Successful Driver Competitons
A How-To-Guide

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Start NOW

Planning Committee

- ✗ Engage HELP
- ✗ Volunteer types:
  - ✗ Judging
  - ✗ Course Set up
  - ✗ Master of Ceremonies
  - ✗ DJ
  - ✗ Sign in table

Event Size

- ✗ Who's invited
- ✗ Type of Event
  - ✗ Food included
- ✗ Weekday or Weekend
  - ✗ Willingness to close day of event

Budget

- ✗ Offer sponsorships
- ✗ Giveaways for attendees
  - ✗ T-Shirts
  - ✗ Gifts
  - ✗ Thank you items



Location is Key

- Your plant
- Local facilities willing to partner:
  - Colleges
  - Tech Schools
  - Baseball Facilities
- Work with location
  - Allow to use large area (additional cost?)
  - Can they cater, if needed



Dates/Times

- Determine Date
- Have a backup plan and backup date immediately



Sponsor Considerations

- Vendors
  - Money or donation items

SPONSORSHIP LEVELS	
$2,500 Platinum Sponsor	Sponsor an event at the Championship. Your sponsored event will have a banner promoting your Company as the sponsor of the event. We will highlight you as a sponsor on social media. Your logo will be put on the Company T-Shirt handed out to all. 2 members of your company will be invited to attend the event for free. **Must have money received by June 1st.**
$1,500 Gold Sponsor	Sponsor an event at the Championship. Your sponsored event will have a banner promoting your Company as the sponsor of the event. We will highlight you as a sponsor on social media. 2 members of your company will be invited to attend the event for free.
$1,000 Silver Sponsor	Company logo will be on main sign highlighted at event. 1 member of your company will be invited to attend the event for free. We will highlight you as a sponsor on social media
$500 Bronze Sponsor	Company logo will be on main sign highlighted at event.

- Invite to event
- Have signage with their logo at event
- Thank them after event



Additional Considerations

- Create a logo
- DJ
- Photographer
- T-Shirts
- Awards
- Thank you gifts

- Other events
  - Face Painting
  - Bounce House
  - Balloon Animals
  - Sno Cone Vendor
  - Yard Games
  - Dunk Tanks

