

INDIANAPOLIS MOTOR SPEEDWAY

# NON-PROFIT FUNDRAISING PROGRAM

2025 GUIDE





## **GENERAL INFORMATION**

WHEN FUNDRAISING AT THE INDIANAPOLIS MOTOR SPEEDWAY, YOUR GROUP CAN WORK IN ONE OF THE FOLLOWING DEPARTMENTS:

### **IMS GUEST EXPERIENCE**

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.

### **IMS ECOLOGY**

WHEN YOU FUNDRAISE WITH THE FACILITIES DEPARTMENT, YOUR GROUP WOULD SUPPORT OUR HOUSEKEEPING INITIATIVES IN VARIOUS AREAS/SECTIONS THROUGHOUT THE INDIANAPOLIS MOTOR SPEEDWAY DURING PUBLIC EVENT DAYS AND POST-RACE CLEANUP.

### **IMS FOOD & BEVERAGE - ARAMARK**

WHEN YOU FUNDRAISE WITH ARAMARK, YOUR GROUP WOULD OPERATE A DESIGNATED CONCESSION STAND ON EVENT DAYS DURING THE MONTH OF MAY.

### **IMS RETAIL - LEGENDS**

WHEN YOU FUNDRAISE WITH LEGENDS GLOABAL MERCHANDISE, YOUR GROUP WOULD COME OUT AND WORK IN ONE OF THE FOLLOWING TYPES OF STORES: TENTS, WALK-INS, TRAILERS, SINGLE BLOCKS, DOUBLE BLOCKS, PROGRAM STANDS, OR SMALL BARNs TO SELL MERCHANDISE.



# 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):**

<b>Bonus Opportunity 1</b>	
<b>Group Size</b>	<b>Additional Donation</b>
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:**

**CORI DOVE  
CDOVE@BRICKYARD.COM  
317.358.3581**

**GUEST EXPERIENCE NONPROFIT FUNDRAISING FAQ**



# ECOLOGY

## NONPROFIT FUNDRAISING FAQ

WHEN YOU FUNDRAISE WITH THE FACILITIES DEPARTMENT, YOUR GROUP WOULD SUPPORT OUR HOUSEKEEPING INITIATIVES IN VARIOUS AREAS/SECTIONS THROUGHOUT THE INDIANAPOLIS MOTOR SPEEDWAY DURING PUBLIC EVENT DAYS AND POST-RACE CLEANUP.

### 1. WHAT IS THE ECOLOGY PROGRAM?

When you fundraise with the Facilities Department, your group would support our housekeeping initiatives in various areas/sections throughout the Indianapolis Motor Speedway during public event days and post-race cleanup.

Responsibilities include:

- Ensure the grounds and restrooms are maintained, stocked, and cleaned.
- Empty and reline recycling and waste receptacles.
- Transport debris, recycling, and waste to compactors and/or dumpsters.
- Remove debris, recycling, and waste from grandstands and parking lots.

### 2. WHAT ARE THE GROUP AND PARTICIPANT REQUIREMENTS?

To participate, your group must classify as a 501c3 organization, so our Accounting Department can issue a check directly to the organization. Participants must be at least 16 years old or older. All participants under 18 years of age must have a parental permission Consent, Indemnification, & Liability Release Waiver signed and notarized before participating. The number of participants required depends on: (a) the day(s) the group participates and (b) the area(s)/section(s) available. For example, the bigger the area(s)/section(s), the more required participants are needed.





### 3. WOULD WE HAVE TO COMMIT TO MULTIPLE DATES?

You would not need to participate more than one date. We do advise against participating at the Indianapolis 500 if your group plans on participating in Post-Race Cleanup. A group is welcome to participate as much as they want but will need to make sure the required number of female and male participants is satisfied for each commitment though.

### 4. DO YOU KNOW WHAT DATES MAY BE AVAILABLE FOR OUR GROUP TO PARTICIPATE?

Date	Event Day	Range of Participants Required per Area/Section	Range of Donation per Area/Section
5/10/2025	Grand Prix Race Day	8-15	\$850-\$1,500
5/17/2025	Qualifications Day 1	8-15	\$850-\$1,500
5/18/2025	Qualifications Day 2	8-15	\$850-\$1,500
5/23/2025	Carb Day	10-15	\$1,000-\$2,000
5/24/2025	Indianapolis 500 Race Day	12-20	\$2,000-\$4,000
5/25/2025	Post-Race Cleanup	15-60	\$1,000-\$6,000



## 5. WHAT ARE THE BONUS INCENTIVES FOR THIS YEAR?

### Bonus Opportunity

If a group signs up for Qualifications (May 17 or 18), Carb Day (May 23) **AND** Indy500 Race Day (May 25) they will be eligible for a \$1,000 bonus.

**THE BONUS OPPORTUNITY IS CONTINGENT ON FULFILLING ALL THE RESPONSIBILITIES OUTLINED WITHIN THE ECOLOGY PROGRAM HANDBOOKS AND THE ECOLOGY PROGRAM SERVICE AGREEMENTS (EXECUTED).**

**NO GUARANTEE THAT THERE WILL BE AVAILABILITY FOR YOUR GROUP TO PARTICIPATE AS ALL AREA(S)/SECTION(S) ARE ASSIGNED ON A FIRST COME, FIRST SERVED BASIS.**

## 6. WHEN IS THE DEADLINE TO APPLY?

Please submit applications and W-9 Tax Forms no later than Friday, April 4th, 2025.

