

Honoring Brienne's Legacy. Empowering the Next Generation of Women in Motorsports



OCTOBER 22, 2025 - 4TH OFFICIAL JAIL AND BAIL CHARITY EVENT

Brienne Davis
 NASCAR Technical Inspector



As we prepare for this year's Brienne Davis Scholarship activities, we want to acknowledge how meaningful this fund remains—not only as a tribute to Brienne's life and career, but as a real, tangible force for change in the industry.

Davis, a Universal Technical Institute (UTI) graduate and NASCAR Technical Inspector, died tragically in 2008 at age 28, and is honored by this scholarship created to encourage women to seek a career in the automotive industry.

Since its creation, this **\$10,000 scholarship has provided a pathway for 50 women to get the training they need to work in this industry — one where women remain underrepresented, especially in technical roles.**

TechForce Foundation is proud to steward this fund. Every year, we champion thousands of students across the country in to careers as professional technicians —providing scholarships, access to trainings, event tickets and job opportunities.

This Fall, we're planning the **4th Official Jail and Bail** charity event that not only honors Brienne's legacy but also brings new visibility to the scholarship —creating opportunities for future sponsors and supporters to get involved. NASCAR celebrities will have their day in court when they get “locked up” and they will have to raise their bail in an effort to raise funds for the scholarship and TechForce's mission.

We'll be reaching out soon as we look to recruit sponsors, partners, and NASCAR celebrity “jailbirds” for the event.

Thanks again for continuing to stand with us in this work.

Contact Jen Bergeron, jbergeron@techforce.org, or John Sacco, JSacco@nascar.com, to become a sponsor.



4th Official Jail & Bail Benefitting The Brienne Davis Scholarship Fund and TechForce Foundation

DATE: Wednesday, October 22, 2025

LOCATION: Boatyard Lake Norman; Cornelius, NC

TIME: 5:00 – 9:00 PM (times subject to change)

As we prepare for this year's **Brienne Davis Scholarship** activities, we want to acknowledge just how meaningful this fund remains—not only as a tribute to Brienne's life and career, but as a powerful, tangible force for change in the automotive industry.

Brienne Davis, a UTI graduate and NASCAR Technical Inspector, tragically passed away in 2008 at just 28 years old. In her memory, this scholarship was created to encourage more women to pursue careers in automotive and motorsports—fields where they remain vastly underrepresented, especially in technical roles. Since its inception, the \$10,000 Brienne Davis Scholarship has paved the way for 50 women to attend UTI and build successful careers.

The **TechForce Foundation** is proud to steward this scholarship and support thousands of students nationwide with scholarships, technical training, event access, and job opportunities. Now, we're inviting you to join us in making an even bigger impact.

On **Wednesday, October 22, 2025**, we're bringing back a fan-favorite fundraiser—the **4th Official Jail & Bail event**—to benefit the Brienne Davis Scholarship and TechForce's mission. Hosted at **Boatyard Lake Norman in Cornelius, NC**, the event will feature around 30 **NASCAR drivers** getting "locked up" and challenged to raise their own bail in support of the cause. It's a fun, high-energy event that brings the racing community together for something deeply meaningful. After the last driver is "released," we'll cap off the evening with a music act sure to get you moving!

We'd love to explore a sponsorship opportunity with you. Whether it's getting your brand in front of an influential audience, participating in the event, or helping shape the future of this industry, there are multiple ways to make an impact—and we'd be honored to have your support.

Our sponsorship deck is attached. Please don't hesitate to reach out with any questions or ideas—we're excited to collaborate and create something unforgettable.

Warm Regards,

John Sacco, JSacco@nascar.com

Member of the Official Jail & Bail Committee

TechForce Foundation is a nonprofit 501(c)(3) organization with the mission to champion all students to and through their education and into careers as professional technicians.



