

## ***ACCESSIBLE RACING***

Accessible Racing is the World's only  
Driving Experience designed to meet the  
needs of the Wheelchair Community

Brian Hanaford- President  
Accessible Racing  
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[www.AccessibleRacing.com](http://www.AccessibleRacing.com)



# Who we are??

**Accessible Racing** is a New Jersey Nonprofit Corporation organized exclusively for charitable, scientific, and educational purposes within the meaning of 501(C)(3) of the Internal Revenue Code & Regulations.

**Accessible Racing: the world's only driving experience for the wheelchair community.** The specific purpose of the Corporation is to 'Break Down Barriers and Create Opportunities' for wheelchair bound military veterans returning home, as well as other persons with disabilities.

**Accessible Racing strives to inspire people to drive with a disability - instead of letting a disability drive them.** When first faced with the reality of a disability, many experience depression, a loss of confidence, and a belief that their lives have ended. They are often alienated from family and friends because there are no shared positives. Reinforcement of positive mental attitudes and giving options to newly injured and/or afflicted veterans and civilians are crucial in the transition process as patients become accustomed to their diagnosis and their new situation.

Sports and recreation activities offer the opportunity to achieve success, and shift focus from disability to new abilities. Currently, newly injured veterans and civilians are limited to more traditional recreation activities such as: cycling; skiing; court sports, and sailing, to name a few. Source:

<http://www.dsusa.org/about-overview.html> Dec 2008

According to the Department of Transportation, in 1996 there were over 54 million disabled veterans and citizens, with a total of 383,000 registered vehicles with adaptive equipment. Nearly 13 years later these numbers have grown significantly. These disabled American veterans, citizens, their friends, families, and employers are anxious to be part of new opportunities that help improve their quality of life.

**Accessible Racing offers two unique components:**

- 1) "VXP Virtual Driving Station"
- 2) "Arrive & Drive- Driving Experience"



# VXP Virtual Driving Station

The **VXP** virtual driving station is a specialized module with hand controls powered by the popular “**iRacing.com**” software and its internet video game network.

Until now, all driving/racing simulators have required the use of a steering wheel and pedals to operate. VXP uses a force-feedback steering wheel equipped with hand controls, enabling persons who do not have the use of their legs to compete in a virtual racecar against thousand of other racers from all over the world.

The VXP driving station has caught the eye of the medical industry, and its technology has been studied, and improved rehabilitation rates for rehab patients who have suffered from strokes, spinal injuries, broken bones and combat injuries. Accessible Racing’s program has the multifaceted benefits of rehabilitation and driver safety and training, but also the world’s only opportunity for disabled persons to enjoy the thrill of motorsports competition in the virtual racing world. The fun and excitement of real time professionally sanctioned racing is now available to everyone. Rehab patients with little hope for a future are inspired by a new world of possibilities. Top competitors will ultimately get a chance to actually drive the real thing at a real track via the “Arrive & Drive Experience”!





# Arrive & Drive Experience

Accessible Racing's "Arrive & Drive" Driving Experience" is the only NASCAR style race car modified for a wheelchair user. It is accessible via a driver's door that opens to 90 degrees. A driver's swivel seat for easy transfer, a push button automatic transmission shifter, and hand controls. The steering wheel and shaft are removable for even more room to aid in the transfer. The vehicle also features dual steering, brake and gas pedals and an engine stop switch on instructors' side of car for total control and training. Also, we added a back up steering and brake system in the event of an engine stall.

Accessible Racing skills school, staged in a wide open parking lot, develops a new set of driving skills versus merely practicing the same skills. A combination of class room knowledge and closely supervised driving instruction from a professional racecar driver riding in the dual controlled Accessible race car focuses on base line driving skills; under steer, over steer, steering with throttle, threshold breaking and more.

## What they say...

"Life is short and will pass you by whether or not you truly lived, this experience is exactly what living is all about. We at Pepsi look forward to this event for years to come."

**Shawn Bird**  
*Pepsi Bottling Group*

"I think that what you guys are doing is amazing, more than equipment, but also the inspiration that you are giving to so many people - in a fun way! It would have been great to have had something established like you guys when I was in, and getting out, of rehab. I've definitely met my fair share of folks who've been through heavy events in their lives, so it means a lot to me, to be able to be involved and show people just how far a little belief in something can take you - even if it's just simple living."

