With the exposure that Be the One has received through The American Legion’s sponsorship of Chip Ganassi Racing’s American Legion Honda, the 2024 NTT INDYCAR SERIES is a perfect opportunity to bring Be the One into your post – and your community – by hosting an INDYCAR watch party.

This season, INDYCAR rookie Linus Lundqvist is behind the wheel of the No. 8 Honda – which prominently features The American Legion and [**Be the One**](file:///Users/alhjh/Downloads/betheone.org) branding on its livery – for most of the 2024 season. And defending INDYCAR SERIES champion Alex Palou also will carry American Legion branding on his No. 10 DHL Honda, so there will be plenty of opportunities to invite fellow American Legion Family members and other racing enthusiasts to the post and cheer on the American Legion drivers.

Once there, they can relax and enjoy watching the race – while also learning more about Be the One. It’s an opportunity to share information about the Legion’s veteran suicide prevention mission in a relaxed social setting.

Here are some steps for putting together and hosting an event:

1. Pick a race from the 2024 NTT INDYCAR SERIES, which kicks off March 10. Get the schedule [**here**](https://www.indycar.com/Schedule). Make sure that your post cable, satellite or streaming service carries the network on which the race will be broadcast. And then take the idea to post leadership to get their buy-in – and also bring in members of the Auxiliary, Sons of The American Legion and Legion Riders to ensure the event is a Legion Family effort.
2. Once you’ve chosen a race, head to our [**Be the One resources page**](https://www.legion.org/betheone/resources) to download any branding materials you want to use to promote the event ahead of time and then on the day of the race. National Headquarters has created posters, a banner stand, flags, brochures and more items that will help you share the Be the One message and ensure those who attend know about the program and why it matters.
3. If your post has a Facebook page, create an event on it promoting the race watch party as soon as you choose a date. Continue to post regularly on your page about the event up to and on the day of the race, and use our [**downloadable press release**](https://www.legion.org/sites/legion.org/files/legion/documents/BTO%20toolkit-Watch%20Party%20Sample%20Press%20Release.docx) to promote the event to your community through local media. Include television and radio stations, as well as print and online media. Also reach out to that same media to invite them to cover your event.
4. You may also want to have a service officer on hand who can answer questions about benefits, direct at-risk veterans to the appropriate help and provide other assistance as needed.
5. Ahead of the event, designate someone from the post to deliver a few remarks before the race begins about what Be the One is and why it is important. Some suggested bullet points can be found [**here**](https://www.legion.org/sites/legion.org/files/legion/documents/BTO%20Race%20Watch%20Party%20Bullet%20points.docx), but they are only suggestions. Whoever will deliver the remarks can put together their own material or use ours as a guide, but the important part is to speak from the heart and tie in the Legion’s racing program with Be the One.
6. The night before or on the day of the event, place the branding materials you’ve downloaded or created in key locations in the post: in the viewing area, at the entrance to the post and anywhere else you deem appropriate.
7. A few minutes before either the start of the telecast or the start of the race, have the designated speaker deliver his or her remarks about Be the One and Legion racing. Then enjoy the race and cheer on Lundqvist and Palou – and know you’ve done a lot to raise awareness about Be the One and veteran suicide in your post and community.