



Miss Twelve Hours of Sebring Ambassador Official Program Guide

Program Purpose

The Miss Twelve Hours of Sebring Ambassador Program is designed to identify and recognize an outstanding young woman who will serve as an official ambassador for the historic Mobil 1 Twelve Hours of Sebring and Sebring International Raceway.

The selected ambassador will represent the raceway, its partners, and the Sebring community from approximately November 2026 through March 2027, culminating with her participation in activities surrounding the 75th Anniversary Mobil 1 Twelve Hours of Sebring.

The program is intended to celebrate:

- Leadership
- Professionalism
- Community involvement
- Communication skills
- Personal character
- Passion for representing Sebring and its rich motorsports heritage

The Miss Twelve Hours of Sebring Ambassador is expected to serve as a positive role model and representative of Sebring International Raceway, demonstrating enthusiasm, professionalism, and a commitment to community engagement throughout her term. This position is intended to recognize leadership, communication skills, and ambassadorial qualities.

Eligibility Requirements

To be considered for the Miss Twelve Hours of Sebring Ambassador Program, applicants must meet the following eligibility requirements:

Age Requirements

- Applicants must be between 16 and 24 years of age as of the application deadline.
- Applicants under the age of 18 must have written consent from a parent or legal guardian.

Residency / Student Status

Applicants must meet **one** of the following criteria:

- Reside within a 60-mile radius of Sebring International Raceway, *or*
- Be enrolled in a high school, college, university, technical school, or vocational program located within the same geographic area.

Community Involvement

Applicants should demonstrate commitment to one or more of the following:

- Community service and volunteerism
- School, civic, or leadership organizations
- Motorsports participation or enthusiasm
 - *Prior motorsports experience is not required; however, applicants should have a genuine interest in serving as an ambassador for the Twelve Hours of Sebring and the local community.*

Professional Conduct & Social Media Standards

As representatives of the Twelve Hours of Sebring, applicants must:

- Demonstrate professionalism, integrity, and good character.
- Maintain a positive reputation within their school, workplace, and community.
- Conduct themselves respectfully at all official appearances and events.
- Maintain social media accounts that reflect the values of the Ambassador Program and Sebring International Raceway.
- Refrain from posting content that is discriminatory, harassing, obscene, illegal, or otherwise inconsistent with the image and reputation of the raceway and its partners.
- Be willing to participate in media interviews, promotional activities, photography sessions, and public appearances throughout their term.

Commitment

Applicants should be reasonably available to participate in:

- Ambassador orientation and training sessions (Date(s) TBD, after naming)
- Community and promotional appearances
 - Sebring Christmas Parade (Friday, December 4, 2026)
 - Chamber events (Date(s) TBD)
 - School Pep Rally (Date(s) TBD)
- ***Twelve Hours of Sebring race week activities (March 14 – March 20, 2027)***
 - Downtown Fan Fest (Tuesday, March 14, 2027)
 - Pre-Race Opening Ceremonies (Saturday, March 20, 2027)
 - Post-Race Closing Ceremonies (Saturday, March 20, 2027)
 - Sponsor and partner events (Exact Dates TBD)
- Official photography, media, and marketing opportunities

The selected ambassador must be able to fulfill the responsibilities of the position from November 2026 through March 2027.

If the ambassador is unable to attend a scheduled appearance or fulfill an assigned obligation, she must notify the Program Coordinator as soon as reasonably possible. Exceptions may be made for illness, family emergencies, educational commitments, work obligations, or other circumstances deemed appropriate by Sebring International Raceway.

Repeated absences, failure to communicate, unprofessional conduct, or an inability to fulfill the essential duties of the position may result in review of the ambassador's status and, if necessary, forfeiture of the title and associated benefits at the sole discretion of Sebring International Raceway.

One First Runner-Up will be selected. In the event the Miss Twelve Hours of Sebring Ambassador is unable to fulfill her term, Sebring International Raceway reserves the right to appoint the First Runner-Up as successor.

Benefits & Awards

The selected Miss Twelve Hours of Sebring Ambassador will receive a variety of benefits and experiences designed to recognize her achievement and provide meaningful opportunities for personal and professional development.

Scholarship Award

- \$2,500 Educational Scholarship
 - Scholarship funds may be applied toward college, university, technical school or vocational training.

Official Ambassador Regalia

- Official Miss Twelve Hours of Sebring Ambassador Sash
- Commemorative Crown

Professional Photography

- Professional Photoshoot - The selected ambassador will participate in an official portrait session to be used in raceway marketing materials, media releases, social media, and the 2027 Mobil 1 Twelve Hours of Sebring Official Event Program.

Ambassador Opportunities

- Representation at community and motorsports-related events throughout the ambassador term
- Networking opportunities with community leaders, race officials, sponsors, and industry professionals
- Participation in media interviews, promotional campaigns, and special celebrations
- Recognition across Sebring International Raceway's marketing and social media platforms

Commemorative Recognition

- Recognition during race week festivities and official ambassador crowning ceremony
- Featured Ambassador Story in the 2027 Mobil 1 Twelve Hours of Sebring Official Event Program, including a dedicated editorial feature highlighting the ambassador's background, achievements, community involvement, and experience representing the Twelve Hours of Sebring during its historic 75th celebration.

Application & Program Timeline:

Application Deadline: **October 1, 2026**

In-Person Showcase & Interviews: **October 24, 2026 – Seven Sebring Raceway Hotel**

- Attire: Promotional Wear / Business Casual
- Contestants will participate in several scored activities such as:
 - Personal Interview / Public Speaking Exercise
 - Promotional Challenge – Day of creation of a :30 - :60 video promoting the 75th Running of the Mobil 1 Twelve Hours of Sebring (*Contestants will be allocated a pre-determined amount of time to film at Sebring International Raceway*)

Miss Twelve Hours of Sebring Ambassador Selection: **Public Event – November 14, 2026**

- Attire: Paddock Chic – A polished and stylish look inspired by the world of motorsports. Think cocktail attire with a modern race-day flair. Dresses, jumpsuits, sport coats, tailored separates, and fashionable accessories are encouraged.
- Finalists will participate in a live Ambassador Forum before an audience of community members, raceway partners, and guests. During the forum, finalists will respond to questions designed to evaluate their communication skills, leadership qualities, community awareness, and ability to serve as an ambassador for Sebring International Raceway and the Mobil 1 Twelve Hours of Sebring. Topics may include:
 - Community Leadership
 - Tourism / Sebring International Raceway's Impact
 - Personal Goals and Values

Ambassador Orientation: **November 18, 2026**