



SUPPORT A NEW PIPELINE OF TALENT

Like all other skilled trades, the number of collector car technicians has been declining for decades. This decline makes it increasingly difficult for classic car shops and dealerships alike to replace retiring workers and preserve essential car craft skills. The impact of slowed growth, closing shops, and lost youth employment affects everyone in the car community.

But it's not a lack of interest that keeps young people from pursuing these in-demand jobs, it's limited access to the education and training that unlocks these careers. We need a career path into this rewarding industry. The Piston Foundation career initiative is building a new pipeline of talent by helping aspiring technicians gain the knowledge, skills, and experience needed to start a career as a collector car technician.

BECOME A PISTON COMMUNITY PARTNER

Who is The Piston Foundation?

The Piston Foundation is a 501(c)(3) organization founded in 2021. We are a dedicated group of car enthusiasts from around the country led by a small executive staff based in Greenwich, Connecticut. As a public charity, we are funded solely by the gifts of our donors and partners.

Because you are a leader in the car community, we're asking you to become a Piston Community Partner by directly supporting our non-profit effort to solve the workforce shortage and shift the collector car industry from graying to growing.

Your organization can expand its leadership among your peers, employees, and customers by partnering with Piston to support youth education and workforce development that adds new manpower to the industry.

What is a Community Partner?

Community Partners are businesses and organizations that want to support a career path for future collector car technicians. They become partners with Piston by sharing the Piston mission with their marketing audience, making a donation, or promoting a Piston fundraising campaign to the car community.

Community Partner Levels

Businesses can become a Partner by helping us extend our marketing reach and raise money to fund our career path programs. Partners can support Piston at one or more levels. Our goal is to build a long-term, mutually beneficial relationship with your organization.

| Share the Mission | Make a Donation | Donate an Auction Item | Promote a Piston Fundraiser |
|--|--|---|---|
| Share a Piston story in your newsletter and share a Piston social media post on your page once each quarter. | Make a donation to our career path programs \$1,000 - Give to Piston \$5,000 - Sponsor a Scholarship \$15,000 - Sponsor an Apprenticeship | Donate a product or collectable item, such as automobilia or a watch, that is suitable for auction. Items with a total value of \$5,000 or more are preferred. | Promote our Piston car sweepstake to your marketing list by sending one email per month for a six month campaign. Piston provides email content. Revenue sharing is available. |
| | | Donate a classic car that can be auctioned or sold. Cars with a value of \$20,000 or more are preferred. | |

Community Partner Recognition

Piston recognizes community partners for their support on our website and in our newsletter, annual report, social media, and fundraising campaigns. Our goal is to reflect your organization's leadership back to the car community.

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| Our partner receives thanks in a Piston social media post. | ✓ | ✓ | ✓ |
| | Our partner's logo is included on the Piston website and newsletter. Our partner is included on the Community Partner page of the Piston website. Our partner is included in the Piston Annual Report | ✓ | ✓ |
| | | Auction Our partner's name and logo is featured in all auction marketing: website, email, social media, auction listing. 25-50K impressions per campaign | Car Sweepstake Our partner's name and logo is featured in all sweepstake marketing and promotions: email, website, social media. 1-2M impressions per campaign |

How to Become a Community Partner

Contact us to learn more about our Community Partner program and how to get involved. Or visit our website at www.pistonfoundation.org.

Josh Sheets
josh@pistonfoundation.org
(336) 413-6064

Jeff Mason, President/COO
jeff@pistonfoundation.org
(720) 341-3726