



CORPORATE UNDERWRITER PROGRAM

Supporting education and training programs for aspiring collector car technicians.

JANUARY 2023

CONFIDENTIAL



THE PISTON MISSION



The mission of the Piston Foundation is to bring more young people into the trades of the collector car industry and help today's craftspeople transfer their skills to a new and diverse generation of restoration and service technicians.

The Piston Foundation is the funding engine that supports all our activities. The Foundation attracts donation from the car related community of private foundations, corporate sponsors and HNW / UHNW car enthusiasts

The Piston Foundation is an independent 501(c)3 public charity, founded in 2021, that works wholly for the benefit of the collector car community.



THE PISTON THREE-STEP CAREER PATH

Every generation falls in love with cars, but there are significant hurdles in awareness, education, and job training that prevent young people from making collector vehicle restoration and service their career. Our three programs help overcome these challenges and grow the skilled labor workforce.

1

**Car Show
Classroom**

Career Awareness

2

**Piston Fund
Scholarships**

Skilled Trade Education

3

**Piston Academy
Apprenticeships**

Job-Based Training



STEP ONE: CAR SHOW CLASSROOM

Creating Awareness



This program pairs high school tech students with classic car technicians at local car show events. These car-interested students learn about career opportunities, experience classic cars in real life, and get connected to a mentor.

- Build youth awareness of automotive restoration trades
- High school students, parents invited to local car shows
- Piston Foundation mentors guide, elevate the experience
- Deliver a new appreciation for skilled trade career paths



STEP TWO: PISTON FUND SCHOLARSHIPS

Supporting Skilled Trade Education

This program provides tuition assistance to future collector car technicians who are attending a two- or four-year technical school. Technical education is expensive, we make it more affordable.

- Skilled trade education
- Focus on collector cars
- Two- and four-year schools
- Ten \$5,000 scholarships awarded in 2022
- 50 Scholarships to be awarded in 2023





APPROVED TECHNICAL SCHOOLS

Piston scholarship recipients may attend any school with an auto-related program. These are some of the schools approved by the Piston Foundation.

- Arizona Automotive Institute, AZ
- Academy of Art University, CA
- Central Lakes College, MN
- College for Creative Studies, MI
- Ferris State University, MI
- Fox Valley Technical College, WI
- Idaho State University, ID
- Kettering University, MI
- Lanier Technical College, GA
- Madison Automotive Apprentices, VA
- Massachusetts Bay Community College, MA
- McPherson College, KS
- Montana State University Northern, MT
- New England Institute of Technology, RI
- Northern Michigan University, MI
- NYADI The College of Transportation Technology, NY
- Penn Foster College, PA
- Pennsylvania College of Technology, PA
- Pittsburg State University, PA
- San Jacinto College Central CA, CA
- Sinclair College, OH
- Southern Adventist University, TN
- Universal Technical Institute, multiple campuses
- University of Alaska Anchorage, AK
- University of Arkansas, AR
- University of Northwestern Ohio, OH
- Utah Valley University, UT
- Walla Walla University, WA
- Weber State University, UT
- WyoTech, multiple campuses



STEP THREE: PISTON ACADEMY APPRENTICESHIPS

Job-Based Training



We're building a national vehicle restoration apprenticeship program which will recruit and place qualified candidates in apprenticeships at leading shops where they can earn-as-they-learn the skills they need to be successful in the trade.

- Earn-as-you-learn
- Apprenticeship placement
- Restoration specialties
- Skills certification
- Certificate of apprenticeship



THE PISTON FOUNDATION JOB BOARD



Where can collector car shops find the skilled talent they need? Where can talented technicians find new opportunities in the collector car industry?

As part of the Academy Program and to serve the collector car community, and the scholars and apprentices supported by the program, we're also creating a national job board that links employers and workers across the industry.

- Focused on the technical jobs of the collector car industry
- Tailored to the needs of shops and technicians
- Supports industry talent development and retention



AN UNDERWRITING OPPORTUNITY

Launching The Piston Academy

- The launch of the Piston Academy will require a minimum of \$500,000 in donations to initiate the phase one pilot program.
- We're seeking ten mission-aligned partners to make an underwriting commitment of \$50,000.

Phase 1 & 2

**Concept to
Program Pilot**



Phase 3

**Program
Operations**



Phase 4

**Piston Academy
School**



- In return for their donation, each underwriter will be featured on the Piston Foundation website, marketing materials, and social media platforms.



CONTACT



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OTHER MATERIAL AVAILABLE

- 2023 Corporate Underwriter Program deck
- 2023 Corporate Underwriter Pledge form
- 2023 Corporate Sponsorship Program deck
- 2023 Corporate Sponsorship Pledge form
- 2023 Founders Club deck
- 2023 Founders Club Pledge Form
- 2023 Piston People
- 2023 Piston Mission Book