

# **UVR**

*urban youth racing school*



**Accelerating Opportunity**



## **Urban Youth Racing School Overview**

---

- The Nationally acclaimed UYRS is Headquartered in Philadelphia, PA, with a program in Washington DC
- Enrolls urban boys and girls ages 8 through 18 - free for all participants
  - Over 2000 boys and girls have successfully completed UYRS programs with noticeable improvements
  - School maintains a waiting list for enrollment
- Complete full service mechanic/race shop and office complex (at headquarters)
- Build A Dream Program a 10 week orientation and training program (5 in-class sessions, 5 track sessions) serves 200 students year
- Team Development and Engine Design Programs are year long programs that race competitively up and down east coast in super mini cup cars, serves 50 kids a year
- Special events include: UYRS Grand Prix of Philadelphia, UYRS Annual Awards Ceremony, and annual UYRS Official Fundraiser
- The UYRS has been featured in and on such media outlets as, Good Morning America, CNN, ESPN net work & magazine USA Today, NASCAR.com, The Philadelphia Inquirer, RPM 2Night, and the ABC, NBC and CBS News to name a few.

Property of UYRS Inc. Do not  
Replicate.



## Urban Youth Racing School Mission

- Established in 1998 is a non profit organization that is committed to making diversity, educational and youth issues a national priority.
- Give disadvantaged inner-city children opportunity to enhance education and life skills by using Motorsports as magnet and education as compass
- Provide urban youth and parents with knowledge of NASCAR and awareness of career opportunities within motorsports industry
- Serve as grassroots driver development program for inner-city youth who would not otherwise have opportunity race
- Provide vehicle to expand and diversify fan base of NASCAR and its sponsors
- Develop “QUALITY and KNOWLEDGEABLE” minority drivers and crew members

Property of UYRS Inc. Do not Replicate.





## Urban Youth Racing School Education

UYRS educational program is committed to instilling in inner-city youths:

- Sense of value and commitment to family and community
- Sportsmanship and teamwork
- Discipline, patience and people skills
- Self-respect and respect for others
- Positive self-esteem gained through adversity and success



Property of UYRS Inc. Do not Replicate.



## Urban Youth Racing School Education

### Education

Students required to watch NASCAR broadcasts and are tested on various aspects of race including drivers, sponsors, strategy, and results.

- Racing basics: including technical terms, flags, lights, and safety
- Internships with various NASCAR teams
- Sponsorship money and marketing
- Careers in Motorsports (Special Guest Speakers)
- Essay's documenting personal experience within the program
- "Build a Team Project"
  - Ownership and Operations of a NASCAR NEXTEL C



### Driving instruction and strategy

#### XBOX Points Championship Cup

- Prestigious Trophy is incentive for children and has helped students gain entry into schools like Stanford University
  - Children garner points from UYRS classes, regular school grades, attendance and behavior.



Property of UYRS Inc. Do not  
Replicate.



## **UYRS Measures and Evaluates Results**

---

Using the *Power School Information System*, and working closely with students' parents/guardians, teachers and guidance counselors, monitoring grades, school attendance and behavior. UYRS measures how well UYRS students uphold these values and achieve these outcomes by:

Report Cards: (Monitoring grades in core subjects, i.e. reading, math and science)

Students with A's and B's to maintain/improve those grades especially in math and reading,  
Students with C's or below to improve by at least one letter grade.

Test Scores: Students increased test scores in reading, science and math.

Attendance/Tardiness: Students improved at Students decrease tardiness.

Behavior: Students reduced in school detentions and suspensions, None suspended nor expelled.

College Prep : More students enrolled in Advanced Placement courses and top high school programs.

Higher scores on PSAT, SAT, ACT college entrance exams and more students certified in specific fields of certification

UYRS programs incentives and rewards : In order to motivate students to achieve expected outcomes.

GM, GMAC, NASCAR, Team Rensi Motorsports and other Sponsors provide scholarships/internships and apprenticeships for outstanding students.

Property of UYRS Inc. Do not  
Replicate.



## UYRS Goals and Expected Outcomes

We expect UYRS to provide a challenging, quality and effective out-of-school time program where students learn that math, problem-solving, engine repair and rebuilding, engineering, research, public speaking, writing, and racing can be useful and fun. We expect to broaden students' career options by exposing them to the many opportunities in the automotive and motorsports industries.

UYRS students, realizing that “motorsports is the magnet; education is the compass,” are expected to:

- Stay in school.
- Maintain a 2.5 GPA in school
- Keep out of trouble.
- Achieve academically.
- Demonstrate good citizenship in their homes, schools and communities.
- Respect authority and their peers in both their regular schools and UYRS.
- Be mannerly and courteous.
- Be leaders.



Property of UYRS Inc. Do not Replicate.



## UYRS Success Stories



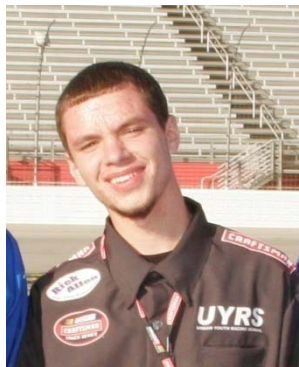
**Kiah Williams, (21)**  
**MBA & BS Stanford**  
**Univ. Grad 2007**  
**Employed: Clinton Foundation**

I was inspired by my former participation in the UYRS program as a student, and its need for dedicated manpower. I have already honed my ability to work within this and like organizations to promote local-level change and address educational and motivational problems that plague children today. Through my work at the Clinton Foundation I hope to mitigate the problems for the children of tomorrow, to eliminate the existence of underprivileged communities in the future.



