

RACING FOR ALS

Dave's Race 4 Driver Information



*100% of the funds raised
are going to support -*

ALS
THERAPY DEVELOPMENT
INSTITUTE



July 1st – 2nd 2022 at Virginia International Raceway



WHY WE RACE #RacingforDave



- In October of 2017, our family's life changed forever with a **diagnosis of ALS for my brother David**
- David was a normal healthy guy in his late 40's, working hard, racing cars, and raising two wonderful kids
- **The average life expectancy is 2-5 years**
- **ALS is currently incurable** and it manifests itself differently for everyone; but we know that ALS isn't incurable, it is just underfunded

We must find a cure! We are asking for your help for Dave, and all of those facing ALS, to raise the much needed funding for ALS TDI!

ALS FACTS

- Amyotrophic Lateral Sclerosis is a disease that gradually paralyzes the body's muscles
- Someone living with ALS will lose the ability to walk, talk, eat, swallow, and eventually breathe
- Someone is diagnosed with ALS every 90 minutes
- Doctors know as much about ALS today as they knew about cancer 100 years ago



PAST EVENTS *#RacingforDave*

Dave's Race Event History



2019 - \$37,869 Raised



2020 - \$49,754 Raised

*Despite Covid.



2021 - \$105,456 Raised



Dave's Race



Four on the Floor

July 1st – 2nd 2022 at Virginia International Raceway

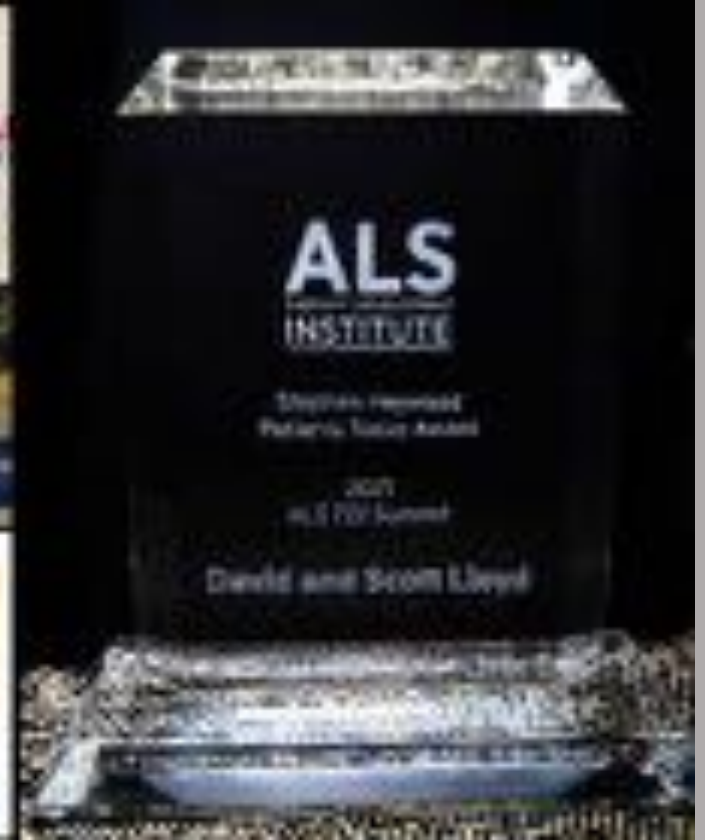


Now Accepting Drivers



Fund Raising #RacingforDave

- Our team raised over **\$250,000** since 2018 through our Dave's Race Events and we need your help to hit our **2022 goal of \$200,000**.
- **100%** of your donations for the Dave's Race events go to ALS TDI. (*We have an endowment that pays for the cars, our overhead, etc.*)
- Racing for ALS has given out **\$37,000** in grants to ALS patients in need since December of 2020 via our *Drive for 25 Program*.
- Our work as a 501(c)3 to raise funds for ALS TDI resulted in our receiving the Steven Heywood Patients Today Award from ALS TDI in November of 2021.



*****We Want You to come have fun on track and help us raise funds for the #EndALS Cause!!***



Top 5 Lessons learned from 3 years of Dave's Race Fundraising

by Andrew Trammell

- Social Media is great, particularly for raising awareness. I've had a very small percentage of total donations happen on Facebook/Instagram. That said, I'd suggest one post, make it personal as to why Racing for ALS is important to you and certainly add a meaningful photo or two. Let that simmer for a month or so and follow up with another one. Make sure you make it very clear HOW TO DONATE. Should be an easy few hundred bucks.
- Talk about it. Everywhere. When someone ask what you're up to, BRING IT UP. This works WAY better than #1. Received donations from as far as Australia just talking about it on a business call without me asking.
- Another effective method for me was selling vinyl space on my car for DR1. Reached out to all my friends to see who wanted the windshield, doors, rear quarter, rear bumper etc. This alone raised several thousand dollars and a local vinyl shop cut the vinyl for next to nothing once I told them the cause. Easy to take off and everyone loved seeing the pictures. It doesn't have to be a business, one friend paid \$200 to put "Intimidator" on the windshield.



