

DECEMBER 5, 2026 • DANVILLE, VIRGINIA

THE LEGACY CONTINUES

The 2026 Wendell Scott Foundation
Benefit Concert & VIP Experience

THE PANTHEON AT CEASARS VIRGINIA



WE'RE AMPLIFYING A LEGACY. WE'RE BUILDING A CULTURAL MOMENT.

For years, we gathered around formal tables to honor history. It was meaningful, and it worked. But in 2026, we're changing the game.

01

THE LIVE PERFORMANCE

Marquee concert inside The Pantheon

02

THE HISTORIC CENTERPIECE

Interactive showcase featuring the legendary
#34 Cup Series car

03

THE REAL PURPOSE

Every ticket and sponsorship funds STEM,
mentorship, and scholarships

BUILT ON MOMENTUM. DRIVEN BY RESULTS.

2018

DANVILLE, VA

Inaugural Gala • 150 Guests

2022-25

CHARLOTTE, NC

NASCAR Hall of Fame • 400+ Sold Out

2026

CAESARS VIRGINIA

Benefit Concert • 1,200+ Target

167%

ATTENDANCE GROWTH

\$100K+

AWARDED

3 YEARS

SOLD OUT

AN UNFORGETTABLE BACKDROP: CEASARS VIRGINIA

A destination where corporate decision-makers, motorsport royalty, and regional donors converge.

THE PANTHEON

World-class acoustics, custom lighting, and uncompromised sightlines.

THE VIP PRECINCT

Red carpet arrival → private lounge networking →
#34 heritage centerpiece





THE LEGACY / WENDELL SCOTT

**HE DIDN'T WAIT
FOR AN OPENING.
HE BUILT HIS
OWN LANE.**

"When it's too tough for everyone else, it's just right for me."

FIRST AFRICAN AMERICAN DRIVER AND TEAM OWNER TO WIN A NASCAR CUP SERIES RACE

TURNING HISTORY INTO REAL OPPORTUNITY

01

STEER INTO STEM

Motorsports-based science and engineering learning

02

CAMP CULTIVATION

Leadership and career-readiness mentorship retreats

03

SCHOLARSHIP FUND

College and trade awards for high-achieving seniors

04

1-ON-1 MENTORSHIP

Engineers, business leaders, and industry professionals

100% OF NET CORPORATE SPONSORSHIP → STUDENT TOOLS, CLASSROOM TECH & COLLEGE FUNDING

WHO IS IN THE ROOM?



01

EXECUTIVE & CORPORATE LEADERS

Owners, motorsports executives, regional leaders, decision-makers

02

HIGH-NET-WORTH DONORS

Community champions, racing enthusiasts, cultural influencers

03

NEXT-GEN INNOVATORS

Young professionals, scholars, and rising talent

1,200+

PROJECTED ATTENDEES

MID-ATLANTIC

REGIONAL REACH

70 / 30

CORPORATE & HNW / COMMUNITY & SCHOLARS

A RETURN THAT EXTENDS BEYOND LOGO PLACEMENT

PILLAR 01

VISIBILITY & REACH

Pantheon screens, event signage, regional marketing, social campaigns

PILLAR 02

VIP HOSPITALITY & ACCESS

All-access passes and private pre-show reception

PILLAR 03

CULTURAL & NASCAR ALIGNMENT

NASCAR history, Black excellence, and Wendell Scott’s legacy

PILLAR 04

MEASURABLE CSR IMPACT

STEM labs, scholarships, and youth mentorship in Virginia

PARTNERSHIP ARCHITECTURE

1 EXCLUSIVE

PRESENTING
PARTNER

\$50,000

Naming rights • Premier stage
branding • 15 VIP passes • #34
display integration

2 AVAILABLE

PLATINUM VIP
LOUNGE

\$25,000

VIP area naming • 10 VIP passes •
Digital rotation • Lounge signage

5 AVAILABLE

GOLD STEM &
LEGACY

\$10,000

On-stage recognition • 6 VIP
passes • Program + social
spotlight

6 AVAILABLE

SILVER
SUPPORTING

\$5,000

4 VIP passes • Digital screens •
Foundation website placement

BRINGING YOUR BRAND TO LIFE

- 01 RED CARPET EXPERIENCE
- 02 #34 CAR HERITAGE DISPLAY
- 03 VIP PRE-FUNCTION LOUNGE
- 04 ON-STAGE SCHOLARSHIP MOMENT



1 // SCOTT BLUE 34

A throwback dark powder blue designed to pay homage to Wendell Scott's iconic self-painted car.

STEWARDSHIP YOU CAN TRUST

Because ticket sales and venue efficiencies help cover base production costs, 100% of net sponsorship proceeds go directly into the Foundation's core youth initiatives.

80%

DIRECT PROGRAM INVESTMENT



- STEM learning kits & classroom tools
- College and trade scholarships
- Camp Cultivation mentorship
- Steer into STEM Initiative
- Youth technical career pathways

YOU AREN'T PAYING FOR OVERHEAD. YOU'RE FUNDING A YOUNG PERSON'S FUTURE.

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JOIN US IN DRIVING THE LEGACY FORWARD

SELECT YOUR TIER → CONFIRM YOUR ACTIVATION → CONNECT WITH OUR TEAM

"You can't swim standing on the bank." — Wendell Scott

THE WENDELL SCOTT FOUNDATION | DANVILLE, VIRGINIA
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