2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



FREEDOM FUNDER

(1 Available)

- **Naming Rights**
 - Event titled 4th Annual Jail & Bail presented by [Partner Name]
 - Name/logo on marketing materials (posters, press releases, website, social media)
- **Branding & Placement**
 - Custom signage throughout the event
 - Primary signage throughout the venue – banners and digital
 - Regular shoutouts throughout the event by emcee
- **Social Media & Web Exposure**
 - Featured shoutouts in countdown and post-event posts
 - Tagged and linked in sponsor spotlight features
 - Logo/link on event website landing page and donation page
- **Hospitality**
 - 10 VIP passes – includes food and drink tickets
- **Additional Opportunities**
 - Opportunity to provide branded swag to be handed out at venue

\$75,000

BENCH BOSS

(1 Available)

- **Stage Sponsor**
 - Name/logo displayed predominantly around the main stage
 - Name/logo on marketing materials (posters, press releases, website, social media)
- **Branding & Placement**
 - Custom signage throughout the event
 - Primary signage throughout the venue – banners and digital
 - Regular shoutouts throughout the event by emcee
- **Social Media & Web Exposure**
 - Featured shoutouts in countdown and post-event posts
 - Tagged and linked in sponsor spotlight features
 - Logo/link on event website landing page and donation page
- **Hospitality**
 - 5 VIP passes – includes food and drink tickets
- **Additional Opportunities**
 - Opportunity to provide branded swag to be handed out at venue

\$50,000

VERY IMPORTANT PRISONER

(1 Available)

- **VIP Area Sponsor**
 - Name/logo displayed predominantly throughout the VIP area
 - Name/logo on marketing materials (posters, press releases, website, social media)
- **Branding & Placement**
 - Custom signage throughout the event
 - Signage throughout the venue – banners and digital
 - Regular shoutouts throughout the event by emcee
- **Social Media & Web Exposure**
 - Featured shoutouts in countdown and post-event posts
 - Tagged and linked in sponsor spotlight features
 - Logo/link on event website landing page and donation page
- **Hospitality**
 - 5 VIP passes – includes food and drink tickets
- **Additional Opportunities**
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\$50,000

VIP TABLE

(10 Available)

- **Branding & Placement**
 - Logo placement throughout the venue – banners or digital
- **Social Media & Web Exposure**
 - Logo on event website landing page
- **Hospitality**
 - VIP table
 - Five (5) VIP passes – includes food and drink tickets

\$10,000

PARDON PARTNER

(10 Available)

- **Sponsor of the Judges Robe**
 - Name/logo displayed on Judges Robe - LARGE
- **Branding & Placement**
 - Logo placement throughout the venue – banners and digital
- **Social Media & Web Exposure**
 - Logo/link on event website landing page
- **Hospitality**
 - Four (4) tickets to the event

\$5,000

BAIL BUDDY

(10 Available)

- **Sponsor of the Judges Robe**
 - Name/logo displayed on Judges Robe - SMALL
- **Branding & Placement**
 - Logo placement throughout the venue – banners and digital
- **Social Media & Web Exposure**
 - Logo/link on event website landing page
- **Hospitality**
 - Two (2) tickets to the event

\$2,500

Contact Jen Bergeron, jbergeron@techforce.org, or John Sacco, JSacco@nascar.com, to become a sponsor.

2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



FREEDOM FUNDER

(1 Available)

- **Naming Rights**

- Event titled 4th Annual Jail & Bail presented by [Partner Name]
- Name/logo on marketing materials (posters, press releases, website, social media)

- **Branding & Placement**

- Custom signage throughout the event
- Primary signage throughout the venue – banners and digital
- Regular shoutouts throughout the event by emcee

- **Social Media & Web Exposure**

- Featured shoutouts in countdown and post-event posts
- Tagged and linked in sponsor spotlight features
- Logo/link on event website landing page and donation page

- **Hospitality**

- 10 VIP passes – includes food and drink tickets

- **Additional Opportunities**

- Opportunity to provide branded swag to be handed out at venue

\$75,000

The Jail & Bail charity event is back for its 4th year, raising funds for the Brienne Davis Memorial Scholarship to help more women break into the tech workforce. NASCAR personalities will be “locked up” and race to raise their bail, all for a good cause. Sponsorships support benefits TechForce Foundation a 501(c)(3) nonprofit and may be tax-deductible.

