
santa's
TOY RUN
SINCE 2007
VOLUNTEERS WANTED
Join the crew
December 5-6, 2026
Michelin Raceway Road Atlanta

WHY WE NEED YOU

It runs on volunteers

It takes a whole team to turn a weekend at the track into Christmas morning for hundreds of local kids.

Every toy, every raffle ticket and every lunch goes through a volunteer’s hands.

400+

kids given a brighter Christmas last year

THE BIG ONE

Sell raffle tickets

The most social job of the weekend: chat with guests, share the mission and sell tickets. We coach you first, so just bring a smile.

$20 a ticket, or 6 for $100

On the sign-up form: **Raffle Team**



Huffy CR8-R electric mini-bike
$699 value



Custom “Wang” Kit from Nine Lives Racing
$1,000 credit



Set of 4 Hoosier race tires
$2,800 value



Racing cool suit with cooler
$900 value



Sparco Trackside Tool Roll
$400 value

Summit Racing gift certificates
$100 value

Six prizes worth $5,899

YOUR CHEAT SHEET

What to tell people

$20 a ticket, or 6 for $100

Prizes from our sponsors, worth $5,899

Drawn at the end of Saturday

Winners don’t have to be there to win

Can’t stay? Buy online

At SantasToyRun.org until 5 PM on race Saturday

100% goes to the kids

Proceeds go to our partner charities for kids in foster care and domestic violence shelters

MORE WAYS TO HELP

Pick your crew

Registration & Guest Services

At the gate, great for first-timers

- Welcome guests and hand out armbands
- Collect the toys and gift cards people bring
- Hand out flyers and point the way

Car Show Crew

Great for car lovers

- Help the American Street Rodders park show cars
- Guide entrants to their spots
- Check armbands for the lunchtime parade laps

Pavilion & Lunch

Great for groups and families

- Set up the pavilion
- Help run lunch for kids, families and our charity partners
- Warm, behind-the-scenes work

Not sure? Pick “Wherever I'm needed most” on the form and we’ll place you.

SAVE THE WEEKEND

Two hours or the whole weekend

Friday

Setup

Setup and early registration: a calmer start, and a good time to learn the ropes

Saturday

The big day

Car show, parade laps, the raffle and lunch: all hands on deck

Sunday

Wrap-up

Final registration and a warm wind-down as the weekend closes

- Free entry
- Front-row racing
- No experience needed
- Family-friendly
- Service hours for students
- Groups welcome

Santa's Toy Run
SINCE 2007

"Help me give miles of smiles!"

Sign up in about a minute at SantasToyRun.org/volunteer.

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