**Kristen Smith,**  
*New Jersey*





# Elements

## **Accessible Racing VXP Virtual Driving Video Experience**

Market Custom Video Stations  
Membership – iRacing.com Video League Play  
Training toward “Arrive and Drive” Driving Experience

## **Accessible Racing “Arrive and Drive” and Driving Experience Program**

Racecars Adapted for the Wheelchair Community  
Trained Driving Instructors

## **Support to Veterans & Rehabilitation Hospitals**

Show Car, Exhibitions, Demonstrations  
Recreational and Rehabilitative Therapy  
Celebrity Personal Appearances

## **Collaboration with the Racing Community**

Regional Programs – Oval and Road Courses  
National Sanctioning Bodies, Race Teams, Prominent  
Personalities

## **Build Brand Awareness**

Market Video Documentary to Networks  
News / Media Highlight Reels  
Targeted News Releases

## **Tax Deductable Fundraising & Sponsorship Support**

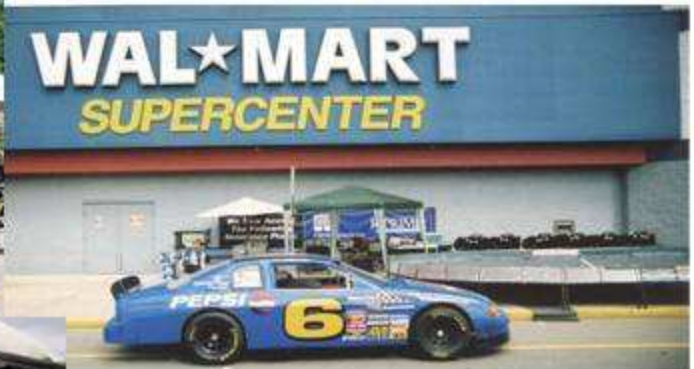
Target Demographics... 54 Million plus families  
Broad Offers ... Local, Regional, National Levels  
Program or Special Events Support Offerings

## **Exhibits and Corporate Hospitality at NASCAR events**

Interact with Traditional Race Fans and Sponsors  
Entertain Sponsors and Corporate Supporters



# ACCESSIBLE RACING





# Title Sponsor (Tax Deductable)

## **\$50,000 Title Sponsor**

<u>Elements</u>	<u>Est. Value</u>
5 VXP Virtual Driving Station systems \$400	\$2,000
5 iRacing.com yearly memberships @ \$156	\$ 780
5 Driving Experiences @ \$750 (25 laps)	\$3,750
50 NASCAR pit passes / tour (NHMS – 6/27/09) @ \$100	\$5,000
50 NASCAR suite passes (NHMS -6/27/09 Nationwide Series) @ \$300	\$15,000
5 Show Car opportunities@ 1000	\$5,000
Event Signage	\$5,000
Sponsor 's Logo on car Hood and Qtr. Panels @ \$10 per sq .in	\$20,000
Sponsor's logo on 5 Driver uniforms (Prominent) @ \$100	\$ 500
10 Sponsor's Custom Event shirts.@ \$100	\$1,000
Sponsor's Logo on Accessible Racing web site	\$1,000
National media mentions – brand awareness	\$10,000
Title Sponsor Plaques	<u>\$ 100</u>
	\$69,130 Total Est .Value

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# Partners & Sponsorships

*(Tax Deductable)*

<u>ITEM</u>	<u>\$VALUE</u>
VXP Virtual Driving Station system	\$400
iRacing.com yearly membership	\$150
Driving Experience Program	\$750
Arrive & Drive	\$85
Ride-a-longs	\$50
NASCAR Pit Passes	\$100
NASCAR suite passes	\$300
Show Car Appearance	\$500-\$2000
Event Signage	TBD
Sponsor 's Logo on car Hood and Qtr. Panels	\$10 per sq inch
Sponsor's logo on 5 Driver uniforms (Prominent)	\$500
Sponsor's Logo on 1 sleeve of all event shirts.	
Sponsor's Logo on Accessible Racing web site	\$1000
Sponsor's Logo in Video Documentary to Networks News / Media Highlight Reels Targeted News Releases	TBD
National media mentions – brand awareness	TDB
Title Sponsor Plaques	\$50

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