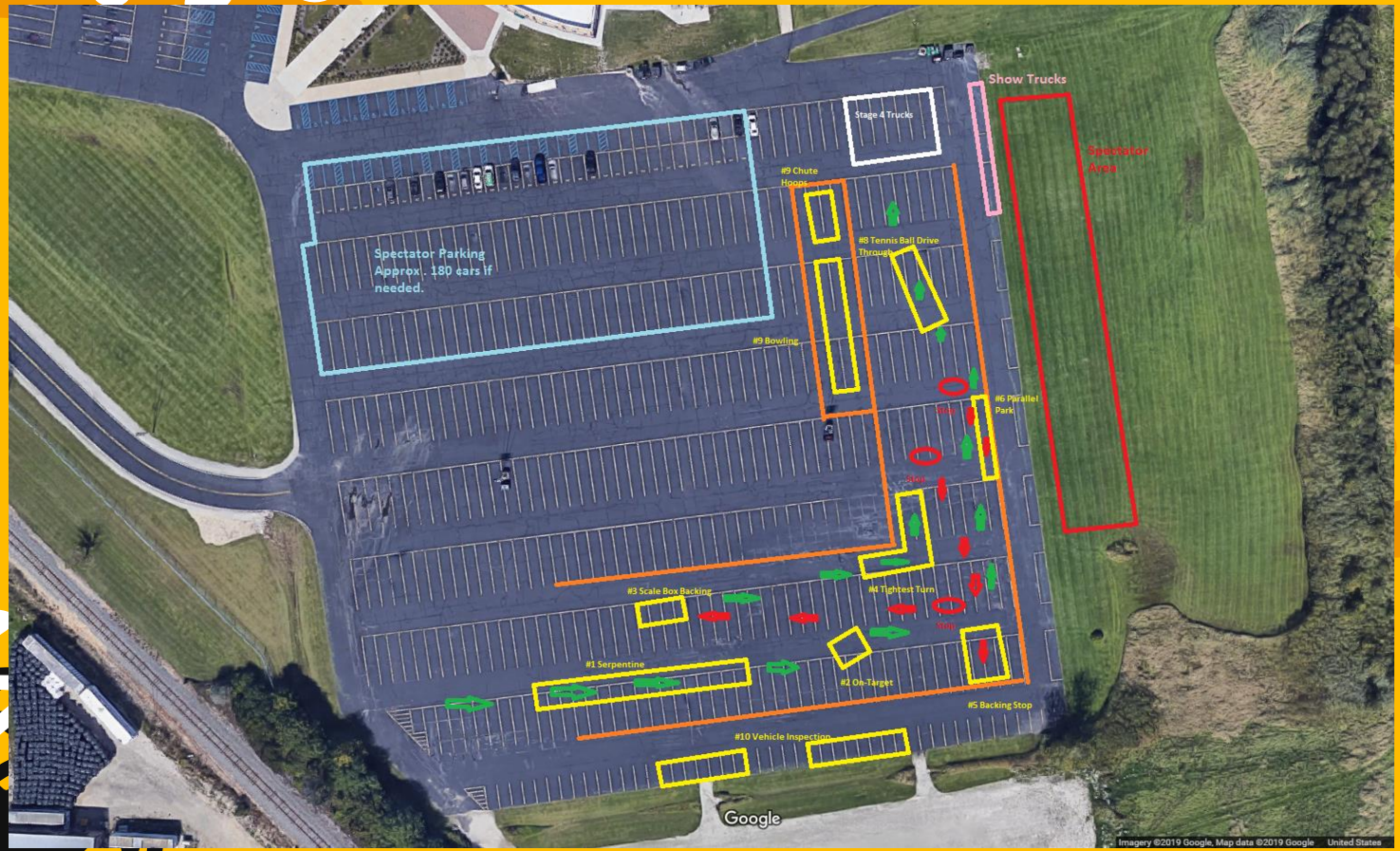




Course

- Pick the size that's right
- Challenge Ideas
  - Truck Inspection
  - Written Exam
  - Driving Course
- Driving Course:
  - Tightest Turn
  - Parallel Park
  - Ball Drive-Through
  - On-Target
  - Front Stop
  - Rear Wheel Back-Through
  - Scale Box
  - Backing Stop
  - Chute Hoops
  - Egg Break
  - Bowling
  - Serpentine




Show Trucks
Stage 4 Trucks
Spectator Area
Spectator Parking Approx. 180 cars if needed.
#9 Chute Hoops
#8 Tennis Ball Drive Through
#9 Bowling
#6 Parallel Park
#3 Scale Box Backing
#4 Tightest Turn
#1 Serpentine
#2 On-Target
#5 Backing Stop
#10 Vehicle Inspection
Google
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Event Promotion/Sign up

- ✗ Give plenty of notice
- ✗ Determine eligibility to compete

- ✗ Social media
- ✗ Emails
- ✗ Display boards
- ✗ Tablets



Carew Concrete



Ready Mix Championship

When: Saturday, June 26, 2021

Where: Timber Rattlers Stadium
2400 N Casaloma Dr
Appleton, WI 54913

Timeline: 1:45pm – 2:00pm Drivers participating in Championship must arrive and register
Drivers participating in Championship must wear: Company Provided T-shirt (will receive at registration), Shorts or Pants are acceptable, closed toed shoes

2:00pm – 3:00pm – Drivers participating in Championship will be given directions for full course

2:30PM – Registration for all not participating in the event begins. You are free to come anytime between now and the end of the event, but don't miss out, come early!

3:00PM DRIVER CHAMPIONSHIP BEGINS

5:00pm – Buffet Dinner will be set out: All-you-can-eat food of hamburgers, brats, hot dogs, baked beans, pasta salad, potato chips, dessert
Winners will be announced during this time!
6:00pm – Entry into T-Rats to get ready for 6:35pm Game Time

Fireworks and kids run the bases following the game!

We will have music, face painters, games, raffle prizes and so much more at the event! There will be plenty of seating at the event as well as tents for shade. All t-shirts and tickets will be handed out at the game during registration!

Any questions, please contact Cassie Krause, 920-731-9771 x 116 or ckrause@carewconcrete.com

2021 Carew Concrete Ready Mix Driver Championship & Family Picnic Registration Form

Employee Name:	
Not attending any of event	☐
Participating in Ready Mix Challenge	☐ Yes ☐ No
Attending Full Event, Including Timber Rattler Game	☐
Attending Event, but NO Timber Rattler Game	☐
Number of immediate family attending at NO cost (include yourself)	
Number of additional friends/family at cost, listed below	

List all immediate family attending at no cost and check their appropriate age range

	Age of Individual Attending Event			T-Shirt Size		
Name	**2 & ▼**	**3 - 10**	**10+**	**T-Shirt Size**	**Check box for Adult or**	
Employee Name:	☐	☐	☐		☐ Youth	☐ Adult
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult

