



Thank you for your interest in the Charlotte Motor Speedway Ambassador Program!

The Ambassador program began in May 2007 and it has continuously grown since that time. Motor Racing Outreach helps facilitate this program for the Speedway.

As an Ambassador you will be part of a very unique and vital part of the guest experience here. We rely heavily on our Ambassadors to be involved in some very important situations that arise at the track.

Our motto, "How May I Help You?" is lived out to a level above and beyond guest expectations. With approximately 150,000 people at the track during event time, you will face many different situations; expected and unexpected.

Please take the time to review following information regarding the Ambassador Program (on the second page). If you would like to apply, please fill out the application and return it no later than March 1, 2010.

Applications need to be emailed to cshore@go2mro.com or mailed to the following address:

Motor Racing Outreach
Attention: Cheryl Shore
5555 Concord Parkway South, Suite 405
Concord, NC 28027

If you have any questions please email me at cshore@go2mro.com or you can reach me by phone at 704-455-3828.

Sincerely,

Cheryl Shore
Outreach Project Manager
Motor Racing Outreach

Q. What is the objective of Charlotte Motor Speedway Ambassadors?

A. CMS Ambassadors work to ensure each and every guest has a winning experience by compassionately providing them with information in a professional, enthusiastic, Godly manner.

Q. What are the responsibilities of an Ambassador at Charlotte Motor Speedway?

A. CMS Ambassadors will be trained to maximize the motto “How May I Help You?” Ambassadors provide a friendly greeting, ongoing support, and a heartfelt goodbye. Ambassadors interact with guests from the parking lots to the grandstands and will do their best to exceed the guest’s expectations in all situations. Working in conjunction with Charlotte Motor Speedway security and medical staff, the Ambassadors will provide Christian based family/friend support in situations as warranted. This may also include support of family members during any trauma situations.

Q. Who oversees the Ambassador Program at CMS?

A. Motor Racing Outreach and Charlotte Motor Speedway. It is the mission of Motor Racing Outreach to introduce the racing community to a personal faith in Christ, to growth in Christlikeness, and to active involvement in the church through relationships that provide care in times of stress, knowledge of God's word, and assistance in the development of leadership skills.

Q. What does the application process entail?

A. Anyone interested in applying to be a CMS Ambassador will need to fill out the enclosed application. CMS Management will then review all of the applications and conduct an interview. We want to make sure the Ambassador program is a great fit for you before we begin. If chosen, you may retain your title of Ambassador for as long as you wish provided that you uphold the standards of the position.

Q. What hours will I be required to work during an event?

A. Event days at Charlotte Motor Speedway are very long. Please plan on arriving in the early afternoon and continue through the evening. Ambassadors are free to leave, if you wish, with 50 laps remaining so you are able to beat traffic.

Q. Will food be provided to me while I work?

A. Yes, you will be provided one meal a day while you work. You will also have access to crackers, granola bars etc. that you can take to your station with you. You will also be provided water and soda.

Q. Am I required to work all of the event days?

A. No, you are not required to work all of the days. You are able to choose the dates you would like to work ahead of time and then you will be scheduled. We just ask that you consider this program thoroughly before making a commitment. Currently, Ambassadors work our NASCAR events.

Q. What do Ambassadors wear on event days?

A. CMS provides Ambassadors with a special shirt and jacket which allows all of our guests to know that you are there to help them. You will also be provided with a hat should you wish to wear it. We ask that you wear black pants and comfortable shoes as you will be standing for the majority of the day.

Q. Will we have training before we work?

A. Yes, you will be required to attend training at CMS that is specific for Ambassadors. There will be a few different dates available to choose from so everyone will be able to make the training. If you do not complete training you will not be able to work.

Q. Do I get paid for working at the track?

A. No, you do not get paid individually for working at CMS. You are a volunteer who chooses to do this program because you enjoy spending your time at the track, making new friends, and helping others. CMS makes a donation to Motor Racing Outreach that helps fund not only the Ambassador Program but also the MRO Fan Outreach Programs at the track. Throughout the year Ambassadors will receive complimentary tickets to varied events at CMS.