



## Race 101 Scholarship Program

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[WWW.RACE101.NET](http://WWW.RACE101.NET)

## INTRODUCTION



RACE 101 is an educational program for race drivers, teams, and mechanics, founded by veteran racing crew chief Tony Blanchard. RACE 101 stands for Research, Analyze, Consult and Educate, One on One. The program is designed for talented short-track racers who, through education, look to develop themselves into advanced drivers in an effort to further their careers.

Knowing the mechanics of the car and how changes in shocks, springs, chassis, tires and all the working components of a race car affect its handling and performance, and being able to communicate with the chief effectively is crucial to succeeding at the higher levels of racing.

Blanchard, most widely known for his work with NASCAR Sprint Cup Series driver Joey Logano as crew chief for Joe Gibbs Racing Development in the USAR Hooters Pro Cup Series, is focusing on quality, not quantity for RACE 101 by working yearly with selected drivers to give them each a quality education through one-on-one attention. His mission is to improve the sport of auto racing across the board by educating drivers in their area of need.

## INTRODUCTION



“I saw a desperate need in racing to do a program like this,” said Blanchard. “And I wanted to make it affordable for every aspiring driver out there who deserves a chance and wants to better themselves. So with the help of some really good people, we assembled our staff and designed a program, and RACE 101 was established.

“We do not promise any stardom in racing,” said Blanchard. “We are here to educate, plain and simple. You cannot build a driver by renting a car and showing up at the track. One-on-one mentoring is crucial to a driver’s success. With this program, the drivers will get that mentoring. We are able to keep this program affordable and the scholarships can continue to be awarded to deserving drivers yearly with the help of our sponsors and scholarship donors.

[race101.net](http://race101.net)

## MISSION



**"TO IMPROVE THE SPORT OF AUTO RACING ACROSS THE BOARD BY EDUCATING PEOPLE IN THEIR AREA OF NEED."**

### **Our Commitment:**

- We educate the driver on how to effectively communicate with the crew chief.
- We help the driver to understand the race car.
- We offer our experience and knowledge to help you achieve your goals.
- SAFETY in all aspects of the driver, team and car is always our FIRST priority.

### **Our Principle:**

- Young drivers require experienced guidance and coaching.
- You cannot build a driver by renting a car and showing up at the track.
- One on one mentoring is crucial to success in the sport.

## MISSION



### Our Integrity:

- We do not promise stardom in racing.
- We do not "rent" race cars or rides.
- We focus on developing critical skills through education and training.
- We are an EDUCATIONAL and consulting program for race drivers, teams, and mechanics.
- We do not require large up-front investments or long term contracts.
- We work with small groups or one-on-one so each driver gets the attention they need.
- We evaluate, teach, assist and advance a driver based on talent, ability, desire to learn and conduct.
- We do not discriminate against race, gender, age, location or financial status.
- We consult with drivers and parents to give you realistic goals, expectations and results.
- We practice strict confidentiality.

## SCHOLARSHIP PROGRAM



## OUR 2010 SCHOLARSHIP DRIVERS HAVE BEEN CHOSEN

A deserving inaugural class has been hand selected from hundreds of applicants. The RACE 101 2010 class was selected through online applications followed by personal interviews and on-track observation.

Our experienced staff chose the worthy students based on desire, dedication, and passion towards bettering themselves in the field of auto racing.

- The final 2010 scholarship recipients and tuition students HAVE BEEN SELECTED and NOTIFIED by an official letter from Race 101. Letters were sent out the last week of November, 2009.
- A total of 10 American Scholarship drivers, 5 Canadian Scholarship Drivers and 10 tuition accepted drivers will be formally announced to the media on January 29, 2010, with press conference, reception, and orientation in Charlotte, NC.

## SCHOLARSHIP PROGRAM



- If a driver does not receive the scholarship or is not accepted as a tuition student for 2010, they can request in writing an explanation as to why they were not chosen for the program. They will have the opportunity to re-apply next year, and they may attend our webinar classes online .
- Drivers who received an official acceptance letter must confirm that they will be attending the 2010 program by contacting Race 101. If they are not confirmed by January 14th, 2010, Race 101 will offer their position to the next alternate driver.
- The 2010 class schedule and full curriculum for all accepted drivers has been mailed to each driver.

[race101.net](http://race101.net)

## SCHOLARSHIP PROGRAM



Each student will receive **75 hours** of education. See outline below for details.

### 2010 PROGRAM OUTLINE:

- Understanding a race car - basic and advanced training.
- Shock/suspension training and chassis set-up classes.
- Communicating with your crew chief - basic and advanced training.
- Full safety training and custom seat fitting.
- Access to all RACE 101 webinars and classroom seminars.
- Marketing, PR, media, interview and image coaching.
- Individual driver (roster) webpage on RACE 101 website with PR and updates.
- Hands on experience representing RACE 101 sponsors and partners.
- Complimentary products and discounts from sponsors and partners.
- Personal one-on-one track coaching with Tony Blanchard in driver's own race equipment at home track.

## SCHOLARSHIP PROGRAM



## 2010 SCHOLARSHIP PROGRAM OUTLINE CONT'D:

- Personal one-on-one coaching on track with Tony Blanchard and the RACE 101 super late model race car
- Opportunity to earn individual race time in the RACE 101 super late model in 2010 in actual competition
- Top 2010 graduate earns full super late model ride as the 2011 Premier Race 101 Program Driver

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## TUITION COSTS



### Tuition Cost To Students In The Program

- The cost of RACE 101's 1 year program is \$10,000
- No fee to apply
- Ten (10) \$7,500 scholarships are awarded yearly to deserving drivers. The scholarship recipients will only have to pay a total of \$2,500 remaining yearly tuition.
- RACE 101 covers the remaining tuition and scholarship cost along with the support of Scholarship sponsors and donors
- Students are responsible for their own travel and living expenses for RACE101 classes, test sessions and race events

## SCHOLARSHIP PROGRAM



### How to Sponsor a Student with Race 101:

- Sponsor an individual student for \$7,500 each.
- You may sponsor as many students as you wish.
- You may also sponsor all 10 students for \$75,000.

#### Main:

Phone: 704.489.4054

Email: [admin@race101.net](mailto:admin@race101.net)

#### Mailing Address:

RACE 101, LLC

P.O. Box 61

Denver, NC 28037

## SPONSOR BENEFITS



### SPONSOR BENEFITS:

- Be represented yearly by 25 specially chosen, actively racing RACE 101 students from across the US and Canada - as well as on our Race 101 Program Race Car with our Premier 2010 Driver, Dylan Presnell!
- Dylan and the Race 101 Program Car will be racing at selected PASS and CRA Super Late Model Series as well as selected events which are televised.
- This is a high profile program that will gain wide exposure for your company, products and services.
- Race 101 also offers a strong Marketing, PR and Activation program for all of our sponsors and partners.
- We have Major, Associate and Product Sponsorships Available. We also have R&D programs for racing products, as well as guest webinar appearances, product reviews on our blog and more!
- For our Race Driver Scholarship program we have opportunities for companies, individuals or foundations to make private or public donations to the program that will help fund the scholarship for the ten deserving scholarship recipients.



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