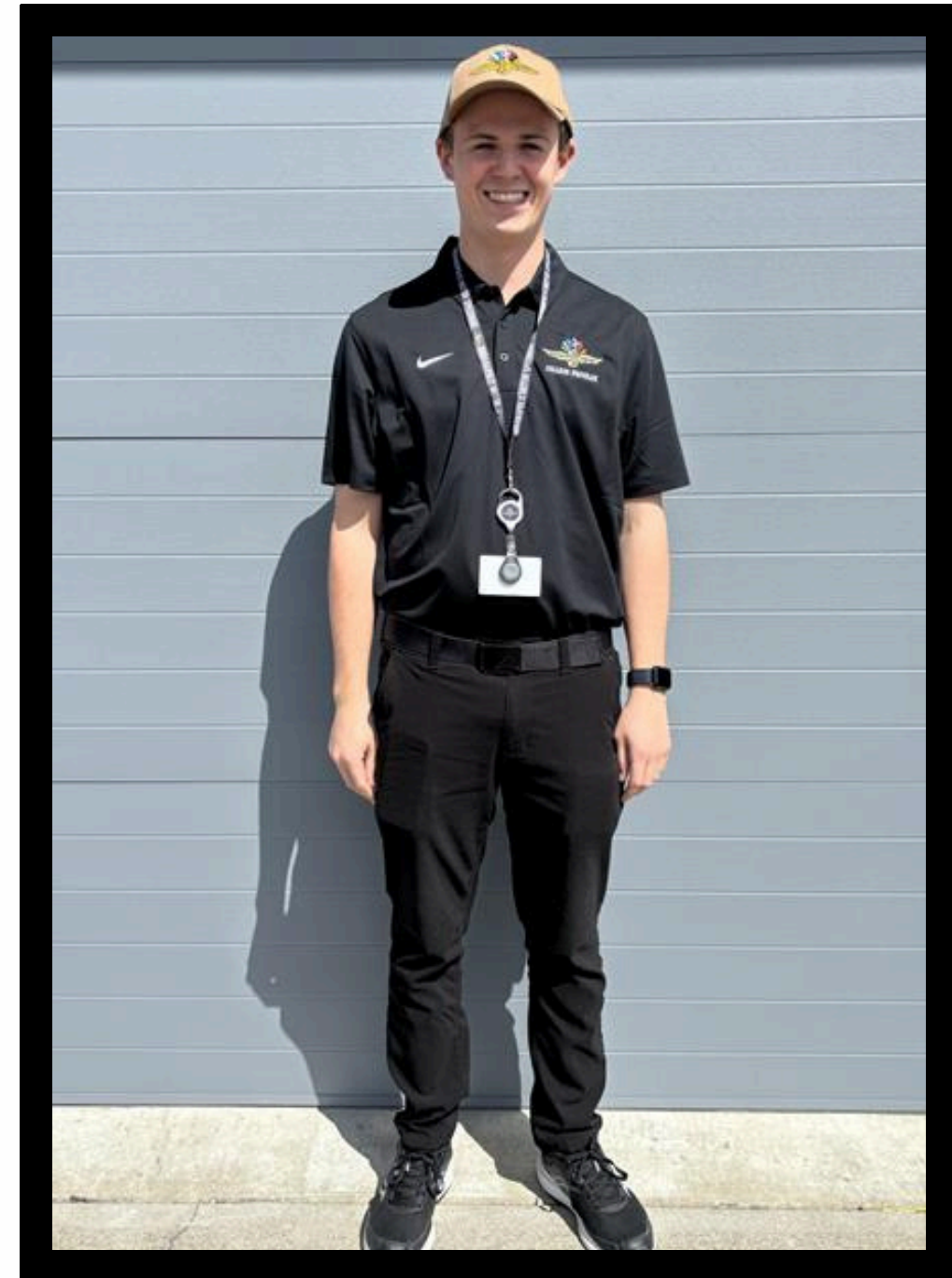
*3. No open-toed shoes.*



# UNIFORM



## *Uniform DO Example*





# EVENT DAY

## Logistics



- ***Weather***

- We're an outdoor venue; open rain or shine
- Dress appropriate for the weather
- It tends to be chilly in the mornings - if you wear a sweatshirt please be sure it is a neutral color
- Bring rain jacket, extra socks, extra bottoms for rain days