To make a charitable gift towards the event and its cause, please TEXT NASCAR2025 to 71777 or



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2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



BENCH BOSS

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- **Stage Sponsor**

- Name/logo displayed predominantly around the main stage
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- **Hospitality**

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- **Additional Opportunities**

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\$50,000

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2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



VERY IMPORTANT PRISONER (VIP)

(1 Available)

- **VIP Area Sponsor**

- Name/logo displayed predominantly throughout the VIP area
- Name/logo on marketing materials (posters, press releases, website, social media)

- **Branding & Placement**

- Custom signage throughout the event
- Signage throughout the venue – banners and digital
- Regular shoutouts throughout the event by emcee

- **Social Media & Web Exposure**

- Featured shoutouts in countdown and post-event posts
- Tagged and linked in sponsor spotlight features
- Logo/link on event website landing page and donation page

- **Hospitality**

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- **Additional Opportunities**

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2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



CELL BLOCK C

SOLD- 0 Available

- **Sponsor of the Jail Cell**

- Name/logo displayed predominantly on Jail Cell
- Name/logo on marketing materials (posters, press releases, website, social media)

- **Branding & Placement**

- Logo placement throughout the venue – banners and digital
- Shoutouts during the event by emcee

- **Social Media & Web Exposure**

- Featured shoutouts in countdown and post-event posts
- Tagged and linked in sponsor spotlight features
- Logo/link on event website landing page

- **Hospitality**

- Four (4) VIP passes – includes food and drink tickets

\$15,000

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2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



JUDGE'S PODIUM

SOLD- 0 Available

- **Sponsor of the Judge's Podium**

- Name/logo displayed predominantly on Judge's Podium
- Name/logo on marketing materials (posters, press releases, website, social media)

- **Branding & Placement**

- Logo placement throughout the venue – banners and digital
- Shoutouts during the event by emcee

- **Social Media & Web Exposure**

- Featured shoutouts in countdown and post-event posts
- Tagged and linked in sponsor spotlight features
- Logo/link on event website landing page

- **Hospitality**

- Four (4) VIP passes – includes food and drink tickets

\$15,000

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2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



VIP TABLE

(10 Available)

Contact Jen Bergeron, jbergeron@techforce.org, or John Sacco, JSacco@nascar.com, to become a sponsor.

- **Branding & Placement**

- Logo placement at the venue banners or digital

- **Social Media & Web Exposure**

- Logo on event website landing page

- **Hospitality**

- VIP table
- Five (5) VIP passes – includes food and drink tickets

\$10,000

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2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



PARDON PARTNER

(10 Available)

- **Sponsor of the Judges Robe**
 - Name/logo displayed on Judges Robe-Large
- **Branding & Placement**
 - Logo placement throughout the venue banners and digital
- **Social Media & Web Exposure**
 - Logo/link on event website landing page
- **Hospitality**
 - Four (4) tickets to the event

\$5,000

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2025 JAIL & BAIL

SPONSORSHIP OPPORTUNITIES

BENEFITING



BAIL BUDDY

(10 Available)

- **Sponsor of the Judges Robe**
 - Name/logo displayed on Judges Robe-Small
- **Branding & Placement**
 - Logo placement throughout the venue banners and digital
- **Social Media & Web Exposure**
 - Logo/link on event website landing page
- **Hospitality**
 - Two (2) tickets to the event

\$2,500

The Jail & Bail charity event is back for its 4th year, raising funds for the Brienne Davis Memorial Scholarship to help more women break into the tech workforce. NASCAR personalities will be “locked up” and race to raise their bail, all for a good cause. Sponsorships support benefits TechForce Foundation a 501(c)(3) nonprofit and may be tax-deductible.

