



PARTNERSHIP PACKAGE



THE FASTEST FUNDRAISER YOU WILL BE A PART OF.

***DRIVE. A TRACK DAY TO RAISE MONEY FOR
THE AMERICAN CANCER SOCIETY***





What is Drive?

Drive is a benefit to raise money for a charity, for 2026, it is the American Cancer Society. Drive rents the famed Road America for a track day. All net profits go to the selected beneficiary.

What is a Track Day?

A track day is an event where people can take their cars out on the track. Many of the cars at a track day are street cars with some prep work. There are no speed limits so drivers can go as fast as they are comfortable with. Drive is an exclusive event, with all drivers having track experience under their belt.

It is important to note that Drive is NOT a race. A race is a timed event with a winner. Track Days are not timed events.

Why a Track Day?

Tony Machi, the founder, was an avid driver. At the time, he was on the board of March of Dimes. They were looking to do a fundraiser. Rather than a traditional golf outing or gala, Tony set out to do something unique. As a driver, he believed enthusiasts would gladly make a donation for the opportunity to driver their cars on track, with very few rules to follow. The idea was a success. 2026 marks the 22nd anniversary of the event.

Other Facts about Drive:

Drive has run continuously since 2004. In addition, Drive has made a donation to the designated beneficiary every year, including 2020.

When Drive was conceived, there was no event quite like it (track day). With the popularity of the event, several other organizations copied the idea of a track day. Drive changed the format of the event in 2020. Once again, other organizations took note of the new format of Drive and copied it.

Since the inception of Drive, the event raised over \$1,000,000 with over half going to the beneficiaries.

Beneficiaries of Drive include March of Dimes, Children's Hospital, Make-A-Wish, Lemons of Love, and now the American Cancer Society

Several prominent auto officials have attended and/or been a part of Drive since its inception including Derek Bell, Josh Bilicki, David Hobbs, Randy Pobst, and Bob Varsha.

While a local event, Drive has an international reach - both participants, and with partnerships ranging from community banks to multi-national auto companies.

DON'T WALK. DON'T RUN. DRIVE FOR A CURE. DRIVE 2026



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THANK YOU FOR YOUR INTEREST IN PARTNERING WITH DRIVE. PARTNERSHIPS MAKE DRIVE POSSIBLE & ALLOW US TO MAXIMIZE THE DONATION TO THE AMERICAN CANCER SOCIETY.



CHECKERED FLAG - EVENT CHAMPION (1)

THE CHECKERED FLAG PACKAGE INCLUDES:

- ***NAMING RIGHTS - EVENT
DRIVE PRESENTED BY (YOUR NAME
HERE)***
- ***V.I.P DINNER (3)***
- ***ACCOMMODATIONS (1 NIGHT, 1 ROOM)***
- ***EVENT & TRACK ENTRY (3)***
- ***PRIMARY VISABILITY IN ALL MEDIA
CHANNELS AND AT THE EVENT***
- ***DISPLAY SPACE AND PRESENTATION TIME
AT EVENT***

\$15,000



GREEN FLAG - TRACK BOSS (1)

THE GREEN FLAG PACKAGE INCLUDES:

- ***NAMING RIGHTS - TRACK RENTAL
ROAD AMERICA TRACK RENTAL
COURTESY OF (YOUR NAME HERE)***
- ***V.I.P DINNER (2)***
- ***EVENT & TRACK ENTRY (2)***
- ***VISABILITY IN ALL MEDIA
CHANNELS AND AT THE EVENT***
- ***DISPLAY SPACE AND PRESENTATION TIME
AT EVENT***

\$10,000

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CONTACT: SACHIN SHAH • SHAHS528@GMAIL.COM
WWW.DRIVECHARITY.COM***



PARTNERSHIP PACKAGE



BLUE FLAG - PASSING PRO (4)

THE BLUE FLAG PACKAGE INCLUDES:

- ***NAMING RIGHTS - V.I.P. OR VOLUNTEERS (V.I.P.) BROUGHT TO YOU BY (YOUR NAME HERE) VOLUNTEER STAFFING BROUGHT TO YOU BY (YOUR NAME HERE)***
- ***V.I.P. DINNER (1)***
- ***EVENT & TRACK ENTRY (1)***
- ***VISABILITY IN ALL MEDIA CHANNELS AND AT THE EVENT***
- ***DISPLAY SPACE AND PRESENTATION TIME AT EVENT***

\$5,000



YELLOW FLAG - PACE CAR (4)

THE YELLOW FLAG PACKAGE INCLUDES:

- ***NAMING RIGHTS - EVENT GIFT BAG OR HOT LAPS (GIFT) COURTESY OF (YOUR NAME HERE) HOT LAPS COURTESY OF (YOUR NAME HERE)***
- ***HOT LAP SESSION - 20 MIN RIDE ALONG (1)***
- ***VISABILITY IN ALL MEDIA CHANNELS AND AT THE EVENT***
- ***DISPLAY SPACE AT EVENT***

\$2,500

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