

Issue: American Legion Racing

Message Points

- Per the resolution that established our relationship with Team Johnson Motorsports, no budgeted financial assistance has been provided to the race team.
- Through fundraisers and merchandise sales, over a three-year association, The American Legion family has provided about \$400,000.
- Cost to compete in one BUSCH series race is \$120,000.
- Main funding for this program is associate sponsorships that the race team can generate as a result of their relationship with The American Legion and it's membership.
- Every American Legion member and Post can make money by supporting the # 76 Freedom Car. Ideas are:
 - Post holds fundraiser.
 - Purchase and raffle American Legion Racing merchandise.
 - Assist in signing up an Associate Sponsor of the # 76 Freedom Car and qualify for a 10% finders fee.
- Over 75 million race fans now know that The American Legion has a racecar. Now is the time for every Legion member to stand up and let our great nation know who The American Legion is and to salute our service men and women around the world by cheering on The American Legion #76 Freedom Car.