



THE
DALE EARNHARDTTM
FOUNDATION

The Legend Leadership Award Application

Postmark Deadline: December 31

Date of Submission: _____ Applicant Signature: _____

Name of Organization or Individual: _____

If organization, name of key contact: _____

Address: _____

City, State, Zip: _____

Phone (day): _____ Phone (evening): _____

E-mail: _____

Applicant is a(n): Individual Non-profit Organization

Brief Description of problem to be addressed (attach details):

Brief Description of solution (attach details):

Mail Application and Supporting Materials to:

The Dale Earnhardt Legend Leadership Award
c/o The Dale Earnhardt Foundation
1675 Dale Earnhardt Hwy. #3
 Mooresville, NC 28115

Entries are NOT accepted by fax or e-mail.

A completed and signed application form must accompany your entry. Entries can also include any median: art, photography, audio, video, writing or other alternative forms of expression. If you are a non-profit organization certified as tax exempt under Section 501(c)(3); IRS certificate must be submitted along with application.

Entries for the Legend Leadership Award are to be postmarked no later than December 31st of each year. All entries submitted will become the property of The Dale Earnhardt Foundation and will not be returned. Any material submitted may be utilized by The Dale Earnhardt Foundation and Dale Earnhardt, Inc.; even if you have not won an award.

If selected as an Award Winner, you will be notified in writing no later than March 1st after the submission deadline. Awards will be presented on April 29th of each year as a highlight of "Dale Earnhardt Day".

For further information, please call: (877) 334-DALE or e-mail: foundation@dei-zone.com



THE
DALE EARNHARDTTM
FOUNDATION

Legend Leadership Award

Solutions that Can Impact Our World...

This is a chance for those that see problems, but never had a way to voice them, to bring awareness to an issue in addition to a solution. Exemplifying leadership qualities by identifying a problem and offering a solution are the qualities the Foundation is searching for in award winners.

An idea is all it takes to win \$7,000, a trophy, and a chance to make a difference. To enter, participants must identify a need or problem in their community and have a creative solution to address the issue and/or be actively working to address the need or problem. This solution does not have to be already in place or in action.

The Award

The cash award will be in the form of a grant to an individual winner, and is restricted for the educational support and/or tuition assistance of the individual winner, or a member of their immediate family. Each winner will also receive a signature trophy and have their names prominently displayed at Dale Earnhardt, Inc. for the following year.

Anyone Can Enter

Are you a grandparent? Help your grandchild with their college tuition! Anyone may enter, and give the award to a child or student that they choose. Applicants can be of any age, in any grade level of school or college, or a non-profit organization. If a minor under the age of 18, the award application must be signed by a parent or legal guardian and the award will be held in escrow until that person enters secondary education.

If the winner is not pursuing secondary education, the grant can be awarded on someone's behalf to the college or school of choice, or the funds may be applied directly to the winning solution. If the winner is a non-profit 501 (c)(3) organization, the cash award will be in the form of a one-time only grant in direct support of the problem and/or solution in their application.

Winning Criteria

Successful leadership in today's complex world requires creativity and the skill to build bridges across boundaries – geographic, religious, ethnic, and philosophical – to bring together broad and increasingly diverse constituencies. The award selection panel will look for creativity, originality and leadership in offering solutions to the need or problem.

Each idea submitted will be reviewed The Dale Earnhardt Foundation who will also select the winners. All entries submitted will become the property of The Dale Earnhardt Foundation and will not be returned. The material submitted may be utilized by The Dale Earnhardt Foundation and Dale Earnhardt, Inc.; even if you have not won an award.

To Enter

Entries can be made through any median: art, photography, audio, video, writing or other alternative forms of expression. Applicants may enter as many times as they like.

Entries must be postmarked no later than December 31st each calendar year.