



# ~ Second Annual ~ Design Your Own JDRF Funny Car

## FORD SPONSORSHIP DETAILS

Ford Customer Service Division (FCSD), Ford Racing and Motorcraft/Quick Lane sponsor the National Hot Rod Association (NHRA) nitro funny car (drag racing) driver, Bob Tasca III have confirmed their sponsorship of the Second Annual *Design Your Own JDRF Funny Car* contest for FY10. Ford was thrilled by the \$84,592 result last year and is hoping to exceed it! **To support their increased expectations, Ford has increased the chapter incentive sponsorship for this program.**

## FUNDRAISING DESIGN CONTEST FOR TASCA'S RACE CAR – DETAILS



Building on the great success of the last year's contest, Ford has once again donated Tasca's race car for the complete design by a JDRF child for the Charlotte, NC race. Check out last year's winner and watch the unveiling of the JDRF race car video at: [www.jdrf.org/ford](http://www.jdrf.org/ford)

Children's designs will be posted on the JDRF website open to the public for on-line "bid" donations. The design with the highest total bids – WINS!

The winning JDRF child and parents will attend the Charlotte NHRA Race and participate in the high-profile unveiling of the newly designed race car. Child will literally get to pull the tarp of the race car for the first public viewing, in front of media and spectators. Family to participate in the media event and attend the Charlotte race as guests of Ford and Bob Tasca.

**PROGRAM DATES**  
 June 1 – June 30: Submit Designs  
 July 1 – August 14: Designs Posted/Bidding Begins  
 August 14: Winner Selected  
 September 17-20: Winning Race Car Unveiled at NHRA Nationals, Charlotte, NC

## WHAT IS IN IT FOR YOU??

(All Chapters eligible)

- Ability to give back to your generous families through a one-of-a-kind, high-profile national program
- Opportunity for kids that participated last year to have another chance at this exciting opportunity to design a racecar
- To gain large-scale promotion/attention for your chapter through Ford's marketing machine, which is in full support of this program
- Chance for JDRF as a national organization to support our #1 contributor of more than \$27 million in a significant way!
- **\$\$Money\$\$ \$\$Money\$\$ and more \$\$Money\$\$ for your Chapter!**

### PHASE I – GET YOUR FAMILIES INVOLVED

### FORD REWARD

- 1) All Chapters that generate a minimum of 15 race car design submissions
- 2) All "bid" donations generated by the designs submitted within your chapter go directly to your chapter. The more active bidding – the more you receive!

**\$1,000**

**Completely Open!**

### PHASE II – TOP PERFORMERS

### FORD REWARD

- 1) Chapter that generates the MOST race car design submissions
- 2) Chapter that generates the MOST "bid" donations
- 3) Chapter that generates the SECOND highest "bid" donations
- 4) Chapter that generates the THIRD highest "bid" donations

**\$3,000**

**\$5,000**

**\$4,000**

**\$3,000**

## CHAPTER ACTION STEP

- Distribute the Ford- provided Entry Form to your chapter's families. (Distribution via email, events, mail, etc.)
- Once designs are submitted, encourage families to support the bidding by reaching out to their friends, family, neighbors colleagues etc. (Remind them that all the funds raised by on-line bidding goes directly to their chapter.)