

# Sponsorship Proposal



Presented to:

**YOUR ORGANIZATION**



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## MADD Road Rally Overview

Nearly **300,000 lives have been saved** since MADD first began working to make our communities and roadways safer. Each one of those lives is our neighbor, family member, or friend. With more than 17,000 people killed in 2003 (representing 41% of people killed in all traffic crashes) because of a drinking driver, your organization has an opportunity to be a leader in improving our communities and nation. **The good news is together we can save even more lives.**

Mothers Against Drunk Driving (MADD) and the Sports Car Club of America (SCCA) are collaborating to launch the **2007 Shifting Gears Road Rally and Auto Show**, MADD's signature fundraising event and public education program, in North Carolina on **June 23, 2007**.

The road rally offers a family-friendly event that joins together teams of community members and car and road enthusiasts to **have fun, to celebrate life and to bring communities together**. \*Rally teams consist of two or more people in ordinary cars, on regular roads, driving within the legal speed limit. The challenge is to drive on time and answer trivia-type questions and participate in game-like activities. The rally is about 40 miles long and will take approximately 2 hours to complete.

*\*Rally teams can be as many people as there are seatbelts for in the automobile*

**The goal is to raise funds through pledges that will help keep citizens of North Carolina and our nation safe.** We anticipate more than **300 participants** and their pledge supporters per location will enjoy the event and raise funds for MADD's lifesaving mission

MADD's [www.maddroadrally.org](http://www.maddroadrally.org) web site makes it easy for participants to raise funds to support MADD's mission. Rally participants can alert family, friends and co-workers via e-mail of their involvement in the rally and their fundraising goal. Pledge supporters can donate directly to MADD using a credit card, and credit the donation directly to the rally participant to ensure he or she reaches his or her fundraising goal. The web site allows participants to customize a personal page and add photos. **Sponsor recognition will be featured on the local event website.**

**The road rally will provide corporations and individuals with a unique opportunity to get directly involved in keeping our children and communities safe. MADD has a proven track record of saving lives.**

Companies can become involved in the rally through event sponsorship, start, finish or checkpoint sponsorship, prize and incentive donations and/or by hosting a team to participate in the event.

**Local sponsor locations can be woven into the rally route to integrate sponsor messaging and involvement in the rally.**

**This new event is an effective way to reach your community with a message that will have both an emotional and practical appeal.**



## Why Support Shifting Gears?

### How does my company benefit?

- ✓ Participation can create visibility for your company, demonstrating to your community that you care about the issues affecting its members and their loved ones
- ✓ Volunteering fosters teamwork, creativity, and leadership
- ✓ Consumers are more likely to buy from companies perceived as positive corporate citizens, taking a leadership role in the community and giving back a contribution to its betterment.
- ✓ Raise funds to support the lifesaving work of MADD.

### Why Support the MADD Road Rally?

- ✓ Integrated partnership: benefits customers, community & employees at the same time.
- ✓ Be a good corporate citizen and take a leadership role in the corporate community.
- ✓ Increase community awareness on drunk driving and underage drinking.
- ✓ Honor victims and memorialize the victims of drunk driving crashes.

### Why Support MADD?

- ✓ In Florida in 2003 35% of traffic fatalities resulted from alcohol related crashes
- ✓ Every minute a person suffers an injury from a drunk-driving crash.
- ✓ In 2003, an estimated 17,013 people died in alcohol-related traffic crashes—an average of almost one every 30 minutes.
- ✓ Alcohol consumption is a major cause of motor vehicle crashes and injury.
- ✓ Individuals who begin drinking before the age of 15 are four times more likely to become alcohol dependent than those who begin drinking at age 21.
- ✓ Each year, college students spend approximately \$5.5 billion on alcohol- more than they spend on soft drinks, milk, juice, tea, coffee and books combined.
- ✓ Thirty percent of 15-20 year old drivers killed in motor vehicle crashes during 2000 had been drinking.

