



2017 KULWICKI DRIVER DEVELOPMENT PROGRAM APPLICATION

PROGRAM DESCRIPTION

Established in 2015 by the family of 1992 NASCAR Winston Cup Champion Alan Kulwicki, the Kulwicki Driver Development Program (KDDP) is the premier short track driver development program for pro and super late model drivers in North America. The role of the KDDP is to help worthy drivers achieve their dreams, while at the same time keeping alive the legacy of Alan Kulwicki. The program will provide assistance to up-and-coming racers in several ways. A one-time stipend will provide financial support in covering operational expenses, transportation costs, entry fees, development of promotional and marketing materials, and assistance with necessary equipment. Staff and friends of the KDDP will assist participants in areas such as sponsorship development; publicity, marketing, and social media; business education; and industry networking and relationship building.

Seven drivers will be selected to participate in the season-long race for the 2017 Kulwicki Cup. Each driver will receive a \$7,777 stipend at the beginning of the season, and will compete against one another for the \$54,439 grand prize and a coveted, one-of-a-kind trophy. Drivers are required to compete in a MINIMUM of fifteen races over the course of the season. Program participants will be judged on race results, off-track civic participation, program promotion, fan interaction, and stewardship for Alan's story

The Kulwicki Driver Development Program is aimed at the "grass roots" racer. The program hopes to identify and assist a driver in the early stages of his or her career. While Alan certainly did it "his way," going from track champion at Slinger (WI) Speedway, to winning American Speed Association (ASA) races across the Midwest, to an owner-driver on the Winston Cup circuit in just a few short years, we understand that there are multiple paths to move up the racing ladder. The program is open to any pro or super late model driver that races weekly at a single track, participates in a regional touring series, or follows the "outlaw" path, picking and choosing races against the best competition. We are interested in finding candidates who possess the same drive, determination, and dedication that made Alan a champion. Drivers with incredible character, respect for their fellow competitors, a dedication to community engagement and "giving back," and an overall interest in the health of short track racing will be seriously considered by the KDDP Board of Directors.

If Alan were with us today, he would have his eyes on the short tracks of North America, looking for the next young racer with the drive to succeed. The Kulwicki Driver Development Program hopes to carry Alan's story and legacy to a new generation and to help short track racing grow. Through strategic partnerships and relationships, the KDDP hopes to become a crucial link in helping seven young men and women achieve their racing dreams.



Applicants should have experience in late model stock, pro late model, or super late model racing and be planning on participating during the 2017 racing season. There is no age limit, but preference will be given to candidates between the ages of 16 and 25.

PERSONAL INFORMATION

NAME:

ADDRESS:

CITY:

STATE:

ZIP CODE:

PHONE:

EMAIL:

DATE OF BIRTH:

ARE YOU A CITIZEN OF: THE UNITED STATES? _____ CANADA? _____ OTHER? _____

ARE YOU WILLING TO SUBMIT TO A CRIMINAL BACKGROUND CHECK: YES _____ NO _____

EDUCATION – Please indicate highest level reached

School/Location – Degree/Year

HIGH SCHOOL:

2-YEAR DEGREE:

4-YEAR DEGREE:

GRADUATE DEGREE:



EMPLOYMENT HISTORY

List any positions you have held within the last five years.

- 1.
- 2.
- 3.

SPECIAL SKILLS OR TRAINING

Describe any particular skills or professional training that you feel set you apart as a candidate for the Kulwicki Driver Development Program. Please highlight any mechanical, engineering, or design training you have had.

- 1.
- 2.
- 3.

COMMUNITY ENGAGEMENT

List any organizations and/or projects you have volunteered for or contributed to.

- 1.
- 2.
- 3.

RACING EXPERIENCE

YEARS ACTIVE:

TYPE OF CAR RACED IN 2016:



TRACK(S) RACED/SERIES COMPETED IN 2016:

NUMBER OF VICTORIES OR HIGHEST FINISHES (CAREER):

AWARDS EARNED (track or series titles; performance awards; sportsmanship awards; rookie-of-the-year):

DESCRIBE 2017 RACING PLANS (series, track, type of car, number of races):

CAR OWNER/YEARS OF OWNERSHIP:

CONTACT INFORMATION:

CURRENT SPONSORS:

- 1.
- 2.
- 3.

ESTIMATED RACING BUDGET FOR 2017 (include team budget if you drive for a team owner or yourself; if you are self-funding your racing effort with team or driver development program, please include those figures):



PERSONAL STATEMENT

In a statement of 500 words or less, share why you feel you are an excellent candidate for the Kulwicki Driver Development Program, what you hope to accomplish if selected, and your career goals. Refer to your racing experience, community engagement, past employment and/or education history, and explain why you feel your background embodies the spirit, drive, and determination of Alan Kulwicki.



SUPPLEMENTAL MATERIALS

1. Attach a one-page letter of support from someone that can speak to your qualifications on and off the race track (car owner, track owner or promoter, fellow racer, teacher, supervisor, community leader). Additional letters that emphasize specific skills and/or contributions you can make to the program are welcome.

2. Additional materials that best highlight your qualifications for the Kulwicki Driver Development Program. Include NO MORE THAN THREE of the following:

- Race reports
- News releases
- Photographs and/or hero cards
- Interviews or video highlights
- Marketing materials
- Financial reports and/or budget materials

APPLICATION DEADLINE:

December 31, 2016

SUBMISSION DETAILS:

Email submissions are preferred. If possible, please incorporate all materials into a single PDF document. Attachments are also welcome. Please send to kulwickiddp@gmail.com

If you prefer to apply via mail, please DO NOT put application materials in binders or folders, or include extraneous items such as apparel, souvenirs, or other marketing materials. Simply send your printed applications and three supporting documents to:

2017 Kulwicki Driver Development Program Application
c/o Tom Roberts Public Relations
PO Box 1020
Guntersville, AL 35976