



INDIANAPOLIS MOTOR SPEEDWAY

COLLEGE PROGRAM EVENT STAFF GUIDE



GENERAL INFORMATION

WHEN APPLYING FOR THE COLLEGE PROGRAM EVENT STAFF AT THE INDIANAPOLIS MOTOR SPEEDWAY, STUDENTS CAN WORK IN ONE OF THE FOLLOWING DEPARTMENTS:

IMS GUEST EXPERIENCE

The IMS Guest Experience department oversees the 1,000+ seasonal staff that work the month of May. Seasonal staff positions include Safety Patrol, Track Rescue, GE Non-Profit Volunteers, GE College Program Event Staff, and 3rd-Party Staffing companies.

IMS CLIENT SERVICES

The Client Services department assists our premium guests in gaining access to the venue and attending to their needs while on site. Seasonal staff positions include Premium Concierge and Set-Up Crew.

IMS CREDENTIALS

The Credentials department ensures that guests are properly credentialed during our major events. Seasonal staff in this department will execute, distribute, and educate customers about the IMS liability releases and credentials.

IMS PHOTO RETAIL

The Photo Retail Event Staff will assist customers interested in purchasing photos from the IMS Official Photo Shop. These transactions will require the associate to use Photoshop skills to digitally size and touch up images. Additionally, the photo retail associate will assist customers and staff with archive research. This position does not take photographs.

IMS SUSTAINABILITY

The IMS Sustainability department is responsible for managing all decarbonization initiatives across the company relating to waste diversion, energy reduction, and transportation solutions. Seasonal staff positions in this department work to support recycling operations, collect food donations, and manage composting as part of ongoing waste diversion efforts.

IMS TICKETS

The IMS Ticket Office provides ticketing support for each major IMS event, including the Sonsio Grand Prix, Indianapolis 500, and NASCAR Brickyard Weekend. The IMS Tickets Event Staff role is to provide support to the ticket department activities for our events and provide all guests with a positive first impression of the Indianapolis Motor Speedway by offering superior, individualized customer service.



MISSION

The mission of the College Program Event Staff role is to combine our track staffing needs with student involvement at the Indianapolis Motor Speedway (IMS). The goal is to create an environment that invites all college students to participate in valuable work experience and intentional developmental programming at Penske Entertainment. Event Staff positions give students of any major insight into the inner workings of large-scale events through hands-on work experience.

Our Event Staff are crucial to the success of the Largest Single Day Sporting Event in the World. We expect the following from each of our participating students:

ON-SITE DURING EVENTS:

- Arrive on-time to your shift and communicate any tardiness to IMS supervisor as soon as possible.
- Treat fellow students, employees, customers, and clients respectfully, appropriately, and professionally at all times.
- Demonstrate commitment to your job responsibilities and provide superior guest service and operational help throughout your shift.
- Follow the guidance and direction of supervisor.

CONTACT US AT:
COLLEGEPROGRAM@BRICKYARD.COM



COLLEGE PROGRAM EVENT

STAFF ALL DEPARTMENT FAQ

1. WHAT KIND OF STUDENT IS ELIGIBLE FOR AN EVENT STAFF POSITION?

To qualify for an event staff position at IMS you do not have to be an active college student, you can be a rising freshman (as long as you are at least 18 years old) or a recent college graduate.

2. ARE THE POSITIONS PAID?

Yes, Event Staff positions are paid. Pay rate is \$12/hour and you will have overtime eligibility.

3. CAN I RECEIVE SCHOOL CREDIT?

Yes, although Event Staff positions are not considered internships, depending on your school's requirements, you may be able to receive school credit.

4. WHAT ARE THE DIFFERENT TEAMS I COULD BE PLACED ON AS A COLLEGE PROGRAM EVENT STAFF STUDENT?

There are six teams an Event Staff student could be placed on, with a variety of roles under each team. The six teams are Guest Experience, Client Services, Credentials, Photo Retail, Sustainability, and Tickets.

5. WHAT IS THE APPLICATION PROCESS?

All applicants can apply directly from www.ims.com/collegeprogram or any 3rd-party site. Your application will be reviewed by your first-choice team. The rest of your application process will vary by team. (Find out more in each departments FAQ below)

6. WHAT TYPE OF PROGRAMMING WILL I RECEIVE?

The programming calendar is still being finalized, but opportunities could include: interaction with Penske Entertainment leadership, exclusive events at the famous IMS Pagoda, resume building workshops, and learning sessions on how to nail an interview and succeed in the events world.



GUEST EXPERIENCE COLLEGE PROGRAM EVENT STAFF FAQ

1. WHAT DOES THE APPLICATION PROCESS LOOK LIKE?

If Guest Experience is your first choice, your acceptance into the program is contingent upon a quick phone screen and passing a background check. From there you will be placed in a division and be sent your schedule.

2. WHAT AREAS COULD I BE PLACED IN?

In the Guest Experience department, you will have the option to work in one of the following divisions: Gates, Garage & Pits, Traffic, Suites, Transportation, and Special Assignments.

3. WHAT WOULD WORK CONSIST OF IN EACH DIVISION?

- Gates: welcome guest into the facility by selling or scanning tickets at the exterior gates
- Garage & Pits: work in race-related areas and perform credential checks, garage bag checks, wayfinding assistance, and customer service to both guests and teams (previous College Program experience required)
- Traffic: direct vehicular and guest traffic and park cars inside the facility
- Suites: work in most of our premium areas and enforce credentials and tickets around those areas
- Transportation: assist with ADA transportation needs for our guests on major event days
- Special Assignments: work at a Q&A station or related position answering guests questions

4. WHAT IS THE TIME COMMITMENT FOR GUEST EXPERIENCE?

We are based on a tiered system in the Guest Experience department. Our Tier 1 students will work all public event days in May, Tier 2 is all event weekends in May, and Tier 3 is Indy500 race weekend only.