### What does MADD support with monies raised through the Road Rally?

- ✓ MADD offers support programs to help victims cope with the tragedy and loss of a loved one.
- ✓ MADD provides support to victims through the judicial process.
- ✓ MADD provides equipment to local police to better detect and arrest drunk drivers (*e.g. preliminary breath testers, passive alcohol sensors, in-vehicle video cameras, signs, lights and cones for setting up sobriety checkpoints*).
- ✓ MADD is actively working with state and local legislators to adopt tougher laws against drunk driving and to close the loopholes in many existing laws (*e.g. .08 BAC limits, administrative license revocation, vehicle immobilization for repeat and high risk offenders, graduated driver licensing for youth*)
- ✓ MADD implements educational programs on impaired driving in elementary, middle school, high school, and college levels.
- ✓ MADD has created multi-media and other types of programs to help reduce underage drinking.



# Sponsorship Benefits Overview

	Presenting - \$15,000	Corporate Champion - \$10,000	Corporate Advocate \$5,000	Start/Finish Line - \$5000	Car Show - \$3,500	Health & Safety Fair - \$3,000	Hospitality - \$2,500	Kid's Zone - \$1,500	Checkpoint Station - \$1,500
<b>COMPANY VISIBILITY</b>									
Road Rally T-Shirts	Logo	Logo	Logo						
Participants Collection Envelopes	Logo	Logo	Name	Name	Name	Name	Name	Name	Name
Road Rally Posters	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name
Pre-Rally Marketing & Press Releases	Logo	Logo	Logo	Logo	Logo	Logo	Name		
Link to Company web site on the <i>Rally</i> web site	♦	♦	♦						
Identification on the <i>Rally</i> web site	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Company name in all <i>Rally</i> media releases	♦	♦	♦						
Recognition in all regional media interviews for <i>Rally</i>	♦	♦	♦						
<b>EVENT DAY RECOGNITION</b>									
Company logo on Start / Finish Line Banners	Logo	Logo							
Company representative to speak during pre-rally program	♦								
Check Presentation by Company to the MADD Palm Beach County Chapter	♦								
Complimentary Rally Team	2	1	1						
Stage signage with Company identifier	Logo	Logo	Name	Name	Name	Name	Name		
Public announcement by emcee	6	4	3	2	2	2	2	1	1
Opportunity to have Company mascot at event(s)	♦	♦	♦	♦	♦	♦			
Footprint area provided for day of event	20' X 20'	10' X 20'	10' X 20'	10' X 10'	10' X 10'	10' X 10'			
<i>Rally</i> Game Book	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Corporate banners displayed at event site	3	2	1	1	1	1			
Invitations to Hospitality Area	8	6	4	2	2	2	2	2	2
Product Sampling ( <i>Pre-Approved by MADD Palm Beach</i> )	5	4	3	1	1	1			
<i>Rally</i> t-shirt(s)	5	3	2	1	1	1	1	1	1
<b>POST EVENT BENEFITS</b>									
Invitation/recognition at MADD Palm Beach County Chapter Recognition Event	4	3	2	2	2	2	2		
Acknowledgement in the National MADD Annual Report (3,000)	♦	♦							
Mailing (1x) to <i>Rally</i> participant database.	♦								
Opportunity to have a MADD representative present to employees (various topics available)	♦	♦							
Opportunity to have MADD representatives host an informational booth at a function	♦	♦							
Opportunity to have MADD videos, literature and brochures available for employees	♦	♦	♦	♦	♦	♦			
Company question(s) in Event Evaluation Survey	2	1	1						
Access to film footage and event photos	♦	♦	♦	♦	♦	♦			



## ***Shifting Gears 2007*** **Presenting Sponsor -- \$15,000**

The Rally will feature presenting sponsor(s) who will be aligned with MADD to promote safer communities. As a local corporate sponsor, you will reach rally participants and their pledge supporters through the rally. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

### **Company Visibility**

- Logo to be on the official road rally t-shirt, to be given to all participants
- Logo to be prominently placed on all participant collection envelopes
- Logo to be placed on all rally posters
- Logo to be on all pre-road rally marketing and press releases, this would include PSA, print advertisements, etc.
- Link to your website located on the web site
- Logo on the web site
- Your organization will be mentioned as a sponsor in all media releases
- Your organization recognized on all regional media interviews for the rally

