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There are many self-proclaimed “Driver Development” programs, agencies or schools that promise big things for big money for young race drivers. These are questions you should ask as a driver or as a parent of a driver to protect yourself and your kids, as well as your pocketbook before signing an agreement or writing a check.

**QUESTIONS:**

- What's your entry level program?
- What drivers have you developed?
- What level were they when they came to you?
- Do you have any drivers who have gone on to succeed?
- How do you find drivers for your program?
- Do you require a large up-front investment?
- Do we have to sign a long term contract?
- How many drivers do you currently have in your program?
- What connections/experience do you have in the sport?
- Do you have testimonials or references from former/current clients?
- What's your marketing approach?
- Do you handle my press releases?
- Do you offer websites and marketing materials?
- Do you help me obtain sponsors?
- Do you have any marketing classes?
- Do you have media training?
- Do we have to move to North Carolina to be in your program?
- Do you have on-track driver coaching?
- Do you offer race cars or do I use my own?
- Do you work one on one with the driver?
- Do you teach me the basics & technical parts of the car?
- Do you have classes or instruction on the race car?
- Can you handle small programs or one-time coaching/consulting if needed?
- Do you have a driver evaluation/acceptance program?
- What is your safety policy?
- Do you have a consulting service for parents of drivers?
- Do you have a technical advisor for buying a car or starting a team?
- Do you research prospective teams and rides for drivers?
- What costs are we looking at for your programs?

**Scroll down for RACE 101's answers to the above questions.**

**With RACE 101 you can be assured that we answer any and all of your questions honestly and directly. We understand that many parents today are looking for knowledgeable guidance for their son or daughter's racing career, and we give you that guidance to the best of our ability and on a personal level. We do not promise any stardom in racing. We are NOT a "Driver Development" program. We are an educational and consulting program for race drivers and their parents. We stand behind our proven programs, our reputation and our experience.**

## **RACE 101's Answers:**

### **What's your entry level program?**

- We can start working with drivers ages 10 years and up, and can work with them in any race division; open wheel or stock car, pavement or dirt. We specialize in late models and can work with any driver at any level, beginner or advanced.

### **What drivers have you developed?**

- We don't believe in using the word 'developed'. We believe in using the following to explain what we do for drivers; Research, Analyze, Consult, Educate. With that being said, we have worked and are currently working with drivers such as Jeremy Frankoski, CJ Faison, Josh Wimbish, and Grant Wimbish. Our alumni includes drivers such as Joey Logano and Joey Pole.

### **What level were they when they came to you?**

- Joey Pole was 15 and looking to make the transition to a full body car and get accepted as a driver in the ACT late model tour. RACE 101's owner Tony Blanchard personally coached Joey Pole into making this transition, and assisted him in reaching his goals with the ACT tour. Joey Logano was 16 and just starting in the USAR Hooter's Pro Cup Series. Blanchard also was Logano's crew chief and development coach for two years under the Joe Gibbs Racing Development program.

### **Do you have any drivers who have gone on to succeed?**

- Joey Logano has moved up into the NASCAR Sprint Cup Series for Joe Gibbs Racing. Joey Pole is successfully racing in the Camping World East Series. We feel if any driver we have worked with finds success or improves in their current race division or is able to make an easier transition into an upper level series after working with us, that is a success for all involved.

### **How do you find drivers for your program?**

- Drivers contact us through word of mouth, or from a direct referral. We also have a website and a PR program that promotes us in the media.

### **Do you require a large up-front investment?**

- No, all of our programs are customized for the driver and each program has a one time fee or monthly fee for that particular program or service. We do our best to make our programs affordable for short-track racers.

### **Do we have to sign a long term contract?**

- No, all of our programs are customized for the driver and each program will have an agreement based on the program or service they need.

### **How many drivers do you currently have in your program?**

- We work with drivers one on one so we limit how many we work with in an effort to give personalized attention to each driver's needs. Drivers must apply to get into a program with us. We currently have a super late model program car with drivers CJ Faison and Jeremy Frankoski. Our scholarship program is designed to give deserving drivers an opportunity to learn and get seat time in a late model race car with the top graduate earning a full time ride in the late model the following year. Thus bringing deserving drivers consistently through our program and giving them the proper tools and experience needed for the next level of their careers, utilizing our staff and equipment.

### **What connections/experience do you have in the sport?**

- Tony Blanchard, Owner/President of RACE 101, LLC has been a crew chief in NASCAR, ACT, ASA, USAR, and ARCA for over 20 years. He has a solid reputation in the sport for being straight forward, honest and his ability to work with young drivers. He has many relationships that he has built over the years with team owners, officials, and top drivers and professionals in the industry. Please see our website for Tony's bio.
- Race 101's Director of Marketing, Annamarie Malfitana-Strawhand has over 25 years experience in motorsports marketing and PR from the short track levels to NASCAR Sprint Cup. She has been a professional motorsports consultant for the last 10 years, specializing in working with young drivers and their families. Please see our website for Annamarie's bio.
- We also have an experienced staff that are experts in their field of race engineering, chassis and shocks, for the mechanical side.

### **Do you have testimonials or references from former/current clients?**

- Yes, please see our "Reviews" page on our website. We also openly give references to anyone who asks.

### **What's your marketing approach?**

- We have a marketing and PR department that handles our website, press releases and sponsors, and oversees all marketing consulting for drivers in our program.
- Each driver that comes into our program will be added to our "Roster" and get a webpage or link on our website. We promote our program and our driver roster in the media and within the industry.
- We also have established working partnerships with other educational institutes, top industry professionals, team owners and crew chiefs.
- We do not aggressively market ourselves to drivers, and we do not do any 'scouting'. Our clients come to us through word of mouth, referral, reputation and our exposure in the media.

