



# KIDS ON TRACK

HI-TIDE BOAT LIFTS



## OUR MISSION

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Kids on Track is dedicated to creating opportunities of inspiration and lifting the spirits of children throughout the country by providing unique experiences, such as free access to the Road To Indy on NTT IndyCar Series event weekends.

Through IndyCar races and other events, Kids on Track aims to engage the nation's youth in activities that teach valuable life lessons, deepen community connections, and encourage kids to chase their dreams.





## ABOUT US

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Kids on Track works with local charities in cities across the country and, since 2015, has provided over 400 children a once-in-a-lifetime experience, including driver meet-and-greets, behind-the-scenes tours of race tracks and more.

As a 501(c)(3) non-profit, Kids on Track is fueled by individual and organization donations to the worthwhile cause. Namely, like-minded people and organizations who, like Hi-Tide Boat Lifts, are doing more to inspire and uplift the next generation in order to help them find success both on and off the track.

## OUR HISTORY

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Craig Wood, owner of Hi-Tide Boat Lifts, has a passion for motorsports and his desire to make a difference in the lives of youth prompted the company to sponsor the South Florida-based Road To Indy driver Kyle Connery in early 2015.

Striving to extend their connection deeper into the community, Hi-Tide wanted to do more. More to inspire, more to encourage, and more to teach children that with dedication, teamwork and perseverance, anything is possible. In IndyCar racing, they found a sport that encompasses those values and sets the stage for exciting and memorable moments.



**“IndyCar racing encapsulates the values we want to pass on to the next generation, such as teamwork, dedication and perseverance. It provides important life lessons, all while capturing the excitement and wonder of the kids we want to reach through this program.”**

**- Craig Wood, owner of Hi-Tide Boat Lifts**

# BY THE NUMBERS

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Number of kids who have gained unique experiences through KOT

467

The program has been inspiring the next generation since

2015



has worked alongside

32 organizations & local charities,

such as Big Brothers Big Sisters & Ronald McDonald House

in

13 cities

all across the country

Big Brothers Big Sisters (BBBS) Tampa Bay • Ronald McDonald House Charities (RMHC) Tampa Bay • BBBS Greater Birmingham • Growing Kings • RMHC Alabama • BBBS Central Indiana • 100 Black Men of Indianapolis • Bloom Project • Starfish Initiative • Concord Indy • BBBS Fond Du Lac • Boys & Girls Club Sheboygan County • BBBS Central Iowa • The Peer Project • Mid-Ohio Youth Mentoring • BBBS Central Ohio • BBBS Southwestern IL • S.T.A.R.S Mentoring • Holla Mentors • BBBS Metro Milwaukee • Best Friends of Neenah-Menasha • BBBS of Toronto • St. Michael's Hospital • Hometown Heroes • Christel House International • Children's Bureau, Inc. • Youth Alliance • BBBS Phoenix • Sunshine Acres Children's Home • Club Scrub

## 2019 KOT EVENTS

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St. Pete Grand Prix: 21 attendees

Circuit of The Americas: 18 attendees

IndyCar Grand Prix: 27 attendees

Road America: 22 attendees

**“One of our Littles has never shown interest in school or his future. At this event, he was so excited and focused on what the drivers had to say. He was the first to jump in for photos and ask questions. Afterward, he told his Big that seeing the cars up close makes him want to go to college and pursue engineering. There aren’t words to say how thankful we are for that.”**

*– Big Brothers Big Sisters of Fond du Lac, 2019*





## MEMORABLE EXPERIENCES

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The program provides VIP experiences for kids, including:

- Autograph sessions, guided paddock and car tours, and Q&A's with professional drivers and crews
- Photo opportunities on the podium
- Tons of fun activities from watching the races to exploring IndyCar Fan Village
- A memorable gift bag with Kids on Track swag, toys and other goodies

No matter the event, Kids on Track helps kids create unforgettable memories through special experiences.

**“I was like a VIP. It was the best time of my life!”**

– Big Brothers Big Sisters of Metro Milwaukee



**“It was fantastic. We had a really good time and my Little Brother is into engineering, so this was a good opportunity for him to see the behind the scenes aspects of it. He couldn’t stop smiling.”**

*– Big Brothers Big Sisters of Metro Milwaukee*

**“The event and accommodations were AWESOME! They had never been to anything like it before so they were blown away.”**

*– Ronald McDonald House Charities of Alabama*

**“New and exciting experiences like these are so valuable to our matches and we’re so grateful to have been able to offer this opportunity to them.”**

*– Big Brothers Big Sisters of Toronto*





## BEYOND INDYCAR

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Beyond the IndyCar circuit, Kids on Track makes an impact by supporting non-profit organizations and events such as Club Scrub's Take a Kid Mountain Biking Day.

Additionally, Kids on Track has sponsored private events at individual centers such as Andersen RacePark in Palmetto, FL, to provide children with skilled kart training, racing techniques, fun giveaways, and more.

## THE FUTURE OF KOT

As a 501(c)(3) non-profit, Kids on Track depends on the support of like-minded individuals and organizations, whose donations help to:

- Create more unforgettable experiences for kids
- Expand programming and support new opportunities to uplift and inspire
- Reach and positively impact the lives of even more children across the U.S.



## INDIVIDUAL SUPPORT

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Every contribution helps, no matter the size. Below are a few examples of how individual support can make an impact.

### One-time gift

- \$100 Covers the cost of one group's memorable gift bags
- \$200 Covers the production costs of fun giveaways, such as posters and hero cards
- \$400 Covers all costs for one child's memorable day at the race track

### Monthly gifts

- \$25 Covers the cost of one child's Kids on Track apparel
- \$50 Covers the cost of one child's ticket to the race track
- \$100 Covers the cost of lunch for one group's day at the track
- \$250 Covers transportation costs for one group's memorable day





## CORPORATE SUPPORT

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Every contribution helps, no matter the size. Below are a few examples of how corporate support can make an impact.

### One-time gift

- \$400 Covers all costs for one child's memorable day at the race track
- \$1,000 Covers the entire cost of snacks for the year
- \$2,000 Covers all ticket costs for every child throughout the year
- \$5,000 Covers all food and beverage costs for the year

### Monthly gifts

- \$100 Covers the cost of one group's memorable gift bags
- \$250 Covers apparel costs for one group to commemorate their day
- \$500 Allows children to enjoy pits and paddock passes to meet drivers
- \$1,000 Allows Kids on Track to further invest in creating a better experience for kids

# INTERESTED IN SUPPORTING OUR CAUSE?

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*Visit [hi-tide.com/kids-on-track](https://hi-tide.com/kids-on-track) to make a donation, get more information or contact us directly.*

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  @kids\_on\_track