### **Road Rally Day Recognition**

- Your organization logo on Start and Finish Line banners
- Opportunity for your representative to speak on stage to road rally participants
- Check presentation by your organization to MADD of North Carolina
- Two (2) Complimentary Rally Teams
- Stage signage with your logo
- Six (6) public announcements by emcee throughout the day of event activities
- Opportunity to have your mascot at events
- Opportunity to have a 20 x 20 footprint at event site
- Logo on the game book
- Three (3) corporate signs displayed prominently around event site (signage provided by your organization)
- Exclusive opportunity for admission to the Hospitality Area for eight (8) of your representatives
- Opportunity to promote and/or distribute five (5) pre-approved products/services to road rally participants
- Your organization will receive five (5) t-shirts

### **Post Road Rally Benefits**

- Four (4) invitations and recognition at MADD North Carolina Recognition Event
- Your organization in MADD annual report (*3 thousand impressions per year*)
- Opportunity for a one- time mailing of a promotional piece to the database. (*your organization to pay all mailing costs incurred and mailing to be handled through the MADD North Carolina Office*)
- Opportunity to have a MADD representative present to employees (*various topics available*)
- Opportunity to have a MADD representative host an informational booth at a company function
- Opportunity to have MADD videos, literature and brochures available for employees
- Your organization has the opportunity to have two (2) questions added to the survey
- Your organization will have access to film footage and event photos



## ***Shifting Gears 2007*** **Corporate Champion -- \$10,000**

### ***Two Opportunities***

*Get In Gear* will feature two sponsors who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

### **Company Visibility**

- Logo to be on the official *Get In Gear* road rally t-shirt, to be given to all participants
- Logo to be prominently placed on all participant collection envelopes
- Logo to be placed on all *Get In Gear* posters
- Logo to be on all pre-road rally marketing and press releases, this would include PSA, print advertisements, etc.
- Link to your web site on *Get In Gear* web site
- Logo on the *Get In Gear* web site
- Your organization will be mentioned as a sponsor in all media releases
- Your organization recognized on all regional media interviews for *Get In Gear*

### **Road Rally Day Recognition**

- Your organization logo on Start and Finish Line banners
- One (1) Complimentary Rally Team
- Stage signage with your logo
- Four (4) public announcements by emcee throughout the day of event activities
- Opportunity to have your mascot at events
- Opportunity to have a 10 x 20 footprint at event site
- Logo on the *Get In Gear* game book
- Two (2) corporate signs displayed prominently around event site (signage provided by your organization)
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for six (6) of your representatives
- Opportunity to promote and/or distribute four (4) pre-approved products/services to road rally participants
- Your organization will receive three (3) *Get In Gear* t-shirts

### **Post Road Rally Benefits**

- Three (3) invitations and recognition at MADD North Carolina Recognition Event
- Your organizations name in MADD annual report (*3 thousand impressions per year*)
- Opportunity to have a MADD representative present to employees (*various topics available*)
- Opportunity to have a MADD representative host an informational booth at a company function
- Opportunity to have MADD videos, literature and brochures available for employees
- Allstate has the opportunity to have one (1) questions added to the *Get In Gear* survey
- Allstate will have access to film footage and event photos



## ***Shifting Gears 2007*** **Corporate Advocate -- \$5,000**

### ***Three Opportunities***

*Get In Gear* will feature three sponsors who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

### **Company Visibility**

- Logo to be on the official *Get In Gear* road rally t-shirt, to be given to all participants
- Name to be prominently placed on all participant collection envelopes
- Logo to be placed on all *Get In Gear* posters
- Logo to be on all pre-road rally marketing and press releases, this would include PSA, print advertisements, etc.
- Link to your web site on *Get In Gear* web site
- Logo on the *Get In Gear* web site
- Your organization will be mentioned as a sponsor in all media releases
- Your organization will be recognized on all regional media interviews for *Get In Gear*

### **Road Rally Day Recognition**

- One (1) Complimentary Rally Team
- Stage signage with your organizations name
- Three (3) public announcements by emcee throughout the day of event activities
- Opportunity to have your mascot at events
- Opportunity to have a 10 x 20 footprint at event site
- Logo on the *Get In Gear* game book
- One (1) corporate sign displayed prominently around event site (signage provided by your organization)
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for four (4) organization representatives
- Opportunity to promote and/or distribute three (3) pre-approved products/services to road rally participants
- Your organization will receive two (2) *Get In Gear* t-shirts

