

Pictures of Hope

PARTNER WITH US

TO GIVE THE GIFT OF EDUCATION

Partner with Derek DeBoer and Linda Solomon and bring real change to communities with the gift of a college education.





**MAKING A
DIFFERENCE**



THE MISSION

The mission of Pictures of Hope is to change the lives of disadvantaged children and youth. Derek, Linda and Pictures of Hope will bring the program -- cities with high numbers of children living in shelters. Working together with you, we will grant up to 7 scholarships in 2018 to the the participating youth, providing a two-to-one match to your donation. Imagine that power -- to provide a child with a "full ride" college experience and a four-year degree.

Pictures of Hope is a 501 (c) 3 nonprofit organization.

"We are proud to partner with Linda Solomon to identify bright young people who need this chance. By providing scholarships, we will all benefit. And our whole society benefits as these children go on to accomplish the great things made possible by a degree." - Dr. John Comerford, President of Blackburn College





HOW IT WORKS

Pictures of Hope works with children of all ages right in the shelters and schools, where the most impact can be made. Linda Solomon shows the kids how they can express themselves -- and their hopes and dreams -- through photography. Each child is surprised with a digital camera and guided by their mentor to express life lessons and the dreams they choose to share in their pictures. The children, their families, community supporters, sponsors and the media are then invited to a first-class exhibition featuring the childrens' Pictures of Hope work.

In each community, Linda and Derek are thrilled to announce that one Dream Scholarship -- a \$100,000 full ride scholarship -- will also be provided.

"As Pictures of Hope expands, we will build a pipeline of future college students, using photography to help them envision their bright future." Dr. John Comerford, President Blackburn College

Pictures of Hope impacts kids at so many levels. Each kid in the program in every city will learn to tell their stories and become empowered through Linda's Pictures of Hope program.

"Your partnership in the program will take us to the cities where there is a need and ultimately, put seven youth into a full four-year college degree program. As you know, earning that degree is so important for future well-being and earning potential and I am so excited to take part in this cutting edge program and to have you onboard as we provide these full-ride scholarships." Derek DeBoer, Champion TRG Driver and Pictures for Hope Ambassador

Both the Pictures of Hope picture card program, where 100% of the funds raised through the sale of the childrens' photos to help each community and the full ride college scholarships to Blackburn College achieve significant earned media nationwide. Every picture has a story to tell and every child has a dream: children thrive and gain confidence by expressing themselves, plus they have a chance at a college degree.

MENTOR - DEREK DEBOER

Our mentors and partners teach disadvantaged children how much their hopes and dreams matter and that these dreams are attainable!

"Pictures of Hope is so very honored to work with [Derek DeBoer](#). He's devoted to helping homeless and disadvantaged youth believe in AND achieve their dreams. Because of Derek, kids all over the world are now on the "Circuit of Dreams."

"Kids need someone to believe in their hopes and dreams! Derek's mentorship and personal life story will teach kids how they too can achieve their dreams just like he is doing. Kids will learn how to follow his lead!" -- Linda Solomon





LINDA SOLOMON

PHOTOJOURNALIST

Linda Solomon, a Michigan Journalism Hall of Fame recipient, began Pictures of Hope in 2005 and has since brought the program to 51 U.S. cities, affording hundreds of disadvantaged children the chance to share their innermost feelings and dreams through photography. Now, the Dream Scholarship affords high school seniors the opportunity for a full ride, four-year college scholarship and degree valued at over \$100,000 each.



DEREK DEBOER

BRAND AMBASSADOR

"I had a dream -- to become a professional race car driver and to make a real difference. Now, racing has given me a phenomenal platform and as a brand ambassador, I can help create change and to encourage others to not only chase their dreams, but to make them a reality, just like I did."

