



# What's it all about?

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**FUN!**

**STEAM**

**Scholarships**

**Racing Gravity Cars**

**Community**



Races

Start at

3pm

Pontiac High  
School  
Students Build  
and Race  
Gravity Cars  
down  
Lawrence St.  
and Wayne St

August 24th

For more info or to register for the event go to  
[mainstreetpontiac.org/phoenix-derby-races/](http://mainstreetpontiac.org/phoenix-derby-races/)



GENERAL MOTORS  
GLOBAL PROPULSION SYSTEMS  
PONTIAC ENGINEERING CENTER



Alright son,  
now get out,  
it's my turn!



**Adult Races**  
**August 24<sup>th</sup>**  
**8pm**



Registration: <https://getlocalhop.com/pheonix-races-adult-registration/event/za90u2XOjZ/>

CLAIRE CHARLTON | THURSDAY, JULY 12, 2016

# Pontiac revs up for Phoenix Derby Races


SHARE       Like 41



**Downtown Pontiac - Main Street Pontiac** added 3 new photos to the album: Phoenix Races.  
July 13 at 3:53 PM · 

Phoenix Races, coming soon! Stay tuned for registration and scholarship information.

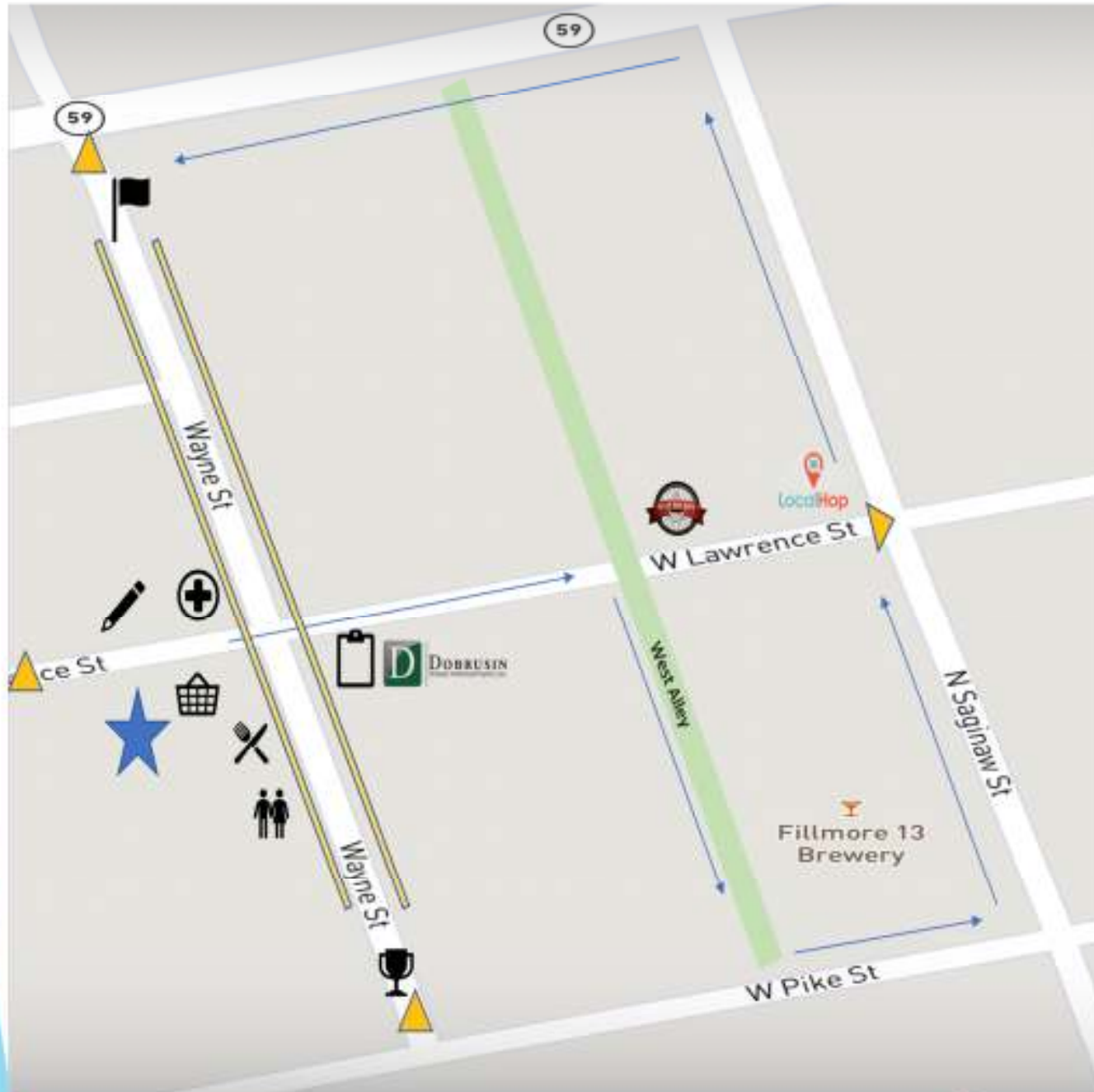


 Kelly Sykes, T'la Nu lam Neci and 17 others

5 Shares

Media

# Where are we doing this?



-  Registration/ check in
-  Haybales
-  Parade Route
-  Road Blocks
-  Pit Crew Tent
-  Bathrooms
-  STEAM Tent
-  EMS Unit
-  Start Line
-  Finish Line
-  Food for Participants
-  Merchandise Vendor

# How can I be a sponsor for this event?



Pontiac Phoenix Races  
 2018 Sponsorship Levels  
 Questions? Contact Marijayne Renny at  
 248-935-3625 or  
[mrenny@patentco.com](mailto:mrenny@patentco.com)



