



# Corporate Events

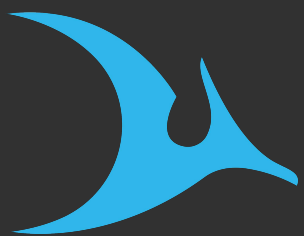
*A memorable experience like no other*



**RADICAL**

[primalracing.com](http://primalracing.com) | [@primal.racing](https://twitter.com/primal.racing)





# PRIMAL

## RACING SCHOOL

*Primal Racing was founded in 2018  
by a group of motorsport  
enthusiasts who had the vision to  
create a one stop shop offering  
racers everything they need to  
find success on the track.*







## ENTERTAIN & REWARD

Entertain and reward your top clients, teams, vendors, or employees with a unique, adrenaline filled experience that honors their hard work and dedication to your organization.

## LOCATION & AMENITIES

Our home is at Atlanta Motorsports Park. A state-of-the-art racetrack nestled in the picturesque North Georgia mountains. AMP was designed and built by world class F1 designer Hermann Tilke. Our clubhouse offers multiple spaces to accommodate our clients desires and goals.

## SKILLS & TEAM BUILDING

Bring fresh energy, excitement, and enthusiasm to your team with our corporate experiences! Your team will be challenged in positive ways throughout the course and will be put through situations that will require them to evaluate risk, overcome mental obstacles, and courage. Your team will learn defensive driving skills on track that will make them safer drivers on the street.



# PRIMAL HALF DAY CORPORATE EXPERIENCE

## THE PERFECT BLEND OF WORK & PLAY!

Our Half Day Experience is the easiest way for your group to get into the driver's seat of a race car!

This four-hour program is packed with high-adrenaline driving that leaves ample time for meetings and presentations in the afternoon.

### SAMPLE SCHEDULE

- 08:00-9:00** Registration and Program Overview
- 9:00-10:00** Gear Fitting and Race Car Familiarity
- 10:00-11:30** Lead-Follow Lapping on Track
- 11:30-12:00** Instructor Hot Laps
- 12:00-12:30** Lunch and Awards

(Meeting spaces can be provided on-site)



The Half Day Experience curriculum begins with a detailed lesson that will teach participants the fundamentals of professional racing along with safety details about Atlanta Motorsports Park and the Radical SR1 race car. Participants then receive their safety gear and head on track for intense lead follow sessions.

To end the day, instructor hot laps will leave your guests with an adrenaline overdose! At lunch, participants will receive a personalized diploma, swag bag and \$250 off a future Primal Racing School driving program.





# PRIMAL 1 DAY CORPORATE EXPERIENCE

## Optimal drive time for your organization!

Our intense 1 Day Experience is best for those looking to get more time in the drivers seat!

This full day program includes important fundamental exercises in the morning including our world class skidpad and ice hill! We spend the afternoon focusing on the Radical SR1 in intense lead follow sessions and autocross competition!

## SAMPLE SCHEDULE

<b>8:00-8:20</b>	Registration and Check-In
<b>8:20-9:00</b>	Program Overview Class
<b>9:00-9:30</b>	AMP Recon Laps
<b>9:30-11:20</b>	Morning Rotations: <ul style="list-style-type: none"><li>• Skidpad &amp; Ice Hill</li><li>• Slalom &amp; Braking</li></ul>
<b>11:20-12:20</b>	Lunch & Safety Class
<b>12:30-4:30</b>	Afternoon Rotations: <ul style="list-style-type: none"><li>• Race Car Familiarity</li><li>• On Track Lead-Follow</li><li>• Autocross</li></ul>
<b>4:30-5:00</b>	Optional Instructor Hot Laps
<b>4:30-5:00</b>	Ceremony: Diploma & Swag Bag

(Meeting spaces can be provided on-site)



The 1 Day Experience curriculum begins with a detailed lesson that will give a full overview of the day. We will teach participants the fundamentals of professional racing along with racing lines and more!

Students then head on track for their first view of Atlanta Motorsports Park and move into car various car control exercises. After lunch, we start driving the race cars and our autocross competition. At the end of the day participants will receive a personalized diploma, swag bag and \$250 off a future Primal Racing School driving program.





# PRIMAL HOSPITALITY FOR YOUR ORGANIZATION

## *Top Class Hospitality & Amenities*

Primal Racing will help build and craft a unique experience offering you and your guests the time of your life!

- Pre-and post-event receptions and Cocktail Hour
- Professional Photography & Videography
- Gourmet catered breakfast and lunch
- Celebrity pro-driver
- Hot Laps with professional instructors
- Parade laps on track with personal cars
- SD Cards with in-car footage and data
- Event registration services
- Pre-and post-event communications
- Personalized graduation certificates and Grad Packs





# PRIMAL CORPORATE PROGRAM DETAILS

## **Included In Your Events:**

- Your Choice of Half or Full Day program
- Primal Racing Professional Instructors
- Hospitality Team & Logistics Staff
- Primal Racing Race Car Fleet
- Complete meeting or presentation facilities
- Catered lunches & optional post-event happy hour
- Light refreshments throughout the day
- Personalized & Branded Graduation Packs
- \$250 Gift Certificate for each participant





