

2025 DRIVER



IMPACT FUND

## GENERAL:

The fund aims to encourage competition, boost participation, and provide financial support to teams and drivers committed to the series. The Mid-Am Point Fund is structured into three distinct and independent sections, each operating separately without dependence on the others. Points accumulated in one section do not affect or influence the standings in the other sections. The only requirement for eligibility is a Mid-Am membership. Force Majeure as described in the rulebook does apply.

## Overall Structure for the 2025 Mid-Am Points Fund

1. Performance-Based Payout (Traditional race results) (56.4%) → \$3,100
2. Engagement-Based Payout (Social media sharing, fan engagement)(28.1%) → \$1,550
3. Participation-Based Payout (Consistent attendance and effort)(15.5%) → \$850

### SECTION 1: PERFORMANCE-BASED PAYOUT (TRADITIONAL POINTS SYSTEM)

- 1st Place Overall: \$800 check
- 2nd Place Overall: \$650 check
- 3rd Place Overall: \$525 check
- 4th Place Overall: \$400 check
- 5th Place Overall: \$225 check
- 6–10th Place (Even Split): \$500 Total (~\$125 each) check

### HOW THIS IS CALCULATED:

- Points awarded based on race finishes (as we award points currently).
- Awards ceremony participation NOT mandatory

### SECTION 2 ENGAGEMENT POINT BASED PAYOUT (SOCIAL MEDIA & ENGAGEMENT)

- Top Social Media Contributor: \$650 check
- 2nd Place: \$500 check
- 3rd Place: \$250 check
- Random Draw for Participation: \$150 gift cards

### HOW THIS IS CALCULATED:

- Points for social media shares (e.g., +2 per post about the series with proper hashtags and tagging the series page).
- Fan engagement bonus (drivers get points if their post gets over a certain number of likes/shares).
- Bonus for producing behind-the-scenes content (videos, photos, live streams).
- Referral bonus (bringing new sponsors or racers to the series).
- **Must be present at Awards Ceremony to receive**

### **CATEGORY**

### **POINTS**

- |   |    |
|---|----|
| 1. Social Media Post with hastags and tagging               | 2  |
| 2. Fan Interaction (meet & greet w/hero cards, tables, etc) | 5  |
| 3. Any post with 100+ Likes (no bots)                       | 5  |
| 4. Any post with 500+ Likes (no bots)                       | 10 |
| 5. Behind the scenes video (series tagged, min 30s)         | 10 |
| 6. Referral Bonus (Contingency sponsor)                     | 10 |
| 7. Parades, school visits, trade shows                      | 15 |
| 8. Referral Bonus (new cash sponsor)                        | 30 |

## **SECTION 3 PARTICIPATION-BASED PAYOUT: 17.4%**

1. Perfect Attendance Raffle: \$300 check
2. Volunteer Assistance Raffle: \$150 gift cards
3. Long Haul Raffle: \$150 gift cards
4. Promoters Choice \$250 gift cards

### **HOW THIS IS CALCULATED**

1. 1 entry per driver with perfect attendance
2. 1 entry per person for assisting in track setup, teardown, or volunteering for the series at an event.
3. 1 entry per person per event
4. 1-10 (9 for total races) in the following categories voted on by Cheryl, Tim, and Kevin
5. Must be present at Awards Ceremony to receive

#### **1** Dedication to the Series

- ✓ Assists other teams when necessary and feasible.
- ✓ Represents the series positively in interviews, social media, and at the track.
- ✓ Always makes an effort to race, even under tough circumstances (e.g., overcoming mechanical issues).

#### **2** On-Track Conduct & Sportsmanship

- ✓ Races hard but clean, avoiding unnecessary drama or retaliation.
- ✓ No “major infraction disqualifications
- ✓ Respects officials, fellow competitors, and track staff.
- ✓ Helps new or struggling teams (offering advice, lending parts, etc.).

#### **3** Off-Track Contribution

- ✓ Actively promotes the series (social media, word-of-mouth, bringing fans).
- ✓ Brings in sponsors, media attention, or new drivers.
- ✓ Volunteers to help with track setup, teardown, or series events.

#### **4** Fan Engagement & Professionalism

- ✓ Interacts with fans (signing autographs, taking photos, being approachable).
- ✓ Keeps their car and crew looking professional (clean appearance, well-branded).
- ✓ Encourages a positive racing culture at the track.

Races Attended ★★★★★★★★★★

Dedication to the Series ★★★★★★★★★★

On-Track Conduct ★★★★★★★★★★

Off-Track Contribution ★★★★★★★★★★

Fan Engagement & Professionalism ★★★★★★★★★★

Total (Out of 49)