### **Post Road Rally Benefits**

- Two (2) invitations and recognition at MADD – North Carolina Chapter Recognition Event
- Opportunity to have MADD videos, literature and brochures available for employees
- Your organization has the opportunity to have one (1) questions added to the *Get In Gear* survey
- Your organization will have access to film footage and event photos



***Shifting Gears 2007***  
**Start / Finish Line -- \$5,000**

### *One Opportunity*

*Get In Gear* will feature one sponsor who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

## **Company Visibility**

- Name to be prominently placed on all participant collection envelopes
- Logo to be placed on all *Get In Gear* posters
- Logo to be on all pre-road rally marketing and press releases, this would include PSA, print advertisements, etc.
- Logo on the *Get In Gear* web site

## **Road Rally Day Recognition**

- Stage signage with your organizations name
- Two (2) public announcements by emcee throughout the day of event activities
- Opportunity to have your mascot at events
- Opportunity to have a 10 x 10 footprint at event site
- Logo on the *Get In Gear* game book
- One (1) corporate sign displayed prominently around event site (signage provided by your organization)
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for two (2) of your representatives
- Opportunity to promote and/or distribute one (1) pre-approved product/service to road rally participants
- Your organization will receive one (1) *Get In Gear* t-shirt

## **Post Road Rally Benefits**

- Two (2) invitations and recognition at MADD – North Carolina Chapter Recognition Event
- Opportunity to have MADD videos, literature and brochures available for employees
- Your organization will have access to film footage and event photos



## ***Shifting Gears 2007*** **Car Show -- \$3,500**

### ***Two Opportunities***

*Get In Gear* will feature two sponsors who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

### **Company Visibility**

- Name to be prominently placed on all participant collection envelopes
- Logo to be placed on all *Get In Gear* posters
- Logo to be on all pre-road rally marketing and press releases, this would include PSA, print advertisements, etc.
- Logo on the *Get In Gear* web site

### **Road Rally Day Recognition**

- Stage signage with your organizations name
- Two (2) public announcements by emcee throughout the day of event activities
- Opportunity to have your mascot at events
- Opportunity to have a 10 x 10 footprint at event site
- Logo on the *Get In Gear* game book
- One (1) corporate sign displayed prominently around event site (signage provided by your organization)
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for two (2) of your representatives
- Opportunity to promote and/or distribute one (1) pre-approved product/service to road rally participants
- Your organizations will receive one (1) *Get In Gear* t-shirt

### **Post Road Rally Benefits**

- Two (2) invitations and recognition at MADD – North Carolina Chapter Recognition Event
- Opportunity to have MADD videos, literature and brochures available for employees
- Your organization will have access to film footage and event photos



## ***Shifting Gears 2007*** **Healthy and Safety Fair -- \$3,000**

### ***One Opportunity***

*Get In Gear* will feature one sponsor who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

### **Company Visibility**

- Name to be prominently placed on all participant collection envelopes
- Logo to be placed on all *Get In Gear* posters
- Logo to be on all pre-road rally marketing and press releases, this would include PSA, print advertisements, etc.
- Logo on the *Get In Gear* web site

### **Road Rally Day Recognition**

- Stage signage with your organizations name
- Two (2) public announcements by emcee throughout the day of event activities
- Opportunity to have your mascot at events
- Opportunity to have a 10 x 10 footprint at event site
- Logo on the *Get In Gear* game book
- One (1) corporate sign displayed prominently around event site (signage provided by your organization)
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for two (2) of your representatives
- Opportunity to promote and/or distribute one (1) pre-approved product/service to road rally participants
- Your organization will receive one (1) *Get In Gear* t-shirt

### **Post Road Rally Benefits**

- Two (2) invitations and recognition at MADD – North Carolina Recognition Event
- Opportunity to have MADD videos, literature and brochures available for employees
- Your organization will have access to film footage and event photos



***Shifting Gears 2007***  
**Hospitality -- \$2,500**

***One Opportunity***

*Get In Gear* will feature one sponsor who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

**Company Visibility**

- Name to be prominently placed on all participant collection envelopes
- Logo to be placed on all *Get In Gear* posters
- Name to be on all pre-road rally marketing and press releases, this would include PSA, print advertisements, etc.
- Name on the *Get In Gear* web site

**Road Rally Day Recognition**

- Stage signage with your organizations name
- Two (2) public announcements by emcee throughout the day of event activities
- Name on the *Get In Gear* game book
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for two (2) of your representatives
- Your organization will receive one (1) *Get In Gear* t-shirt

