



# Project Podium

## Program Overview

*A Program of the Women in the Winner's Circle Foundation  
established by Lyn St. James in 1994*



**PROJECT PODIUM**

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Project Podium is a program within the Women in the Winner's Circle Foundation, a 501(c)(3) nonprofit organization established in 1994 by Lyn St. James. Each year up to \$50,000 in matching funds are available to young women drivers who compete in all forms of motorsports including karting, quarter midgets, drag racing, sports car and oval track racing.

Grant recipients are selected by a panel of motorsports and business professionals from qualified applicants. In its 2008 inaugural year Project Podium attracted 11 partners and provided more than \$55,000 in support. Our goal is to dramatically grow the partner list as well as the support we can provide young drivers.

## **Project Podium Goals:**

- Provide financial assistance in the form of matching grants to young women drivers to help further their early professional careers
- Introduce or further provide experience for young drivers related to the very important business aspect of the racing industry
- Increase the number of women winning races and championships in key categories of motorsports
- Create a diverse talent pool of women drivers in the upper echelon of motorsports



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# WOMEN IN THE WINNER'S CIRCLE



- The Women in the Winner's Circle Foundation is a 501(c)(3) non-profit organization founded by Lyn St. James in 1994
- Its mission is to provide next-generation women drivers with education, training, leadership, vision, resources and financial support
- Since its inception, it has successfully developed more than 230 top-level professional women drivers
- Prominent Foundation graduates include:



– **IndyCar:** Danica Patrick and Sarah Fisher



– **ARCA and NASCAR Series:** Erin Crocker, Allison Duncan, Gabi DiCarlo and Alli Owens



– **NHRA:** Melanie Troxel

## 2008 PROJECT PODIUM GRANT RECIPIENTS



- Natalie Fenaroli                      12 years old                      Raymore, MO                      go kart racer
- Brandie Jass                              15 years old                      Bryan, TX                              mini sprint racer
- Kristy Knoll                                13 years old                      Amherst, NY                        go kart racer
- Megan Reitenour                        17 years old                      Miamisburg, OH                    stock car racer
- Miranda Throckmorton                16 years old                      Coatesville, IN                    sprint car racer

Each driver is required to submit an application that includes her driving qualifications, race resume, sponsor information, a written essay on her goals and plans, and what the funding will be used for.

Project Podium is a matching funds program focused on young women drivers who have demonstrated talent, hard work and perseverance, and who have generated sponsorship dollars to be matched by Project Podium.



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# PROJECT PODIUM PARTNERS



## Please Join Project Podium's Current Partners:

Project Podium prides itself with its partnership with globally renowned companies that are the leaders in their respective markets. Association with such high-equity brands will only further your own image.



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# INVEST IN TOMORROW'S FEMALE DRIVERS



## Become a Valued Partner

Supporting Project Podium provides its partners multiple tangible benefits, while simultaneously promoting young professional women athletes in motorsports.

## Associated Benefits

- Media exposure through publicity by the Foundation and each of the recipients
- Inclusion in all related Project Podium materials and releases
- Lyn St. James will publicly acknowledge your support in media interviews and at relevant speaking engagements
- Your company's logo and hyperlink on the Women in the Winner's Circle Foundation page ([www.lynstjames.com](http://www.lynstjames.com))
- Use of the Women in the Winner's Circle Foundation and Project Podium logos
- Availability of Lyn St. James and/or grant recipients for interview(s) and personal appearance(s) on your behalf
- Tax deductible charitable contribution write-off according to IRS rules and regulations



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# INVEST IN TOMORROW'S FEMALE DRIVERS



*“Regardless of your ultimate decision, thank you for your time and consideration regarding my passion to promote women in motorsports. I would greatly appreciate your feedback on this value proposition so that I may continue to bring value to our partners.” - Lyn*

Lyn St. James

Contact: 317.244.9790



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