Andrew Trammell

Driver of Nightrain has won the Spirit of the Race award for being the top fundraiser all 3 years!

*****ALS IS NOT AN INCURABLE DISEASE; IT IS AN UNDERFUNDED ONE! We need your help!***



Top 5 Lessons learned from 3 years of Dave's Race Fundraising

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- You'll raise FAR more money for research by picking up the phone. You'll be able to tell your story, answer questions and most importantly, ask for help. This can be phrased a million different ways and always give them an out i.e. We would LOVE to have your support and get you on the roster for this years event, but if now is not a good time I TOTALLY understand. Now you shut up and listen. ****VERY IMPORTANT – know your goal which is \$200K for DR4**** If they ask how much do you need you respond immediately. We're \$50K short or whatever it may be.
- Direct emails once you've previously had a conversation or have received a donation in the past work very well. Copy/Paste doesn't work. Mass emails don't work. They must be personalized to each individual and including a memorable pic or two helps. Again, tell your story and why this is important to you. The recipient will certainly notice if you are truly invested in this or not. If you don't get a response, ask for it.
*Examples can be seen in the full file on the DR-4 Registration Page Information Center.

Regardless how you land the donations, THANK THEM. Via social media, phone, email etc., but ALSO follow up with an old fashioned thank you note. It's a pain, but appreciated and remembered!

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About: *ALS TDI* #ENDALS



- The ALS Therapy Development Institute (ALS TDI) and its scientists actively discover and develop treatments for ALS. It is the world's first and largest nonprofit biotech focused 100% on ALS research. Led by people with ALS and drug development experts, ALS TDI understands the urgent need to slow and stop this disease.
- Based in Watertown, MA, ALS TDI has over 30 full-time, industry trained, drug discovery experts on staff. This interdisciplinary team of scientists works 24/7 in ALS TDI's state-of-the-art laboratory and partners with pharmaceutical and biotech companies around the world. ALS TDI is the foremost drug discovery center concentrated solely on ALS.
- ALS TDI is a registered 501(c)3 nonprofit organization dedicated to finding a cure for ALS.



EVENT LOCATION: *VIR* #ENDALS

- Recently chosen as one of Car and Driver Magazine's top six road courses in the nation.
- VIRginia International Raceway is a multi-purpose road course offering professional and amateur auto and motorcycle racing.
- VIR draws tens of thousands of spectators for some of the best road racing in the country.
- The uphill Esses and sharp elevation changes not only make it a fan and driver favorite but have also established it as a prominent testing facility for the automotive industry.
- While racing is the heart of VIR, the expansive 1,300-acre property located at the Virginia-North Carolina border is so much more.
- America's first true "motorsport resort," it's an entire vacation destination with several onsite hotel and lodging options.
- Within the property's rolling hills and miles of lush forest, guests can enjoy unique amenities such as the exclusive Driver's Club, karting, off-road racing, skeet shooting, pistol and rifle ranges, skidpad, dining options, and more.



Driver Perks

Limited Spots Available



Dave's Race Participants who Donate/Help us Fundraise –

- Hours of complementary track time each day via 1 of 3 run size limited, speed based run groups (2 Advanced and 1 Intermediate).
- A complementary dinner at the event bar-b-que on the night of July 1, 2022.
- A complementary Dave's Race 4 event t-shirt.
- A complementary set of pictures of your car on track, taken by Tradd of Tradd's Photos.
- **The chance to help raise funds to end a horrible disease by support ALS-TDI's research!**
 - *** **THERE WILL BE PRIZES given to those who raise the most funds!!**
 - *** **Those who fundraise enough to cover the minimum donation, can/will drive for free!!**
- First option given for return as driver in Dave's Race 5 (Lord Willing), all of the Dave's Race events have sold out.

Donation Details

We Need Your Help to Hit Our Goal!!

- The minimum donation for 1 day of driving is \$499 and \$779 for two days (Dave set those numbers 😊).
- **Those who fundraise enough to cover the minimum donations, can/will drive for free, however we very much appreciate those who are willing to fundraise past the minimums as this is about helping fund an End to ALS!!!!**
- **THERE WILL BE PRIZES given to those who raise the most funds!!**
 - **Last year, we had one prize from VIR of two free club driving days and a free night at the lodge, this year we hope to have multiple prizes for our top fundraisers!**



Not interested in full speed laps, but still want to donate or experience VIR!?

