Resolution No. 1: #48 IndyCar Team Sponsorship
Origin: Marketing Commission
Submitted by: Finance Commission

WHEREAS, The American Legion continually works at building and growing The American Legion organization and brand recognition, increasing membership and renewals, increasing fundraising and donations, and increasing sponsorship renewals (“goals”); and

WHEREAS, Not many individual programs are able to impact and connect to all of The American Legion’s goals; and

WHEREAS, Sporting event sponsorship opportunities, if properly managed and executed, are a program area that allows sponsors to obtain those goals; and

WHEREAS, The American Legion management team now has the experience, knowledge and ability to implement a complete sporting event marketing strategy (“Marketing Strategy”) leading to numerous positive goals; and

WHEREAS, This Marketing Strategy is an opportunity to build a strategic relationship between The American Legion and the Jimmie Johnson / Chip Ganassi #48 IndyCar Team (“JJ #48 Team”); and

WHEREAS, This JJ #48 Team strategic relationship requires a financial contribution, which is less than what it would cost to get television advertising at the sporting events without having the benefit of name recognition and American Legion endorsements by a major race car corporation; and

WHEREAS, The JJ #48 Team has already shown their commitment to The American Legion by reducing their initial requested sponsorship dollars; and

WHEREAS, The JJ #48 Team, if sponsored by The American Legion, would race under The American Legion sponsorship in seventeen (17) IndyCar races (“Races”) per year for two years; and

WHEREAS, All Races, and coverage of The American Legion’s JJ #48 Team, will be televised throughout the United States on numerous national broadcast outlets; and

WHEREAS, With this sponsorship opportunity comes a solid commitment from the JJ #48 Team, comprised of many members of The American Legion Family, to promote The American Legion and The American Legion’s mission, vision and values; and

WHEREAS, With this sponsorship opportunity The American Legion, the world’s largest veteran service organization, will be the JJ #48 Team signature sponsor for the 2021 and 2022 Indianapolis 500, the world’s largest one-day motor car race; and

WHEREAS, The JJ #48 Team sponsorship opportunity will lead to increased business and revenue generating opportunities outside of the traditional veteran’s arena; and

WHEREAS, The JJ #48 Team sponsorship opportunity will lead to increased donation opportunities; and
WHEREAS, The JJ #48 Team sponsorship opportunity will lead to increased emblem and merchandise opportunities; and
WHEREAS, The JJ #48 Team sponsorship opportunity will lead to increased American Legion membership; and
WHEREAS, Your Marketing Commission and your Finance Commission have reviewed this resolution and sponsor opportunity and recommend it for approval; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in special meeting assembled virtually on November 17, 2020, That The American Legion be authorized to enter into a two-year sponsorship agreement by and between Jimmie Johnson/Chip Ganassi #48 IndyCar Team with the option to renew for three additional years if deemed desirable by the National Executive Committee; and, be it further

RESOLVED, That The American Legion be authorized to expend $3.5 million per year in sponsorship fees payable to the Ganassi organization plus reasonable expenses and promotional fees as recommended for approval by the Marketing Commission and approved by the national Finance Commission, such expenditure not to exceed $750,000 per year; and, be it finally

RESOLVED, That the national commander, after review and approval by the national judge advocate, be and is hereby authorized and directed to execute said agreement and the national adjutant be and is hereby authorized and directed to attest the same.