CLIENT SERVICES COLLEGE PROGRAM EVENT STAFF FAQ

1. WHAT DOES THE APPLICATION PROCESS LOOK LIKE?

If Client Services is your first choice, the hiring manager will reach out to schedule a phone screen pending review of your application and availability. Should you be chosen as a good fit for the role, the hiring manager will send you an offer via email and then communicate your schedule and expectations.

2. WHAT AREAS COULD I BE PLACED IN?

In the Client Services department, you will have the option to work in one of the following divisions: Premium Concierge and Set-Up Crew.

3. WHAT WOULD WORK CONSIST OF IN EACH DIVISION?

- Premium Concierge: Welcome guests, providing directions, assisting with obtaining credentials, and problem solving.
- Set-Up Crew: Preparing spaces for premium clients and miscellaneous tasks.

4. WHAT IS THE TIME COMMITMENT FOR CLIENT SERVICES?

Client Services Event Staff must work on all public event days in May, with opportunities to work additional events throughout the summer. Also, Premium Services Event Staff will be asked to assist during the days leading up to events for preparation, and the days after events for teardown and wrap up.



CREDENTIALS COLLEGE

PROGRAM EVENT STAFF FAQ

1. WHAT DOES THE APPLICATION PROCESS LOOK LIKE?

If Credentials is your first choice, the hiring manager will reach out to schedule a phone screen pending review of your application and availability. Should you be chosen as a good fit for the role, the hiring manager will send you an offer via email and then communicate your schedule and expectations.

2. WHAT AREAS COULD I BE PLACED IN?

In the credentials department, you will have the option to work as a Credentials Representative.

3. WHAT WOULD WORK CONSIST OF IN EACH DIVISION?

- Credential Representative: Executes, distributes, and educates customers about the IMS liability releases and credentials.

4. WHAT IS THE TIME COMMITMENT FOR CREDENTIALS?

Credentials Event Staff must work on all public event days in May, with opportunities to work additional events throughout the summer. Also, Credentials Event Staff will be asked to assist during the days leading up to events for preparation, and the days after events for teardown and wrap up.



PHOTO RETAIL COLLEGE PROGRAM EVENT STAFF FAQ

1. WHAT DOES THE APPLICATION PROCESS LOOK LIKE?

If Photo Retail is your first choice, the hiring manager will reach out to schedule an interview pending review of your application and availability. Should you be chosen as a good fit for the role, the hiring manager will send you an offer via email and then communicate your schedule and expectations.

2. WHAT AREAS COULD I BE PLACED IN?

In the Photo Retail department, you will be working in both the Tower Terrace and Midway Photo Retail locations. This position does not involve taking photographs.

3. WHAT WOULD WORK CONSIST OF IN EACH DIVISION?

- Tower Terrace: Help fans search the digital archives; use Photoshop to size, cleanup, and print photos; use the current point-of-sale (POS) system and efficiently conduct transactions with photo retail customers.
- Midway: Inform fans of the photo archives and services we provide; use the current point-of-sale (POS) system and efficiently conduct transactions with photo retail customers.

4. WHAT IS THE TIME COMMITMENT FOR PHOTO RETAIL?

Photo Retail Event Staff must work on all public event days in May, with opportunities to work additional events throughout the summer. Also, Photo Retail Event Staff will be asked to assist during the days leading up to events for preparation, and the days after events for teardown and wrap up.



SUSTAINABILITY COLLEGE PROGRAM EVENT STAFF FAQ

1. WHAT DOES THE APPLICATION PROCESS LOOK LIKE?

If Sustainability is your first choice, the hiring manager will reach out to schedule a phone screen pending review of your application and availability. Should you be chosen as a good fit for the role, the hiring manager will send you an offer via email and then communicate your schedule and expectations.

2. WHAT AREAS COULD I BE PLACED IN?

Sustainability Event Staff work together as a small team to execute event operations surrounding food donation collection, recycling management, and compost collection.

3. WHAT IS THE TIME COMMITMENT FOR SUSTAINABILITY?

Sustainability Event Staff are required to work all public event days in May, with opportunities to work additional events throughout the summer months. Additionally, Sustainability Event Staff have the opportunity to assist the days leading up to events for preparation, as well as the day after events for teardown and wrap up.



TICKETS COLLEGE PROGRAM

EVENT STAFF FAQ

1. WHAT DOES THE APPLICATION PROCESS LOOK LIKE?

If Ticketing is your first choice, the hiring manager will reach out to schedule a phone screen pending review of your application and availability. Should you be chosen as a good fit for the role, the hiring manager will send you an offer via email and then communicate your schedule and expectations.

2. WHAT AREAS COULD I BE PLACED IN?

The Tickets Event Staff role primarily places you in the IMS Ticket Office. The IMS Ticket Office is located in the IMS Administration Building. You may also work in IMS Ticket Office Remotes, which are smaller, satellite Ticket Offices located at several main entrances during our larger event days.

3. WHAT WOULD WORK CONSIST OF IN EACH DIVISION?

The Tickets Event Staff role is to provide support to the ticket department activities for our events. The primary responsibility for this role will be to assist guests on event days with processing orders, fulfilling orders and general customer service needs.

4. WHAT IS THE TIME COMMITMENT FOR TICKETS?

The Tickets Event Staff are required to work at least Miller Lite Carb Day and Indianapolis 500 presented by Gainbridge race day, while there is opportunity to work on all public event days during May. Opportunities to work additional events throughout the summer are also available.



**FOR GENERAL QUESTIONS EMAIL
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OR CONTACT EACH DEPARTMENT DIRECTLY**

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