 <p>Company Name as Event Title</p> <p>Scholarship Naming Rights</p> <p>Trophy Presentations</p> <p>Logo on all promotional items and press</p> <p>Sponsors cost of event and \$1,000 Scholarship with company name</p> <p><b>\$6,000</b></p> <p><b>Presenting Sponsor</b></p>	 <p>Logo on all Promotional materials and In Press</p> <p>Covers Pit Tent Operations</p> <p>Provides a space to cover and secure cars</p> <p><b>\$3,000</b></p> <p><b>Pit Sponsor</b></p>	 <p>Logo on all promotional items</p> <p>STEAM Tent Operations</p> <p>Provides \$1000 scholarship w/ Company Name and costs of event</p> <p><b>\$2,000</b></p> <p><b>STEAM Scholarship Sponsor</b></p>	 <p>Team picture in the program</p> <p>Vinyl logo on car</p> <p>Team shirt</p> <p>Build cars</p> <p>Funds, Helmet, 2-4 volunteer mentors</p> <p><b>\$1,000</b></p> <p><b>Team Sponsor</b></p>	 <p>Logo on finish line banner with Presenting Sponsor</p> <p>Logo on website</p> <p>Sponsors event costs</p> <p><b>\$1,000</b></p> <p><b>Finish Line Sponsor</b></p>	 <p>Logo in program</p> <p>Mentions by event announcers</p> <p>Provides food, water-safety to participants</p> <p><b>Donations/ in Kind Sponsors</b></p>
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\*Any remaining proceeds from the event will go towards Main Street Pontiac for future downtown programming

\*\*Main Street Pontiac is a 501(c)(3) non-profit organization with EIN 82-2693805

# In Kind Sponsorship Needs

- ▶ Haybales...Lots of Haybales
- ▶ Tents and Tables
- ▶ Announcers/Sound
- ▶ Printing of programs, merchandise, vinyl logos, promotional items/posters
- ▶ Food for participants and volunteers
- ▶ Lumber/ramps



# Merchandise



stickers

# Tentative Itinerary

- ▶ 6:00-8:00am Volunteer check in \ Event Set up
- ▶ 8:00am-8:30am Team Check-in & Continental Breakfast
- ▶ 8:30am-12:30pm Build Gravity Cars
- ▶ 12:30-1:30pm Break for lunch
- ▶ 1:30-3:00pm Artistic Design for cars
- ▶ 3:00-3:30pm Parade Cars to Start Line
- ▶ 3:30-6:00pm Phoenix Races Begins!
- ▶ 6:00-7:00pm Awards Ceremony & Scholarships Announcements
- ▶ 7:00-8:00pm Break and Partial Tear Down
- ▶ 8:00-10:00pm Adult Division (self-built)  
Sponsored by Alley Cat Café
- ▶ 10:00-11:00pm Complete Tear Down

# Volunteers

- ▶ Registration (2-4)
  - ▶ Volunteer Check in (2)
  - ▶ Team Check in and Waivers (2)
- ▶ Set up/Tear Down (30-40)
  - ▶ Tents and Tables (5)
  - ▶ Haybales (5-10)
  - ▶ Signs (2-3)
- ▶ Food service (4-6)
  - ▶ Breakfast (2)
  - ▶ Lunch (4)
- ▶ Mentors (20-30)
  - ▶ Each Team needs 2-3

# Scholarship Information

## THE PONTIAC PHOENIX RACES STEAM SCHOLARSHIP

### How Many and What kind of Scholarships Will be awarded and from Whom?

The Pontiac Phoenix Races presented by Main Street Pontiac announces three or more one-time, \$1,000 “STEAM Scholarships” which can be used to attend any post-secondary education institution including trade schools. These scholarships will be awarded to qualified high school students who reside in Pontiac.

### Who Can Apply and How?

To qualify for the STEAM Scholarship, an individual must:

- Be a rising senior high school student who resides in the City of Pontiac;
- Complete the attached application and submit it no later than 5:00 p.m. on Friday, August 17, 2018; and
- Write an essay that:
  - is submitted, as a PDF document, no later than 5:00 p.m. on Friday, August 17, 2018; and
  - addresses, in 500 or more of the applicant’s own words: **Why is an education in a Science, Technology, Engineering, Arts, Math (STEAM) field important to you?**

### How are the Recipients Selected?

Officials from The Pontiac Phoenix Races will

- 1.) evaluate essays that high school students submit on or before the due date, and
- 2.) select three or more scholarship recipients, based solely on the quality of their essay. The essays will be submitted as anonymous entries to the officials, whose decision is final.

### When is the Scholarship Awarded?

The STEAM Scholarships will be awarded during a post-race program that will be held at Approximately 6 p.m. on Friday, August 24, 2018 at the Pontiac Phoenix Races in downtown Pontiac.

### When is the Scholarship Paid and to Whom?

The proceeds of the STEAM Scholarships will be paid directly to the recipients’ educational institutions, no sooner than the start of their fall term, after Main Street Pontiac has determined that the recipients are enrolled.

### Questions?

Please contact us if you have any further questions via email at [Info@mainstreetpontiac.org](mailto:Info@mainstreetpontiac.org)

# To Register For The Event

## **Student Registration**

- ▶ <https://getlocalhop.com/phoenix-races-student-registration/event/bOWM14faZr/>

## **Adult Registration**

- ▶ <https://getlocalhop.com/phoenix-races-adult-registration/event/za90u2X0jZ/>

## **Volunteer Registration**

- ▶ <https://getlocalhop.com/phoenix-races-volunteer-registration/event/F5CtIKI79b/>