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06/16/2025

Re: Options to Donate to TechForce Foundation, Jail & Bail

1. **ACH routing** instructions are as follows:

Destination Bank: Bank of America

Bank Address: 100 West 33rd Street New York, NY 10001

Bank account number: 960242227893

ABA (routing number): 084301767

Contact information to verify above information:

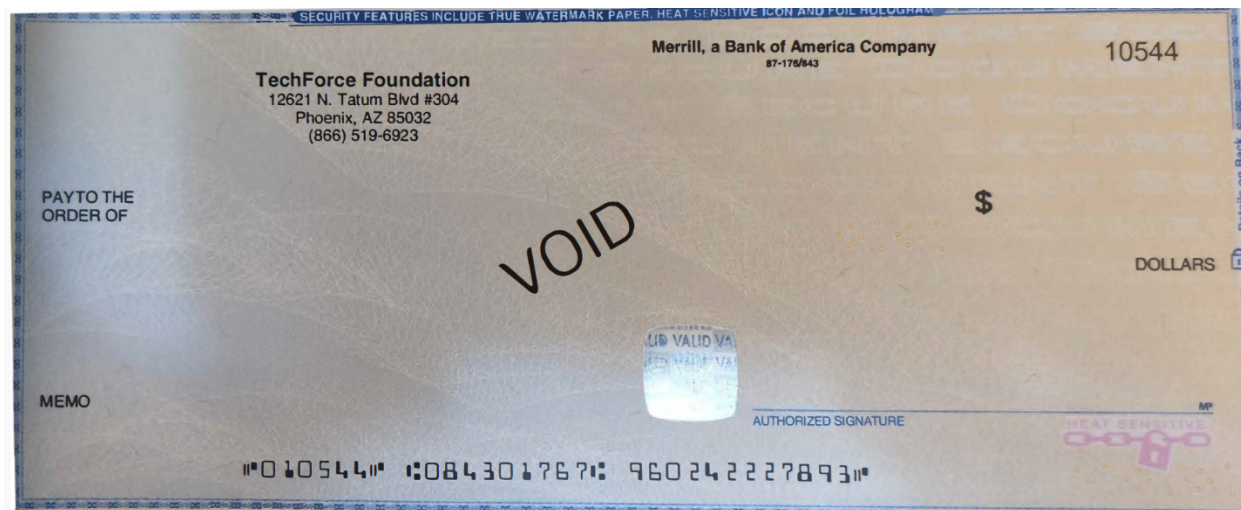
Stacey Dunn Padilla

Merrill Lynch, Pierce, Fenner & Smith Inc.

Telephone: 480.752-6408

stacey.dunn_padilla@ml.com

A voided check is also shown below.





2. Online Payment: <https://techforce.org/> and click donate.

A screenshot of the TechForce Foundation online donation form. The form includes the TechForce Foundation logo at the top, followed by the text 'Yes, I will donate to support students' technical education and careers.' Below this, there are four buttons for donation amounts: '\$150', '\$499', '\$1,000', and 'Other'. A text input field for a custom amount is set to '10000.00'. A 'Payment frequency' section has four buttons: 'One Time' (selected), 'Monthly', 'Quarterly', and 'Yearly'. A 'Designate Your Donation' dropdown menu is set to 'Other'. A 'Comment' text area contains the text 'Jail and Bail 2025 - VIP Table'. Below the comment is a 'Contact information' section with fields for 'First Name', 'Last Name', 'Mobile Phone', and 'Email'. The form also includes a '255 character limit' indicator and a 'Click Here' link for a lump-sum pledge.

3. Mailing Address for Check:

TechForce Foundation
c/o: Jail and Bail Support
12621 N. Tatum Blvd #304
Phoenix, AZ 85032

In the memo, please write Jail and Bail 2025. Address Checks to: TechForce Foundation.

Sincerely,

A handwritten signature in black ink, appearing to read 'Carter Dowdy'.

Carter Dowdy
Vice President of Finance
TechForce Foundation
623-445-0889
cdowdy@techforce.org