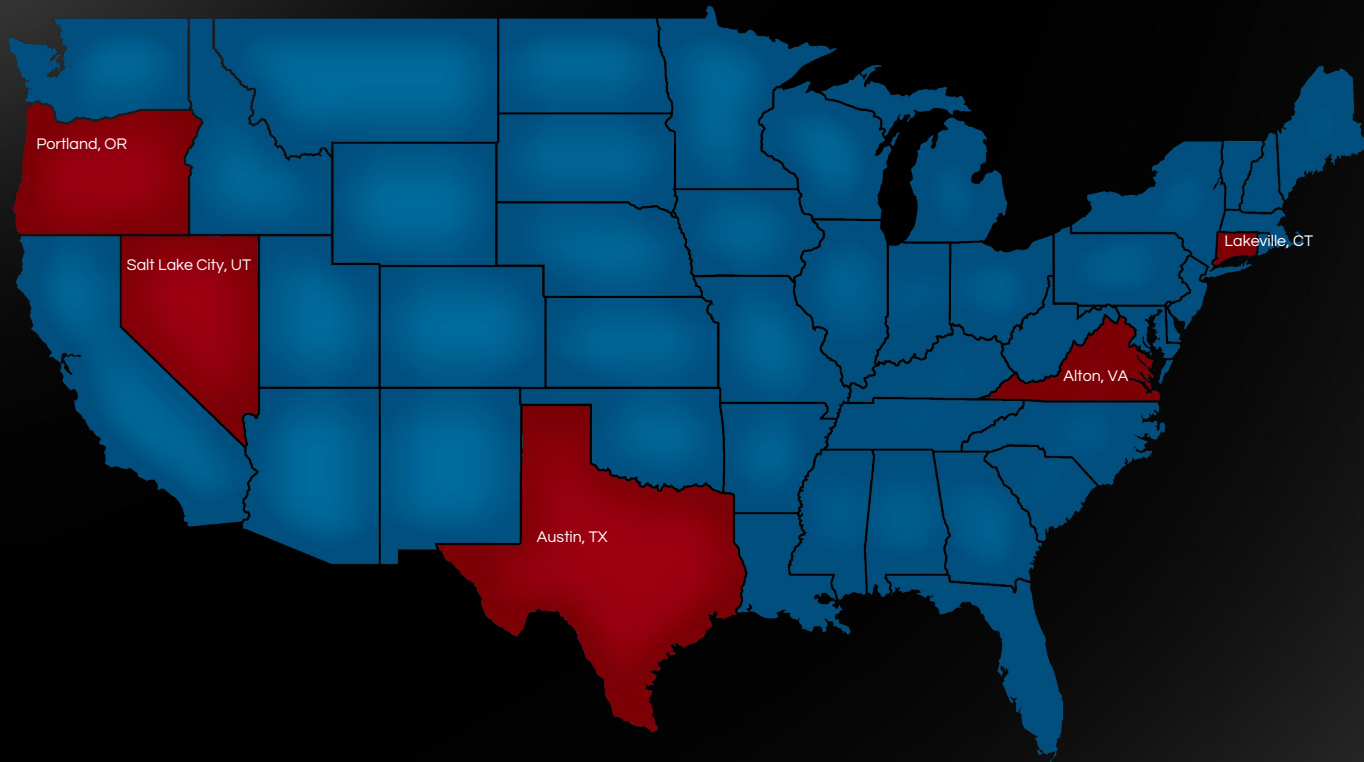


SEAN GIBBONS

TRG CO-DRIVER

Sean Gibbons started racing late in life, but always dreamed of pursuing his passion for sports car racing. Sean is partnering with co-driver Derek DeBoer and The Racers Group for the 2018 Pirelli World Challenge Sprint X Race Season.

Dream Scholarships Available in these Locations



- 3/23 - 3/25 Austin, TX
- 4/27 - 4/29 Alton, VA
- 5/25 - 5/26 Lakeville, CT
- 7/13 - 7/15 Portland, OR
- 8/10 - 8/12 Grantsville, Utah

Two Custom Locations Available

Tapping into TRG

BENEFICIAL PARTNERSHIP PLATFORMS

TRG's assets include on- and off-the-racetrack experiences with high-end luxury race cars. Over 20 years of building relationships with business partners have yielded dozens of valuable alliances formed from connections made at a TRG event.

UNIQUE RACE CAR DRIVING EXPERIENCES

This is not your standard exotic car Arrive and Drive. Between races, TRG hosts select driving days where guests can not only try out our race cars, but can gain valuable seat time and receive tactical lessons from our pro drivers.

RACE WEEKEND ENTERTAINMENT & HOSPITALITY

Full access to the sights, smells, sounds, and incredible experiences that can only be found in sportscar racing are invited to be a part of TRG's hospitality program. Groups or individuals are TRG team members for the weekend, spending time being as close to an active race as possible or relaxing in our private paddock.

IN-MARKET RACE EXPERIENCES

PRIVATE RIDE AND DRIVE EVENTS

TRADE SHOW SUPPORT WITH RACE CAR APPEARANCES

ACCESS TO EXTENSIVE B2B NETWORK

PRIVATE WINE DINNERS AND HOSPITALITY PACKAGES

WEB, SOCIAL MEDIA & PUBLIC RELATION SERVICES





Your 5 Race, \$250,000 investment turns into \$500,000 in scholarships for children in need, **THAT'S A TWO TO ONE MATCH!**

PLUS, you will receive as part of your investment an additional \$250,000 TRG Corporate Partnership Package including:

BRAND EXPOSURE

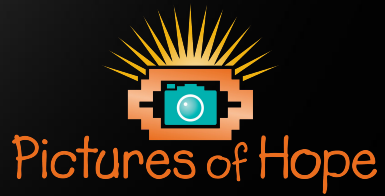
- ✓ High exposure primary graphics on race cars and pit boxes
- ✓ Social media campaign across multiple channels
- ✓ Branding on event guest guides, hero cards, press releases and posters

4 VIP RACE EXPERIENCE PACKAGES FOR EACH RACE

- ✓ Live coverage of full race grid on multiple displays in grand stand
- ✓ Hot pit access
- ✓ One on one engagement with TRG drivers, key personnel and experts
- ✓ Full TRG hospitality access
- ✓ Headset and scanner to listen to onboard radio
- ✓ Lanyard/event card
- ✓ On-site B2B introductions
- ✓ Dealership pre-race cocktail event invitation
- ✓ Race day photography
- ✓ Co-branded Team Apparel (polo shirts and hats) with your logo
- ✓ Race day lunch
- ✓ Pre event guide
- ✓ Goodie bags

4 TICKETS TO 5-STAR ADOBE ROAD WINERY DINNERS

- ✓ Amazing food and wine
- ✓ Rare networking engagement
- ✓ Special presentations by team and winery owner Kevin Buckler



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