



APRIL, 2018

TO ALL AERIE & AUX. SECRETARIES:

Do you have members who like racing? Would your Aerie & Auxiliary each like to earn some money to help with expenses? The State Aerie & Aux. earn half and your Aerie & Aux. earn half of the profit.

Then have we got a deal for you!

The Iowa Speedway in Newton/Americrown Concessions and the Iowa State Aerie & Auxiliary are working together to Help the Speedway out by working their concession stands, beer gardens and beer portables during the races/concerts scheduled as shown on the attached sheets. The dates are June 16th & 17th, July 7th & 8th, and July 27th & 28th. **No one under 18 can work this venue.**

Attached is information provided by the Speedway. Please read this in its entirety and if you are interested in helping out please contact the following members:

More Information: Deb Egenberger, racer98@mchsi.com or cell: 515-681-1228

To sign up for a date and where you would like to work:

Contact: Bobbi Jo Reed, cell: 641-799-5577 or email: REEDOVERHEADDOORS2@LIVE.COM

OR Woody Woodyard, cell: 712-215-1902 or email: woody@foe3849.org

They are going to need each person's name, and best contact information.

******PLEASE NOTE: IT WOULD BE WISE TO HAVE SOMEONE AS A CHAIRMAN IN YOUR LOCAL CLUB TO KEEP TRACK OF WORKERS AND RECRUIT EXTRA MEMBERS******

YOU WILL BE ASKED TO SIGN A CONTRACT THAT STATES THAT YOU WILL PROVIDE THE NUMBER OF MEMBERS YOU SAY WILL WORK A RACE AS A \$50.00 FEE IS CHARGED BY THE SPEEDWAY FOR "NO SHOWS". THE STATE AERIE & STATE AUXILIARY WILL NOT COVER THAT FEE SO IT WILL COME OUT OF YOUR PROFIT.

Please be sure to read the information on the dress code that is on the 2nd page of the attachment.

Once you have signed up to work a race, this information will be communicated by Bobbi Jo and Woody to Deb Egenberger as she is responsible for making sure we have enough workers to fill our commitments.

Thank you all in advance for your help with this venture!

IOWA STATE AERIE & AUXILIARY, F.O.E.

Committee:

Deb Egenberger, Chairman

Bob Beals, Co-Chairman

Bobbi Jo Reed, Co-Chairman

Woody Woodyard, Co-Chairman



Thank you for contacting us!

Americrown is a subsidiary of the International Speedway Corporation whose holdings include Iowa Speedway and 12 other NASCAR sanctioned facilities across the United States. Our division manages concessions and catering sales at ISC properties.

Fundraising Requirements

Americrown utilizes nonprofit organizations to operate concession stands. The group must supply documentation of its IRS designation and Taxpayer Identification Number. We will initiate a yearly contract. Our expectation is that the organization is available for the major events in 2018 and beyond. We are not interested in bringing in groups for a one time endeavor. Most of our partners have been with us for years.

Commission Structure

Many organizations work tirelessly all year to meet their budget requirements! Americrown may have the answer to meet some of your needs. Our concession groups are commissioned (after tax) at 10% of food and beverage sales, less inventory shortages. Your group can generate \$2,000 to \$3,000 or more just for a weekend of NASCAR events.

Minimum Age, Parking and Locations

All of your volunteers must be at least 18 years of age. You should plan on everyone coming together, arriving early and staying until all the guests have departed. Shifts are an option on race days, however, not recommended due to the large attendance and traffic. Should you wish to do shifts, please talk to a manager on the best times to do shift changes. We will provide free designated parking areas. Groups operate a variety of locations from trailers, tents, permanent buildings and carts requiring a wide range of volunteer participation.

Staffing Commitment

The smallest concession would require 10 to 12 people. However, if you can take multiple locations, we can accommodate. Once you have accepted a stand location, you will have to provide the required number of people on each day scheduled. Obviously, the larger the commitment in terms of volunteers and days you can staff, the more you should make!

What you need to provide

We supply you with a turnkey concession operation! Stands are delivered to you well stocked with equipment, food, drinks, paper goods and cleaning supplies.

Signage for the stand with your organizations' name is provided. No other signage, badges, marketing pieces or other advertising is permitted at our facilities.

All permitting and health department inspections are already complete and we'll provide the cash funds to operate. No monetary deposits are required from your group.

Have your volunteers bring their own lunch, snacks and beverage or purchase their meals.

Stand Manager Training

We will have a Workshop for new and returning stand managers prior to the event. This meeting is for the stand manager, assistant and a person to handle the banking. This session will cover parking, credentialing, health department regulations, inventory control and cash handling. It will enable you to review procedures with your volunteers in advance of the race!

Volunteer Uniforms

Groups will dress in black slacks (no jeans, gym style apparel or spandex), black belt, and closed toed shoes tennis shoes. We stock uniform polo shirts (\$4.50) and black hats (\$1.75) which the group will order from us.

Hats will be worn straight by all personnel, pants belted at the waist with shirts tucked in. Volunteers will present a clean and neat appearance: well groomed, without excessive jewelry, visible tattoos, gauges or more than 2 simple stud earrings for ladies, with short clean nails using only clear nail polish.

No up front money is required as we will deduct the cost from commissions after the event. It is suggested that the organization keep the uniform shirts to reduce the cost at future events.

There's One Lap to Go!

We want your experience to be fun and profitable while you join many other non-profit organizations who have found Americrown managed events to be a very successful fund raising opportunity!

Attending a NASCAR race is a thrilling event with the size of the crowds, the electricity of the fans, the sound of 43 race cars screaming by and the smell of burning tires!

The next major events are as follows:

Race 1: June 16th & 17th

Race 2: July 7th & 8th

Race 3: July 27th & 28th

Start your planning now if you want to be involved! Feel free to send me an email or call if you have any questions!

Sincerely,

Heather Lichtenauer

Regional Food and Beverage Director, Kanas, Iowa & Homestead-Miami Speedways
Office: 913.328.3342, Cell: 913.707.9704

Here is a list of races and times of the race I don't have gate times so I don't know what the report times are, usually the gates open at 10am, the beer portables and 6 pack tent start opening at that time, the concession stands don't usually open until afternoon, closer to race time I will have exact times.

RACES:

Nascar Camping World Series Saturday June 16th race at 5:30 pm
Nascar Xfinity Series Sunday June 17th race at 3:30 pm
ARCA Racing Series Saturday July 7th race at 7:30
Verizon Indy car Series Sunday July 8th race at 1 pm
Nascar K&N Pro Series Friday July 27th race at 7pm
Nascar Xfinity Series Saturday July 28th race at 4pm

Concerts(all concerts are after the races):

(Turn 4 portables are taken to concert, will need workers who will stay)

June 16th Survivor
July 7th Ted Nugent
July 27th Dylan Scott
July 28th Post race party

Opportunities available if there is enough interest:

- X 1. 2 beer portables require 2 to 3 people - *Pays 12%*
- X 2. 3 concession stands require 8 to 12 people - *Pays 15%*
- 3. June 16th and 17th catering requires 50 people each day
July 7th, 8th, 27th and 28th requiring 70 people all 4 days

~~if available~~ the 2 beer gardens need 4 to 6 people each. *pays 12%*