### **Do you handle my press releases?**

- We send out press releases on a driver that is in our program, who has done or accomplished something significant because of his or her involvement in our program. We also have a partnership with a PR and marketing company that can handle any added PR you may need.

### **Do you offer websites and marketing materials?**

- We can offer a webpage for a driver that is listed on our "Roster" on our website. We have a partnership with a marketing and website company that can handle any materials you need.

### **Do you help me obtain sponsors?**

- We consult you on how to properly market yourself to sponsors and how to take care of your sponsors. We have sponsors that are part of Race 101's program that you will get hands-on experience with, as well. We also have a partnership with a marketing company that can design sponsorship packages for you and your team.

### **Do you have any marketing classes?**

- Yes. Every year we request that drivers and their parents attend the Annual Driver Advancement Marketing Summit. Held each January in Charlotte, NC. This Summit is hosted by Performance PR Plus, the agency most widely known for handling DuPont Motorsports marketing activation program and Jeff Gordon's public relations for the last 17 years. This is a complete seminar that teaches young drivers how to properly market themselves in an effort to advance their careers. Guest speakers include top series drivers, sponsors, media, public relations professionals and race team executives who oversee driver programs to give you a complete understanding of the "off-track" aspects of professional motorsports.
- We also offer marketing, PR, media, and image consulting services on a one-on-one basis, as well as small group seminars and live webinars throughout the year.

### **Do you have media training?**

- We consult drivers on how to properly present themselves to the media. We also have partnerships with media professionals that can work one-on-one with a driver if needed.

### **Do we have to move to North Carolina to be in your program or to 'make it' in racing?**

- No. Save your money and DO NOT sell the farm! We can come to you, with your car at your track. It has been proven time and again that if you succeed in your division or area and promote and market yourself in the media and to teams, you can successfully advance your career.

### **Do you have on-track driver coaching?**

- That is the one of main premises of our program. We offer one-on-one on track coaching for the driver and the team. Race 101's owner, Tony Blanchard personally works with each driver.

### **Do you offer race cars or do I use my own?**

- We feel that a driver should use his own car at his or her home track for best results, initially. We have cars available and we can set up a test for a driver per request. We will be utilizing our own late models for our scholarship program students.

### **Do you work one on one with the driver or in a group?**

- We believe in working with the driver one-on-one for best results. However we work with small groups if you have a multiple car team or would like to share costs with another driver.

### **Do you teach me the basics & technical parts of the car?**

- Yes we do. We feel it is crucial for every driver to know and understand the basics of a race car and how to communicate issues about the race car to the crew chief.

### **Do you have classes or instruction on the race car?**

- We offer small group seminars and live webinars through-out the year on chassis set-ups, shock building and other car and driver basics. We currently also offer one-on-one driver and team instruction at your location or ours. Our scholarship program includes these classes and webinars.

### **Can you handle a small program or one-time coaching/consulting if needed?**

- Yes. We can work with you one time and if we feel we need to work with you continually we will give you our evaluation and recommend what is needed and suggest a program that works for you and your budget.

### **Do you have a driver evaluation/acceptance program?**

- Yes. We do driver evaluations, and we are currently working with sanctioning organizations and teams; including ASA, PASS, ACT, ARCA and NASCAR to evaluate drivers for licensing and approvals. We also do written evaluations for all drivers and teams that we work with. Our yearly scholarship program students have a grading and report card system based on their progress with written evaluations that cover all skills the driver is learning or improving on, driving wise or marketability wise. Our scholarship and yearly program drivers also receive diplomas and special awards and certificates based on their grades and skills upon graduation. All drivers, teams and mechanics that go through any of our programs receive written and viable evaluations to help them improve in areas and progress in their careers.

### **What is your safety policy?**

- Safety of the driver and the team we are working with is our number one concern. We are up to date on all safety products, and series safety rules and strictly abide by these. For a driver in his own equipment, we will evaluate the safety/quality of the overall race car; driver seat fit, driver's personal safety equipment, and added safety equipment on the car.
- For a driver that is in our equipment we have a safety checklist that the driver must have before he even gets on the race track. Driver is to bring his own seat or we will match him in a seat to be fully and properly fitted in the race car; as well as have a proper fitting suit, helmet, gloves, shoes, hans device and other personal driver safety items.
- Our equipment is fully outfitted with safety equipment per rules of the type of car. We also offer safety consulting and evaluation programs for teams and drivers who want to make sure that the equipment that they are buying or currently racing is up to safety standards.

### **Do you have a consulting service for parents of drivers?**

- Yes. We feel it is imperative for parents to understand what to expect in the sport, and what is expected of them.

### **Do you have a technical advisor for buying a car or starting a team?**

- Yes. We can research all equipment you are looking to purchase and go with you to look at it. We also help you set up your budget, your race shop and your personnel.

### **Do you research prospective teams and rides for drivers?**

- Yes. We will carefully check out any prospective rides or teams that you may have, and give you our evaluation. We also can refer/recommend a driver in our program for a ride or a team opportunity with teams and organizations that we are affiliated with.

### **What costs are we looking at for your programs?**

- Our programs are customized for the driver and team's needs, and our pricing is based on the program for our individualized services and school programs. Contact us and we can build a program for you within your budget. Drivers that our interested in our yearly scholarship program can apply with our online application, and through the support of our RACE 101 sponsors and scholarship donors, we are able to award 10 drivers a year a scholarship into our program, keeping it very cost effective for young drivers looking to work their way up in the sport. We also have tuition based yearly programs and offer payment plans for tuition over the course of the year.

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