- ***Lunch & Snacks***

- Please bring lunch or money to buy food at concessions
- Pack snacks in your crossbody bag
- Water will be provided at your post

- ***ID Badge***

- Have your ID on you at all times - this is your credential
- You cannot clock-in/out without it



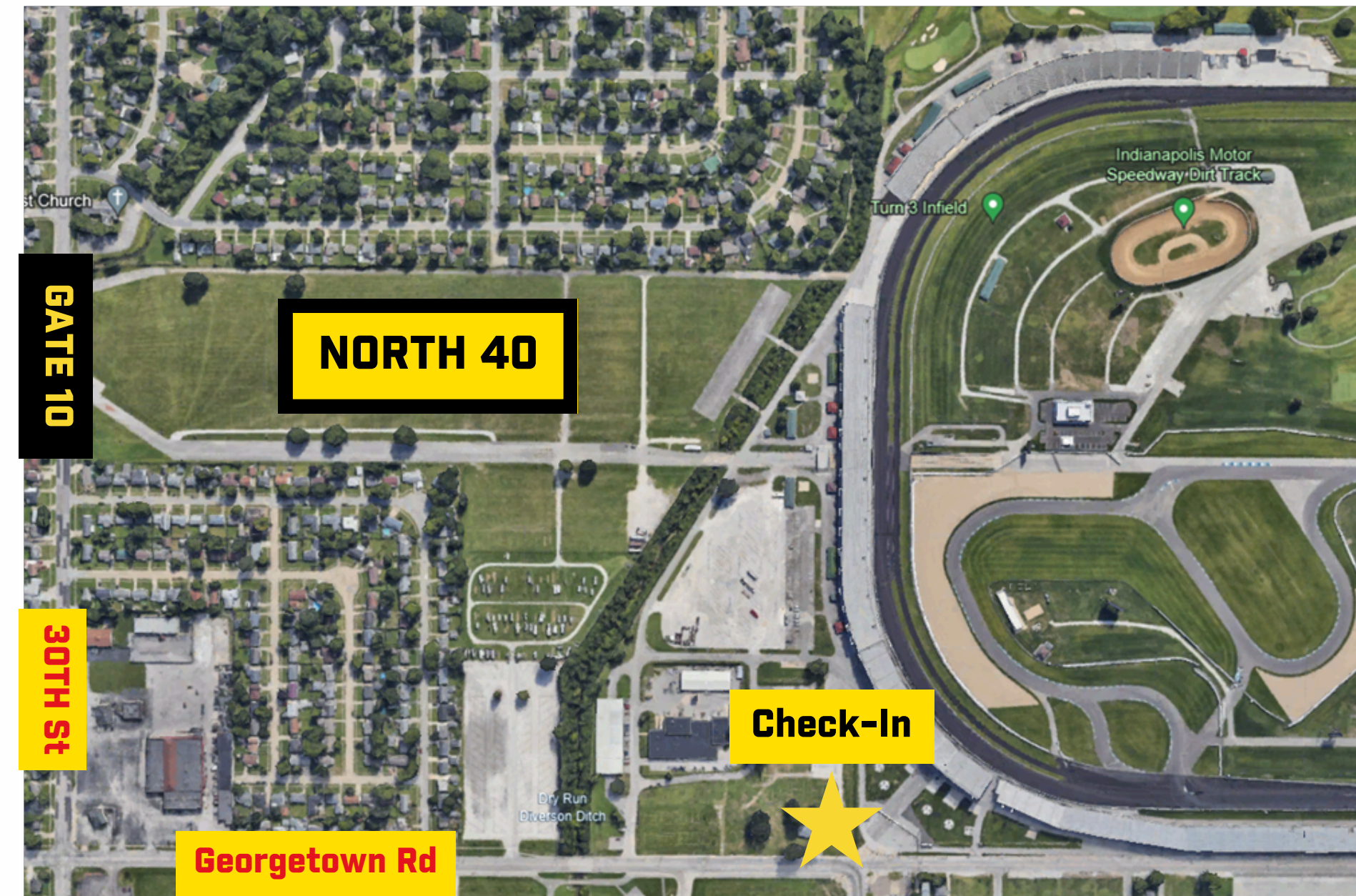
# EVENT DAY

## Where to Park

On event days, all employees 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.





# EVENT DAY

## Check-In/Out

### CHECK-IN

The employee Check-In area is located at the northwest most point of the facility at the corner of 25th & Georgetown Rd. ([2515 Georgetown Rd, Speedway, IN 46224](#); look for a gray brick house and garage).

*This is the location you will report to each morning to clock in and gather daily information sheets that will help you on the grounds.*

### EQUIPMENT PICKUP

If you are unable to attend training, all college program event staff are strongly encouraged to pick up their equipment (shirt, ID, hat, badge) before the first day of work. These can be picked up from the Admin building located at 4790 W 16th St starting [April 28th until May 22nd](#) within the hours of 9am-4pm.



# 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**

*In case of emergency, call 911 first, if you need further assistance or have questions, please use Pagoda Command*





# POLICIES



## Miscellaneous

### Penske Perfect

- *Be presentable*
- *Be attentive*
- *Be respectful*
- *Be proactive*
- *Be professional*

### Cell Phones

- *Emergencies*
- *Helping a fan*
- *Breaks*

### Airpods/Headphones

- *NOT ALLOWED while on post*
- *Breaks only*

### IMS Staff vs IMS Fan

- *Act like you've been here*
- *No pictures with drivers in uniform*
- *No autographs in uniform*



# POLICIES

## Work Place

### Safe Space

If you or anyone you are working with is put in an uncomfortable position, please contact your supervisor. IMS has a strict anti-harassment policy. All college programmers should feel welcome and safe while on property.