**Cameron French (23)**  
**BS, UNC Charlotte**  
**Grad 2006**  
**Employed:**  
**Podesta Group**

After being a student at UYRS I interned there during my summers off from UNC Charlotte where I was majoring in Political Science and was the President of the UNC Charlotte Democrats. I actually got to put together "THE UYRS RACE THAT COUNTS CHALLENGE" with Jeff Gordon. Putting on that event helped me so much that when Presidential Nominee John Kerry 's campaign called on me to host a 600 person event on campus featuring John Kerry's daughters I was not nervous at all. In fact it was so successful that I was able to bring in voting machines so that UNC students could vote.



**Danny Colon (20)**  
**Soph. Piedmont College**  
**Employed :Joe Gibbs**  
**Racing**

"This whole UYRS experience has prepared me for my future in many ways. It has been my support system since I was 13 yrs old. Because of UYRS I have had internships with Craftsman Truck teams, NASCAR, and Joe Gibbs Racing where I am currently employed. UYRS has pushed me to continue my education and has made me a well rounded person because of the many opportunities that I have been presented with. Even though I would like to be a driver, I see myself with endless career options if driving doesn't work out.



**Shawna Jenkins (19)**  
**Soph. Temple University**  
**Full time student**

I love the UYRS, I have been involved for five years and I have really been focused on my future because of it. After a trip to Charlotte to visit SPEED Channel with UYRS I knew that I had to major in communications when I went to college. Now am I not only majoring in Communications but I am also minoring in Public Relations and marketing. I think with my education in these areas and my involvement in UYRS I will be able to land my dream job in the NASCAR Industry .

Property of UYRS Inc. Do not  
 Replicate.



## UYRS Board of Directors

---

Anthony Martin

Founder Executive Director UYRS

James Farmer

UYRS Chairman, Farmer Consulting

Scott Howard

Sears Roebuck and Co.

Todd Ervin

ISC

Mark Evans

Sprint

Christopher D'Aprille

Sprint

J.D. Gibbs

Joe Gibbs Racing

Scott Dowyne

NASCAR.com

Touré Claiborne

Allstate

Bill Nielson

Microsoft

Bob Boyles

K2K Marketing

Jack C. Briscoe

Attorney at Law, Jack C. Briscoe and Associates

Dr. Steven Jones

Villanova University

Jeffrey Taylor

ESPN

Property of UYRS Inc. Do not  
Replicate.

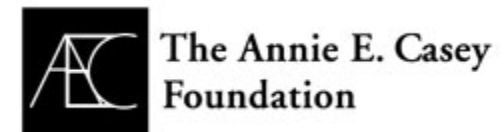


## Corporate Partners

---



Bank of America



Property of UYRS Inc. Do not Replicate.



# Become A Partner

## POLE POSITION \$25,000

- Logo placement on cars
- Signage at UYRS facilities
- Company patch on uniforms
- Company Logo on UYRS Website
- Inclusion in official UYRS Newsletter

## STARTING GRID \$50,000

- Logo placement on cars
- Logo placement on helmets
- Signage at select events
- Signage at UYRS facilities
- Company patch on uniforms
- Company Logo on UYRS Website
- Company hotlink to sponsor's website
- Inclusion in official UYRS Newsletter

## GREEN FLAG \$75,000

- Logo placement on cars
- Logo placement on helmets
- Signage at select events
- Signage at UYRS facilities
- Company patch on uniforms
- Company Logo on UYRS Website
- Company hotlink to sponsor's website
- Inclusion in official UYRS Newsletter
- Inclusion in select promotional materials
- Inclusion in UYRS Media Action Plans

## CHECKERED FLAG \$125,000

- Super Mini-cup Racing Car
- Logo placement on cars
- Logo placement on helmets
- Signage at select events
- Signage at UYRS facilities
- On-site promotional opportunities
- Company patch on uniforms
- Company Logo on UYRS Website
- Company hotlink to sponsor's website
- Full page ad in UYRS magazine
- Inclusion in UYRS Event Media Action Plans
- Inclusion in UYRS Press Materials
- Inclusion in official UYRS Newsletter
- Inclusion in select UYRS promotional materials
- Company logo on UYRS staff shirts
- Honorary Company Driver
- Official Company/Sponsor's Award

## VICTORY LANE \$200,000

- Product/Service Category Exclusivity
- Super Mini-cup Racing Car
- Inclusion in Education Booklets & Curriculum
- Double page spread ad in UYRS Magazine
- School Tour Outreach Campaign
- Retail-Based Promotions
- On-site promotional opportunities
- Public Address Announcements
- Inclusion in UYRS Event Media Action Plans
- Inclusion in UYRS Press Materials
- Inclusion in UYRS Advertising Materials
- Honorary Announcer
- Official Company/Sponsor's Award
- Company Representative at Annual Banquet
- Official Company Samplers
- Logo placement on cars
- Logo placement on helmets
- Signage at select events
- Signage at UYRS facilities
- Company patch on uniforms
- Company Logo on UYRS Website
- Honorary Company Driver
- Company hotlink to sponsor's website
- Inclusion in official UYRS Newsletter
- Inclusion in select promotional materials
- Company logo on UYRS staff shirts

Property of UYRS Inc. Do not  
Replicate.