



THE TENNESSEE LEGIONNAIRE



VOLUME XXXVI, NO. 1

FEBRUARY 1, 2024

New for 2024

- New agency partner – Breaking Limits; owned and operated by Kristin and Bobby Labonte (Hall of Fame NASCAR Driver)
- Moving from truck unit to custom container with 40’ x 40’ activation footprint
- **INDYCAR Driver Autograph session will be hosted in our mobile display co-branded with INDYCAR and will include a “fast pass” lane for active-duty and veterans**
- **Added semi-private areas for Veteran Service Officers to better serve the veterans on-site needing assistance with their benefits**
- Thank You gift to every active-duty and veteran with bonus premium for our members; still ability to join onsite via National or with attending Department
- Lead generation will include both veteran AND general fan interacting with our brand



volunteer/Staffing Assistance	
Greeters/Autograph Fast Pass Lane ID Check	2
Veteran Free Gift Distribution	2
Floater/Be The One Fan Area	1
Veteran Service Officer	2 (minimum 1)
TOTAL	7

- Standard Operating Hours (times will vary by event, please use time listed below as a guide ONLY)
 - Friday 8am – 5pm
 - Saturday 8am – 5pm

- Sunday 7am – 1pm
- All attendees will be provided appropriate credentials/passes for the event; parking will also be provided, however some events MAY require carpooling based on availability
- **Attire:** Legion Branded polo/shirt, nice pants/shorts, comfortable closed-toed shoes and Legion branded baseball cap (provided by National)
- VIP Tour and Driver Meet and Greet will be scheduled each weekend but not confirmed until week of the event

Items for consideration

- To provide the best possible experience for those interacting in our area it is recommended that there is consistency in those working the entire event weekend (most event weekends are Friday – Sunday)
- The minimum staff needed at one time is seven, but if more are interested it is encouraged to provide more, however no more than 12 at one given time or throughout the weekend due to access to the appropriate credentials/passes
- SAL and ALA members that are included in your numbers will be assigned to all areas of staffing with the exception of ID checkers for fast pass lane and Veteran Service Officer stations
- It is also recommended that will longer operating hours that shifts are assigned in 4-hour increments if necessary

2024 Tour Schedule

- March 8 – 10 INDYCAR, Streets of St. Petersburg St. Petersburg, Florida
- March 22 – 24 NASCAR, COTA Austin, TX
- April 12 – 14 NASCAR, Texas Motor Speedway Ft. Worth, TX
- April 26 – 28 INDYCAR, Barber Motorsports Park Birmingham, AL
- May 10 – 11 INDYCAR, Indianapolis Motor Speedway Indianapolis, IN
- May 17 – 19 INDYCAR, Indianapolis Motor Speedway Indianapolis, IN
- May 24 & 26 INDYCAR, Indianapolis Motor Speedway Indianapolis, IN
- May 31 – June 2 INDYCAR, Streets of Detroit Detroit, MI
- June 7 – 9 INDYCAR, Road America Elkhart Lake, WI
- June 21 – 23 INDYCAR, WeatherTech Raceway Laguna Seca, CA
- June 28 – 30 NASCAR, Nashville Speedway Nashville, TN**
- July 5 – 7 INDYCAR, Mid-Ohio Lexington, OH
- July 12 – 14 INDYCAR, Iowa Speedway Newton, IA
- August 16 – 17 INDYCAR, WWT Raceway St. Louis, MO/Madison, IL

August 23 – 25 INDYCAR, Portland International Raceway Portland, OR

August 30 – Sept 1 INDYCAR, Milwaukee Mile Milwaukee, WI

September 13 -15 INDYCAR, Nashville Superspeedway Lebanon, TN

September 19 – 21 NASCAR, Bristol Motor Speedway Bristol, TN (VA & NC)

October 25 – 27 MCON Las Vegas, NV

December 9* Army/Navy Game Washington, DC

*Event not confirmed, should have confirmation by March 1

Next Steps

- National will begin to reach out to Department Adjutants in respect to their upcoming events; if your event is after May expect to hear from us in March/April/May as your event nears rather than in the coming days/weeks
- Pre-event weekend briefing calls will be scheduled the week of the event weekend for all attendees

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