### Call-Offs

Please remember that your performance will follow you throughout your career, especially here at IMS. While we understand that situations may arise that prevent you from making it to your shift, we have a 3-strike policy during the month of May. After 3 call-off's you will be asked to leave the program.

*Please be sure to inform Cori and Emma/Alex if you are going to be late or call-off.*



# POLICIES



## **Be the face of IMS**

- Be aware & engaged during the entire month
- Take advantage of every opportunity
- Build your network



- Represent IMS with pride
- Show fans/guests how great IMS is
  - If someone asks you a question, do not say “I don’t know”.
  - Say “Let me find out for you”; pagoda command is your best resource



# COLLEGE PROGRAM

## Programming Events



- ***Fueling Futures / May 20<sup>th</sup> 11:00a - 1:00p / Hulman Terrace Club***
  - This event is a time for us to thank the students for their dedication during May, as well as give them the opportunity to meet and hear from a few contacts in the motorsport industry.
- ***Pit Stop for Success / June 14<sup>th</sup> Time TBD / Location TBD***
  - Pit Stop for Success will give students the opportunity to spend the day as a suite guest during an event, while also offering a professional development workshop in conjunction [resume building, mock interviews, etc].





# COLLEGE PROGRAM

## Programming Extras



- **WISE / *Women in Sports and Events***
  - WISE is the leadership development organization for women in the sports industry, empowering women in the business of sports to reach their goals.
  - Student memberships are \$40, which give you access to exclusive events and mentor programs.
- Community Event Invitations
- Volunteer Opportunities





# ***QUESTIONS?***

*Please reach out to Cori Dove if you have any questions:  
[collegeprogram@brickyard.com](mailto:collegeprogram@brickyard.com)  
(317) 358-3581*