**Post Road Rally Benefits**

- Two (2) invitations and recognition at MADD – North Carolina Recognition Event



***Shifting Gears 2007***  
**Kid's Zone -- \$1,500**

### *One Opportunity*

*Get In Gear* will feature one sponsor who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

## **Company Visibility**

- Name to be prominently placed on all participant collection envelopes
- Name to be placed on all *Get In Gear* posters
- Name on the *Get In Gear* web site

## **Road Rally Day Recognition**

- One (1) public announcement by emcee throughout the day of event activities
- Name on the *Get In Gear* game book
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for two (2) of your representatives
- Your organization will receive one (1) *Get In Gear* t-shirt



## ***Shifting Gears 2007*** **Checkpoint Stations -- \$1,500**

### ***Five Opportunities***

*Get In Gear* will feature five sponsors who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

## **Company Visibility**

- Name to be prominently placed on all participant collection envelopes
- Name to be placed on all *Get In Gear* posters
- Name on the *Get In Gear* web site

## **Road Rally Day Recognition**

- One (1) public announcement by emcee throughout the day of event activities
- Name on the *Get In Gear* game book
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for two (2) of your representatives
- Your organization will receive one (1) *Get In Gear* t-shirt



***Shifting Gears 2007***  
**Team Sponsor -- \$1,500**

*Get In Gear* will feature **Team Sponsors** who will be aligned with MADD to promote safer communities. As a local corporate sponsor, your company could reach rally participants and their pledge supporters through *Get In Gear*. MADD and SCCA will also extend the reach of the event through public relations efforts to further bolster exposure and community participation in the road rally.

## **Company Visibility**

- Team Name on the *Get In Gear* web site

## **Road Rally Day Recognition**

- One (1) public announcement by emcee throughout the day of event activities
- Name in the *Get In Gear* game book
- Exclusive opportunity for admission to the *Get In Gear* Hospitality Area for two (2) of your representatives
- Your organization will receive one (1) *Get In Gear* t-shirt



# Sponsorship Agreement

We would like to be a sponsor at the following level (please check one level):

✓	*Levels of Sponsorship:	Opportunities:	Amount:
	Presenting	One	\$15,000
	Corporate Champion	Two	\$10,000
	Corporate Advocate	Three	\$7,500
	Start or Finish Line Sponsor	Two	\$5,000
	Car Show Sponsor	Two	\$3,500
	Health and Safety Fair Sponsor	One	\$3,000
	Hospitality Sponsor	One	\$2,500
	Kid's Zone Sponsor	One	\$1,500
	Checkpoint Station-Enhancement	Five	\$1,500

**Intent to Donate Options:**

\_\_\_ I, \_\_\_\_\_ intend to donate \$ \_\_\_\_\_ on this date: \_\_\_\_\_.

\_\_\_ I, \_\_\_\_\_ intend to donate \$ \_\_\_\_\_ monthly over the following \_\_\_\_\_ months.

\_\_\_ Please use my credit card: **(please circle one)** AMEX M/C VISA DISCOVER

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Company \_\_\_\_\_ Fiscal Year (Dates) \_\_\_\_\_

Company Representative - Title \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Signature \_\_\_\_\_

***Thank you for your generous support!***

**Please fax or mail to:** MADD Road Rally – MADD – NC  
 5104 Western Blvd. Suite B, Raleigh NC 27606 - [www.madd.org/nc](http://www.madd.org/nc)  
 (919) 787-6599 phone (919) 787-6330 fax

“Companies that are sponsors are granted a limited license to use MADD’s trademarked logo solely on the company’s rally t-shirts for the year of the sponsorship pursuant to the terms and conditions of the rally t-shirt Licensing Agreement set forth at <http://www.madd.org/aboutus/0,1056,7268,00.html>. Your signature above indicates your acceptance to the terms of such licensing agreement.”



# Road Rally Team Commitment Form

## What is a Road Rally?

Two or more people, in ordinary cars, on regular roads, within the legal speed limit, make up a rally team. MADD and the SCCA will host a "game rally" event. The challenge is to drive on time and answer trivia-type questions and participate in game-like activities. The rally is about 40-60 miles long and will take 2-4 hours to complete.

