

## Spec MX-5 Shootout Criteria

*Everything an eligible racer needs to know to compete for the 2021 Spec MX-5 Shootout and the scholarship to compete as part of the 2021 Mazda Club Racing Factory Team.*

**Background:** Since 2006, Mazda Motorsports has provided one deserving racing competitor a scholarship to compete in the Mazda MX-5 Cup presented by BFGoodrich Tires. The criteria for the Shootout have been created to identify the aspiring professional racer who has the most complete set of skills required to succeed in motorsport. These skills include speed, consistency, race craft, technical understanding, and off-track business and PR skills. History has shown that a driver will be limited in success if lacking in any area. These skills and attributes for success need to be built prior to entering professional racing.

### **Mazda's objectives:**

- Discover and retain a fast and consistent racer able to win championships, improving the odds that the shootout's scholarship recipient reaches his or her dream of racing at a top-level series, while illustrating to the (potential) racing community that Mazda's development system has the most talented racers, encouraging more drivers to race Mazdas
- Partner with the scholarship recipient in a 12-month co-op marketing effort to:
  - Build his or her brand and network, increasing his or her odds of partnering with another entity to help climb the racing ladder
  - Raise favorable opinion of and familiarity with the Mazda brand and its vehicle line-up
  - Drive engagement within the Mazda Motorsports community
- Deliver on our passion to help those ambitious and deserving drivers fulfill their dreams

### **Milestones:**

Oct. 13	8pm ET conference call with nominees for Mazda to share more & answer questions
Oct. 25	Written proposal & video submission deadline
Oct. 28	Conference call with competitors to announce finalists at 4 pm ET; press release announcing finalists
Nov. 15-16	Day 1 (begins 8 am): Off-track assessment; day 2: On-track (concludes by 6 pm ET)

### ***Required Content: Written Proposal Containing Three Parts & A Video***

Spec MX-5 Shootout nominees will need to submit information outlined below to be considered a finalist.

**1) Racing bio - one-page maximum in length.** Highlight your racing career, noting which other top drivers you raced against during the past three seasons, if applicable. Provide a copy of your final championship point standings for the last three seasons, if applicable. Include three reputable references in the racing community (e.g., series officials) and your social media information (e.g., Twitter handle and number of followers; Facebook page and number of friends, etc.).

**2) Other responsibilities - half-page maximum in length.** Note other responsibilities you anticipate that Mazda should be aware of (e.g., work or school requirements) that may conflict with the racing season in 2021.

**3) Career development outline; two-page maximum in length.** While Mazda Motorsports offers a scholarship valued at \$110,000 for a club racer to compete in the Mazda MX-5 Cup presented by BFGoodrich Tire series, Mazda believes racers should not rely on winning it, and work towards achieving the necessary financial support in other ways.

Provide a detailed plan to support your racing career and your partners' businesses (Mazda would be one of your partners in 2021); consider including exhibits, such as a current, real business plan you aim to present to other partners, an example of your e-newsletter, or your calendar of events.

- Outline your two-to-four year racing goals (e.g., compete in Spec MX-5 Challenge in 2021, MX-5 Cup in 2022 and 2023, and IMSA in 2023)
- Then, list your Specific, Measurable, Attainable, Relevant, and Time-related (SMART) objectives to help achieve these goals
- Finally, outline your plan and tactics to help achieve each SMART objective

Example:

Goal #1: Compete in Spec MX-5 Challenge in 2021, earning an invite to the MX-5 Cup Shootout  
SMART objectives to achieve goal 1:

- #1: Raise \$100,000 in funds by June 2021 for the 2022 MX-5 Cup season, and
- #2: Enhance understanding of data analysis and vehicle dynamics during each race weekend in the 2020 season to better position me for a championship run

Tactics to accomplish these objectives:

- To accomplish #1 objective:
  - Network with "X, Y, Z" companies of which I have contacts
  - Attend Toastmasters public speaking program every other Wednesday at 6 pm, remotely
- Objective #2: Spend X time meeting with data coach at each 2021 race event

**These three documents should be submitted as a single PDF with the file name:**

YourName\_2020\_Mazda\_Proposal\_.pdf (see "Required Format" below for the procedure to submit)

**Video - two-minute maximum.** Introduce yourself and your personal values. Post this video to YouTube with the title "(Your first and last name): 2020 Spec MX-5 Shootout Nominee."

**Required Format:** Email the link and your written proposal, as a PDF that does not exceed 4MB in size, to David Cook (DCook13@MazdaUSA.com) by October 25, 2020.

For questions or to set up a call, please email David Cook.

Thank you for your interest,

Your Mazda Family