**FOR ANY QUESTIONS ABOUT ECOLOGY  
NON-PROFIT FUNDRAISING  
PLEASE EMAIL:**

**BLAKE SCHNEIDER  
ECOLOGY@BRICKYARD.COM  
317.607.7302**



# FOOD & BEVERAGE - ARAMARK NONPROFIT FUNDRAISING FAQ

ARAMARK, THE SOLE CONCESSIONAIRE OF INDIANAPOLIS MOTOR SPEEDWAY, IS OFFERING FUNDRAISING OPPORTUNITIES FOR NON-PROFIT ORGANIZATIONS FOR THE 2025 SEASON. LOCAL 501C3 GROUPS HAVE THE OPPORTUNITY TO OPERATE A DESIGNATED CONCESSION STAND ON EVENT DAYS AND SHARE IN THE PROFITS GENERATED DURING THE EVENT. THE REQUIREMENTS ARE SIMPLE AND THE COMMITMENT IS WORTHWHILE.

## 1. WHAT ARE THE GROUP REQUIREMENTS?

- Group that is classified as a 501c3 organization.
- IRS Tax-Exempt Status Documentation
- Certificate of Liability Insurance for \$1 million coverage (If needed, Aramark has umbrella coverage as an option at no cost)
- SOR Background Check
- Completed W9
- Signed Contract
- Training attendance by Group Lead

## 2. IS THERE AN AGE LIMIT FOR ANYONE PARTICIPATING?

Volunteers must be at least 16 years old and for every three (3) minors (under 18) we do require one (1) adult (18 and older).

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

You will need to have a minimum of 4 people per group, but the more the merrier. We do not have a cap amount for groups.



## **4. HOW DOES MY GROUP EARN A DONATION?**

The groups are paid a percentage of the sales for food and beverage in the concession stand they operate while also having the opportunity to collect gratuities. There may also be circumstances for groups to earn a per volunteer day rate.

## **5. WOULD WE HAVE TO COMMIT TO MULTIPLE DATES?**

You do not need to come out on more than one day, I suggest that if you have availability only for one day, that you join us on I500 Race Day because it's the day you'd make the most amount of money and is also our highest priority day.

**FOR ANY QUESTIONS ABOUT FOOD &  
BEVERAGE - ARAMARK NON-PROFIT  
FUNDRAISING  
PLEASE EMAIL:**

**CASEY SCHROEDER  
SCHROEDER-CASEY@ARAMARK.COM**



# RETAIL - LEGENDS NONPROFIT FUNDRAISING FAQ

WHEN YOU FUNDRAISE WITH LEGENDS GLOABAL MERCHANDISE, YOUR GROUP WOULD COME OUT AND WORK IN ONE OF THE FOLLOWING TYPES OF STORES: TENTS, WALK-INS, TRAILERS, SINGLE BLOCKS, DOUBLE BLOCKS, PROGRAM STANDS, OR SMALL BARNES TO SELL MERCHANDISE.

## 1. WHAT ARE THE GROUP REQUIREMENTS?

To participate in our fundraising, your group must classify as a 501c3 organization so that our accounting department can write a check directly to the organization. Your group will need to provide a valid Certificate of Insurance, a Tax Exemption form, along with a W-9.

## 2. IS THERE AN AGE LIMIT FOR ANYONE PARTICIPATING?

We do ask that fundraisers are at least 18 years or older. No minors are allowed to fundraise with Legends Global Merchandise.

## 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 2 people needed in our smaller stands. Additionally, the minimum in our larger stores are about 8-10 fundraisers. The number of minimum fundraisers depends on the type of store your group fundraises in. We do not have a maximum number of fundraisers, but group leaders are responsible for making sure that the minimum number of volunteers are always in the store.



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

Date	Event Day
5/9/2025	GP Opening Day
5/10/2025	GP Race Day
5/13/2025	I500 Practice Day 1
5/14/2025	I500 Practice Day 2
5/15/2025	I500 Practice Day 3
5/16/2025	Fast Friday
5/17/2025	Qual Day 1
5/18/2025	Qual Day 2
5/23/2025	Carb Day
5/24/2025	Legends Day
5/25/2025	I500 Race Day



## **5. WOULD WE HAVE TO COMMIT TO MULTIPLE DATES?**

We only have a few store locations that are open race day only. Most of our locations are open multiple days throughout May. Commitments vary from store to store. We have a variety of opportunities available.

## **6. IS THERE ANYTHING A WORKER WOULD NEED TO BRING WITH THEM THE DAY OF THE EVENT? (FOOD, WATER, MONEY FOR CONCESSIONS, ETC).**

We do not provide food, water, or money for concessions to any of our group members or employees. We do allow groups to bring coolers (that follow track guidelines). 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 give each group member a polo to wear, we ask that you wear comfortable close-toed shoes to stand in for long periods of time and preferably wear khaki (material) shorts or pants.

**FOR ANY QUESTIONS ABOUT RETAIL -  
LEGENDS NON-PROFIT FUNDRAISING  
PLEASE EMAIL:**

**SEAN FENNESSY  
SFENNESSY@LEGENDS.NET**