All of the events are essentially non-timed sign hunts, but it is the way in which the game is organized—the theme used—that makes it enjoyable for the contestants. Along the way, they learn about rallying and the rules that make the sport work.

## How can I participate? How can my company participate?

A team is comprised of a driver and a navigator and must raise at least \$500 in pledges to support MADD. Teams will drive the route, participate in checkpoint activities and finish the rally at a community event. Prizes will be awarded to teams for a variety of categories, including fundraising prizes.

Companies can become involved in the road rally through event sponsorship, start, finish or checkpoint sponsorship, prize and incentive donations and /or by hosting a team(s) to participate in the event.

## How do I raise funds for MADD?

MADD's [www.maddroadrally.org](http://www.maddroadrally.org) website makes it easy to raise funds to support MADD's mission. Rally participants can alert family, friends and co-workers via e-mail of their involvement in the event and their fundraising goal. Pledge supporters can donate directly to MADD using a credit card and credit the donation to the event participant to help him/her reach his/her fundraising goal. The website allows participants to customize their participant profile, add photos and to update their personal page. The site also alerts the participant when a pledge has been made on their behalf and prompts the participant to send the donor a thank you message. Each team must raise pledges to support MADD's mission. MADD suggests setting a minimum goal of \$500/team of 2, however, this is only a suggested goal and all funds raised are appreciated.

**YES! We are interested in participating in MADD road rally.**  
 Our **Team Leader** will be:  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ EMail: \_\_\_\_\_

**YES! My company has a Matching Gift Program.**  
 Company  
 Name \_\_\_\_\_

Our **Navigator** will be:  
 Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**YES! My company has a Matching Gift Program.**  
 Company  
 Name \_\_\_\_\_

**YES! My company may be interested in a Sponsorship opportunity!**  
 Please contact \_\_\_\_\_  
 (name) at (phone # or email) with more information.

Please submit this form to: MADD-NC 5104 Western Blvd. Suite B \* Raleigh, NC 27606  
(919) 787-6599 phone (919) 787-6330 fax [nc.state@madd.org](mailto:nc.state@madd.org) email



## Get In Gear Intent to Donate Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Help support MADD's mission, your donation could provide the following:

- \$100      **MADD Supporter--** Sponsor 80 safe drivers who pledge to "Tie One On For Safety" during the holidays and provide each a red ribbon and safe driving tips.
- \$250      **Designated Driver--** Provide 10 grief processing sessions for a child victim who has lost a parent or relative to drunk driving.
- \$500      **MADD Champion--** Train 5 high school teachers to present curriculum to students about the dangers of drinking and of driving drunk.
- \$1,000      **MADD Advocate--** Provide grief support for a surviving family of the victim of a drunk driving crash.
- Other\$ \_\_\_\_\_

\_\_\_\_ Please use my credit card: (please circle one)    AMEX                  M/C    VISA    DISCOVER

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

My Check is Enclosed

\_\_\_\_\_  
Donor's Signature

**Make check payable to:** MADD - NC State Office  
Shifting Gears

**Mail your check to:** MADD NC State Office  
Attn: Shifting Gears  
5104 Western Blvd. Suite B  
Raleigh, NC 27606

- I am contributing for (name) \_\_\_\_\_ who is **participating** in the MADD - NC Shifting Gears (to make a general donation do not insert a name)
- I am sending my contribution in memory/honor of \_\_\_\_\_ who was a victim of an alcohol related crash

**Thank you for your contribution!**

No goods or services were provided in exchange for this donation. You will receive a tax receipt for your donation after MADD has donation. Thank you.



## 2007 Car Show Application

**Entry Fee: Waived for Presenting Sponsor**

**Name of Organization:**

\_\_\_\_\_

Address:

\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Car Year, Make & Model: \_\_\_\_\_

# of chairs: \_\_\_\_\_

Special Needs (i.e. electricity): \_\_\_\_\_

Submitted by: \_\_\_\_\_

Date: \_\_\_\_\_

*Please respond by faxing this form to (919) 787-6330 upon receipt.*

**Return application to:**

**MADD**

**5104 Western Blvd. Suite B**

**Raleigh, NC 27606**

Phone: 919-787-6599 Fax: 919-787-6330

Nc.state@madd.org