ARIZONA MOTORCYCLE SAFETY AND AWARENESS FOUNDATION

7558 W. Thunderbird Road, Unit 1-120 Peoria, AZ 85381-6080

Dear AMSAF Event Sponsor and Supporter,

We are thrilled to announce our upcoming AMSAF "**Share the Road & Riding for the Long Haul"** Gala, to be held at the Marriott Phoenix Chandler on May 15, 2027. This year's event will feature an exciting "Disco and Diamonds" theme and promise an unforgettable evening.

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

We invite you to sponsor this event or attend 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 before December 31, 2026, and we'll take 10% off.**

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 we still have more to do to fight distracted driving and give motorcyclists the training they need to ride defensively. AMSAF is composed of a dedicated group of leaders and partners who are enthusiastic about our mission and its impact.

Who We Are

For over 16 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 rider training.

Our Unique Programs

Many riders lack formal training, which is crucial for defensive riding. Our programs close this gap by equipping riders with the skills and endorsements they need. 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.

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We have also introduced a Helmet Assistance Program that offers high-quality DOT full-face or modular helmets at significant savings. This program has grown in popularity, with over 3,000 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 purposeful campaigns and programs. AMSAF also actively supports local police departments and participates in key community events, such as Public Motorcycle Safety Days in several of our communities.

Grants from the Governor's Office of Highway Safety make our work possible, and your organization has been a valued partner from the start. We look forward to continuing to grow our partnership with you.

To date, AMSAF has helped ten 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 support from the Arizona Governor's Office of Highway Safety and our many 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 is a Sponsor Application. Table Sponsorships can be purchased at: https://www.amsaf.org/gala/

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We will also 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 contact us with any questions or if there is anything else we can do to assist you. Together, we can help reduce crashes and fatalities in Arizona.

Respectfully,

Mick Degn
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