



Junior Achievement
MINICORVETTE
challenge 2012

Presented by



**HOUCHENS
INDUSTRIES, INC.**

Drivers, Take Your Positions...

The **2012 Junior Achievement Mini Corvette Challenge** will take place in Bowling Green on **Saturday, May 5, 2012 at the National Corvette Museum**. The field of miniature Corvette go-carts will take to the pavement in a race for the coveted Gold Cup.

Participants and spectators alike will experience the thrill of competition as quick pit stops and sharp turns challenge the skill of both drivers and crewmembers.

Since its beginning in 1995, the **Mini Corvette Challenge** has grown to be a premier family event in the heart of the home of the Corvette. You'll find fun festival food from area vendors, children's activities with inflatable games and a Cool Car Show, displaying everything from Hot Rods to Mustangs and of course...Corvettes.



Everyone Gets The Checkered Flag

Your organization, Junior Achievement and most importantly, local students, all win from your involvement in this high-energy, high visibility event. Sponsor benefits include:

- High visibility/low cost promotion of your business as a supporter of Junior Achievement
- A high-profile demonstration of your organization's interest in an educational agenda
- Employee/customer enthusiasm and camaraderie
- Increased funding for Junior Achievement financial literacy programs in your local schools
- Pacesetter leadership to address a critical issue for our community: the education of our future workforce

Keeping Kids in the Race:



Junior Achievement's purpose is to educate and inspire young people to value free enterprise, business and economics in order to improve the quality of their lives.

We do this by developing...

- the desire in young people to stay in school and appreciate lifelong learning
- positive attitudes toward work and contributing to society
- business/education partnerships that create a bridge between the classroom and the workplace

Our delivery system is differentiated by...

- Sequential and integrated K-12 programs
- Volunteer role models with diverse backgrounds who support all classroom programs
- Experience-based learning

The **Mini Corvette Challenge** is a promotional fundraiser to benefit Junior Achievement and its efforts to provide quality business and economics programs to local schools. In sixteen years, this fun-filled event has raised more than \$460,000 for economic education making area students the real winners!

"On Your Mark"

2012 Schedule of Events



Friday, March 30

Entry Deadline: All entries, new and returning to the race must be in by this date. This will assure teams will have sufficient time to prepare the cars for race day.

Friday, April 27

Impound: All cars will be impounded at the Corvette Museum garage while Basham Auto technicians install the crate engines prior to driving school.

Thursday, May 3

Driving School and Orientation: Tight turns, when to break, when to accelerate, how to exit. A professional will instruct participants on safe driving and event rules. Teams then get a chance to take a test run on a mock course at the Corvette Museum.

Thursday, May 3

Kick-off Reception: Company employees, friends and family will enjoy an evening of great food and racing entertainment at the Corvette Museum. Teams arrive dressed in uniform to compete in the annual Tire Change Competition.

Saturday, May 5

Race Day: The main event will draw hundreds of excited fans. Qualifying heats begin at **9:30 a.m.** with the championship cup races starting at **1:30 p.m.** The awards ceremony follows.



2012 Team Benefits*

Your entry fee entitles you to the following:

- One Custom Tooled Go-Cart with 6 hp engine
- One JA Crate Engine (installed prior to race)
- Two helmets and two neck braces
- One spare tire
- NKA Race Insurance for team members
- NKA Driving School for team
- Listing on event poster
- Listing on JA Website
- Company logo on event t-shirt
- Mentions in TV and radio spots
- Logo and listing in Daily News insert
- Space on track for company banners
- Opportunity to partner with an area school
- Goody bags & t-shirts for team members
- Free entries in the Cool Car Show
- **Ten** Kick-off Reception Family Tickets
- Use of event logo

**see enclosed payment schedule*

***Participants are encouraged to detail their cars, outfit their teams and decorate their team tent area. These costs are not included in the entry fee.**



Photos by Jim Roshan



2011 Race Champions

Gold Cup—
U.S. Bank #25

Silver Cup—
General Motors #20

Bronze Cup—
Coca Cola/
Mello Yello #99

Fastest Tire Change—
General Motors #29