- *Donate to the "All Driver Fund" or support a Driver at www.racingforals.com/donate*
- *Come out and spectate, see the cars, and meet the drivers*
- *Make a donation for a complementary shirt or hat from www.racingforals.com/merch and pick it up at the event or have it shipped to you*
- *Participate in medium speed track touring "parade" laps in your daily driver*
- *All of the above*

Preliminary Schedule

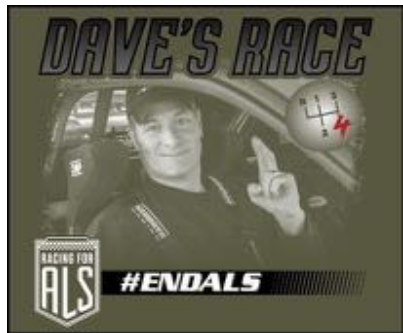
As of 12.24.21 – Subject to Change

Thursday, June 30, 2022 –

5:30 PM – Gates Open after that day's event
6:00 PM – 7:00 PM – Tech Inspection/Registration

Friday, July 1, 2022 –

7:00 AM – 7:40 AM – Tech Inspection/Registration
7:40 AM – Mandatory safety meeting - All drivers
8:10 AM – Group Picture with Dave
8:30 AM – Advanced Group Red
9:00 AM – Advanced Group Blue
9:30 AM – Intermediate Group Lead Follow
10:00 AM – Track Goes Cold – Corner Worker Break
10:15 AM – Parade Laps Funding Raising Session # 1
10:30 AM – Advanced Group Red
11:00 AM – Advanced Group Blue
11:30 AM – Intermediate Group
12:00 PM – Track Goes Cold – Corner Worker Lunch Break
1:00 PM – Advanced Group Red
1:30 PM – Advanced Group Blue
2:00 PM – Intermediate Group
2:30 PM – Track Goes Cold – Corner Worker Break
2:45 AM – Parade Laps Funding Raising Session # 2
3:00 PM – Advanced Group Red and Advanced Group Blue
4:00 PM – Intermediate Group
4:45 PM – Advanced Group Red and Advanced Group Blue
5:30 PM – Track closes for end of day 1
5:00 pm – 6:15 pm Day 2 Tech and Registration



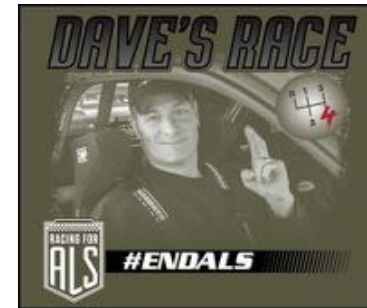
Preliminary Schedule

Preliminary Schedule

As of 12.24.21 – Subject to Change

Saturday, July 2, 2022 –

7:00 AM – 7:40 AM – Tech Inspection/Registration
7:40 AM – Mandatory safety meeting - All drivers
8:30 AM – Advanced Group Red
9:00 AM – Advanced Group Blue
9:30 AM – Intermediate Group Lead Follow
10:00 AM – Track Goes Cold – Corner Worker Break
10:15 AM – Parade Laps Funding Raising Session # 1
10:30 AM – Advanced Group Red
11:00 AM – Advanced Group Blue
11:30 AM – Intermediate Group
12:00 PM – Track Goes Cold – Corner Worker Lunch Break
1:00 PM – Advanced Group Red
1:30 PM – Advanced Group Blue
2:00 PM – Intermediate Group
2:30 PM – Track Goes Cold – Corner Worker Break
2:45 AM – Parade Laps Funding Raising Session # 2
3:00 PM – Advanced Group Red and Advanced Group Blue
4:00 PM – Intermediate Group
4:45 PM – Advanced Group Red and Advanced Group Blue
5:30 PM – Track closes – End of Event



A BIG THANK YOU to our Confirmed Sponsors for Dave's Race 4 in 2022! (As of 6-7-22)

Wendell's Sponsors: Discount Tire, Hagerty, Hendrick, South Carolina HYUNDAI

Helping for Dave's Sponsors: ACI, PDA, TRAILERS OF THE EAST COAST

Links and info on our webpage - www.racingforALS.org

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CAROLINA'S HOME MEDICAL EQUIPMENT

#EndALS Sponsors



#RacingForDave Sponsors



The Jim Heller 'End ALS' Memorial Fund



TRADD'S PHOTOS
MY WORLD IN IMAGES



Links and Info on our webpage – www.RacingForALS/dr4.com



ADDITIONAL EFFORTS *#RacingforDave*



- Our 3 Drive for 25 Small Batch HPDE events held at Carolina Motorsports Park were small group events held in 2020 and 2021 with our core team and supporters to say thank you for their help.
- The fundraising done in conjunction with those events generated the funds needed to pay out \$37,000 in grants to ALS patients from December of 2020 through today (12-18-21).



Contact Info

Have Additional Questions? Contact



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