



ARIZONA MOTORCYCLE SAFETY AND AWARENESS FOUNDATION

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A non-profit foundation committed to motorcycle safety and awareness

Dear AMSAF Event Sponsor and Supporter,

We are thrilled to announce our upcoming **"Share the Road & Riding for the Long Haul"** AMSAF Fundraising Event, which will take place at the Marriott Phoenix Chandler on March 21, 2026. This year's event will feature an exciting Roaring 20's theme, promising an unforgettable evening.

AMSAF's mission is to promote safety and awareness, reducing crashes and fatalities across Arizona. This includes combating distracted driving and other hazardous behaviors. However, we cannot achieve this alone, and it requires the involvement of our community. We are reaching out to request your support.

We invite you to consider becoming a Sponsor for this event or attending again. This sponsorship level offers significant recognition, with your name prominently featured on all event-related materials both before and during the event. **Purchase your table or Sponsorship before December 31, 2025, and we'll take 10% off the cost.**

Why AMSAF?

The Arizona Motorcycle Safety and Awareness Foundation (AMSAF) has played a pivotal role in saving thousands of lives on Arizona's busy roadways. We are proud of our accomplishments, but we know there is more to do in the fight against distracted driving and in providing motorcyclists with the training they need to ride defensively. AMSAF is comprised of a dedicated group of leaders and partners who are enthusiastic about our mission and its impact.

Who We Are

For over 14 years, AMSAF has led efforts to reduce crashes and fatalities related to distracted driving and inadequate motorcycle training. We work closely with a diverse group of business partners and sponsors—including local businesses, healthcare entities, the State of Arizona, police departments, legal professionals, insurance companies, and others—to decrease the number of distracted and DUI-impaired drivers. We also provide scholarships statewide to help motorcyclists receive defensive riding training.

Our Unique Programs

Many riders lack formal training, which is crucial for defensive riding. Our programs address this gap by equipping riders with the necessary skills and endorsements. AMSAF has built a compelling reputation through our pioneering discounted Scholarship Program, which has provided training to over six thousand individuals and families across Arizona.

We have also introduced a Helmet Assistance Program, offering high-quality DOT full-face or modular helmets at significant savings. This program has grown in popularity, with over 2,000 participants benefiting from critical helmet safety. Many motorcycle businesses and suppliers support this initiative.

Additionally, AMSAF is a committed advocate of the "Share the Road" campaign, a statewide effort to raise awareness about the importance of undistracted driving. This public awareness campaign focuses on the critical need for all Arizona motorists and riders to stay focused on the road.

Most recently, we partnered with Accident Scene Management (ASM), a non-profit organization dedicated to reducing injuries and fatalities at the scene of motor vehicle crashes through first-response education. ASM, the largest and most recognized motorcycle trauma training organization globally, teaches motorcyclists essential skills like moving the injured, helmet removal, jaw thrust, rescue breathing, and tourniquet application.

From the beginning, AMSAF prioritized education as a key component of our mission to enhance community safety.

Community Outreach

Our dedicated partners help us organize engaging public events, deliver extensive promotions through various media channels, and support campaigns and programs with a purpose. AMSAF also actively supports local police departments and participates in key community events, such as Public Motorcycle Safety Days in several of our communities.

Our work is made possible through grants from the Governor's Office of Highway Safety, and your organization has been a valued partner from the start. We are eager to continue growing our partnership with you.

To date, AMSAF has helped nine thousand people across Arizona access our safety programs. With the continued influx of new residents to our state, our roads are becoming busier and more dangerous, increasing the importance of our mission. With the support of the Arizona Governor's Office of Highway Safety and our numerous partners, we are prepared to meet this challenge head-on.

We kindly ask you to consider becoming a Sponsor for this year's event. Your support will have a meaningful impact on the community. Enclosed, you will find a Sponsor Application and a flyer where your logo will be featured prominently. Table Sponsorships can be purchased at www.amsaf.org/RFTLH.

Additionally, we will host a live and silent auction at our event. We would appreciate it if you could donate an item to one of these areas to help us further.

Please feel free to reach out with any questions or if there is anything else we can do to assist you. Together, we can make a difference in reducing crashes and fatalities in Arizona.

Respectfully,

Mick Degn
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