List all additional family/friends attending AT COST and check their appropriate age range

	Age of Individual Attending Event			T-Shirt Size			COST
Name	**2 & ▼ FREE**	**3 - 10 $10**	**10+ $14**	**T-Shirt Size**	**Check box for Adult or Youth Shirt Sizing**		**HR USE ONLY**
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult	
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult	
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult	
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult	
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult	
Additional Guest Name:	☐	☐	☐		☐ Youth	☐ Adult	

Please return form to Cassie Krause at the Appleton Plant no later than **Friday, May 7th, 2021**

Judges

- 2 per event
- Have it clear who will be final decision maker

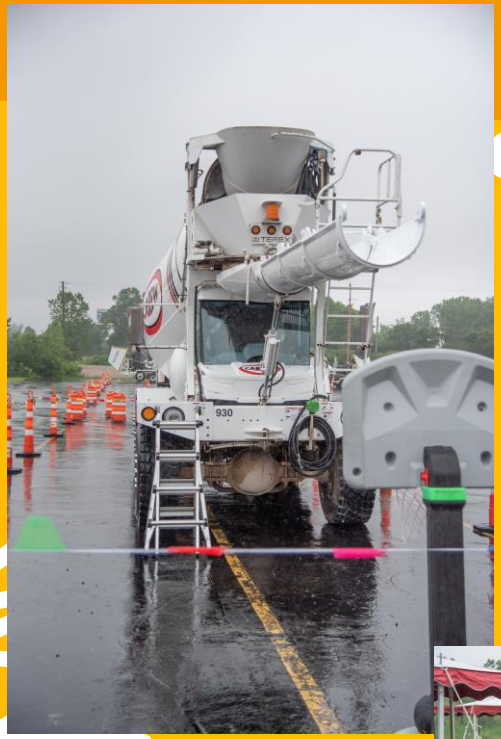
- Who to judge:
  - WRMCA/NRMCA
  - Spouses
  - Vendors
  - Children



Supplies

- ✗ Traffic Cones
- ✗ Barricade
- ✗ Flags/Safety Tap
- ✗ Tennis Balls
- ✗ Tape Measures
- ✗ Plumb Bobs
- ✗ Hammer
- ✗ Drill
- ✗ Scissors
- ✗ Paper
- ✗ Calculator
- ✗ Clipboards

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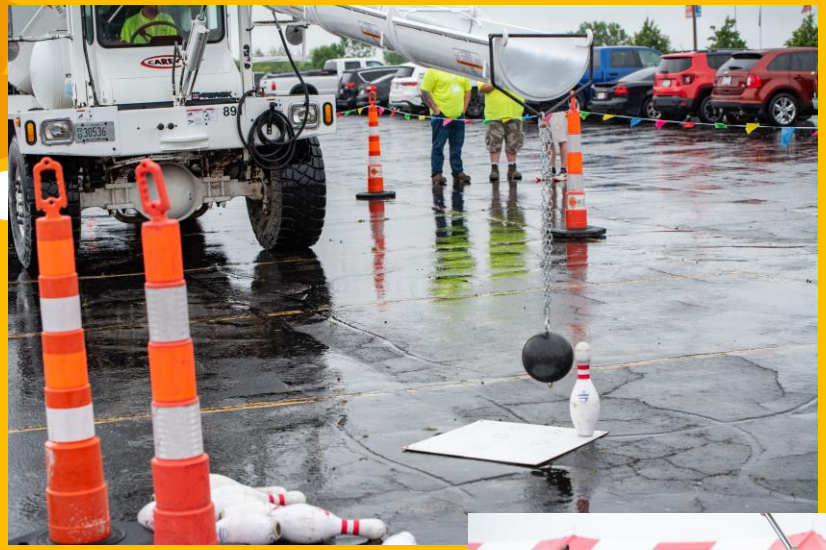
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That seems like a lot for us...

- ✗ Why bother?
- ✗ I don’t even know where to start with finding people
- ✗ We’re a small company, we can’t do that
- ✗ No one will even have fun



Benefits to hosting a small event

- Honoring the family support that our drivers, batchmen and owners rely upon every day
- Celebrating skills and giving recognition
- Building relationships







Big Picture

- 2021 marked the 15th year that NRMCA has run the National Mixer Driver Championship
- Sponsored by the Truck Mixer Manufacturers Bureau
- Other notable sponsors are willing
- Overall winners as well as individual event winners allow for recognition at National
- We can do the same at individual or state versions



Thanks!

Any questions?



You can find us at

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