

For ten years, something
extraordinary

has happened outside
the high banks of
Bristol Motor Speedway

ASP
Appalachia
SERVICE PROJECT®

**RACE
TO
BUILD**



Just outside Bristol Motor Speedway where engines roar and grandstands full of fans celebrate speed, college students gather with a different kind of drive. Rooted in compassion, teamwork, and the belief that warm, safe, and dry housing changes everything.

RACE TO BUILD has never been just about swinging a hammer next to a popular racetrack. It's been about harnessing the energy and passion of young adults who want their lives to matter. It's been about inviting campuses from across the country to compete not just for trophies but for impact.

Over the past decade, hundreds of students have stepped into that challenge, building homes for families whose lives were turned upside down by natural disasters like Hurricane Helene or for homes that simply were beyond repair.

This year marks our 10th annual Race to Build, a significant milestone. Ten years of families receiving keys to new beginnings. Ten years of college students discovering that when service unites them around a shared purpose, they can accomplish far more than they imagined.

Race to Build is fast-paced. It is high-energy. It is visible and competitive in all the best ways. But at its heart, it is deeply personal.

Each nail driven represents a family who will no longer worry when the rain comes. Each wall raised means a child can study in a dry, heated bedroom. Each team that steps up to help carries the hopes of someone who has been waiting—sometimes for years—for a safe place to call home.

As we celebrate this 10th anniversary, we invite corporate partners to join us in shaping the next decade of impact. Sponsoring Race to Build is more than brand visibility—it is an opportunity to align your organization with a mission that resonates across communities, campuses, and generations.

Your partnership helps:

- *Serve families across Central Appalachia by providing homes that are warm, safe, and dry*
- *Equip and empower the next generation of servant leaders*
- *Strengthen communities across Central Appalachia*
- *Demonstrate your company's commitment to meaningful impact*

At Race to Build, your brand is not just seen—it is experienced. Through on-site presence, storytelling, and engagement with thousands of attendees, volunteers, and viewers, your organization becomes part of a story people remember.

Together, we can build more than homes. We can build hope, resilience, and opportunity.

As we look ahead to the next ten years, one thing is clear: the need remains urgent, and the opportunity to make a difference has never been greater.

We invite you to partner with us.

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\$15,000

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