



ARIZONA MOTORCYCLE SAFETY AND AWARENESS FOUNDATION

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

A non-profit foundation committed to motorcycle safety and awareness

AMSaf Supporter and Sponsor,

First, thank you for being a part of the **AMSaf "Share the Road & Riding for the Long Haul"** Fundraising event in the past or for this upcoming event. You are involved with the Community and this event involves all aspects of the Community from Healthcare to Business's helping to reduce crashes and fatalities here in Arizona.

This coming year's event will be our 7th year and this year we will continue to focus more on Share the Road and elimination of Distracted Driving. As in the past we are excited to have Governor's Office of Highway Safety, Healthcare community, ADOT, Insurance, Legal, Local community organizations and many businesses' coming together to promote safety and help reduce crashes and fatalities here in Arizona. **Together we can make this happen and we need your help.**

The event is being held May 7th, 2022, from 5:30 to 9:30 pm at El Zaribah Auditorium and it promises to be a fun night with a 50's theme, some wonderful entertainment helping us to make your time a fun evening to remember. Included with dinner which includes steak, chicken, and ribs along with the fix in's, music, live and silent auction bucket raffle, cash bar, special guest speaker and an emcee as part of the evening's activities. Raffles, Live and Silent Auctions valued at \$1000.00 and greater.

In Arizona crashes and fatalities are a huge concern for us. In the past few years AMSaf has put on this event to promote safety and help educate the community. Our goal continues to be helping educate on Safety and awareness and help reduce crashes and fatalities. That is where Share the Road and helping to reduce Distracted Driving has become so critical.

We need your help as this event is to help the community and you can help by being a part of this by being a Sponsor, purchasing a table or donating to this great cause or both. We need your support and help to make this an enormous success and to continue helping the community.

AMSaf is a 501c3 and your donation is tax deductible. On top of that, all the money we raise from this event goes to promoting safety and awareness and helping to reduce crashes and fatalities in Arizona. One thing that we do is provide scholarships to get folks into motorcycle training here in Arizona along with financial assistance for our Helmet Program. This saves individuals and families a lot of money and allows them to be safer. Our past events have allowed over 400 folks to get into motorcycle training through our Scholarship process alone. On a year to date we have been able to help over six thousand individuals get into motorcycle training throughout the State.

We want to thank you for your support and for attending this major event. Please do not hesitate to give me a call if you have any questions. Check out our site to donate or purchase another table or see past events: www.amsaf.org/RFTLH .

I appreciate your past support and for what you do in the Community to help promote reducing crashes and fatalities here in Arizona. **TOGETHER WE CAN MAKE A DIFFERENCE**

Hey Cool Cats and Kittens, join AMSaf for a Rockin 50's evening. So, grab yer saddle shoes and find your best 50" s attire and come for a great night. It is sure to be a night filled with food, fun and do not forget those live Auction Prizes!! See y'all there!
<https://www.amsaf.org/RFTLH>

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"We help save Lives"

Mission: Our Mission is to promote Safety & Awareness and help reduce crashes and fatalities in Arizona.

SHARE THE ROAD & **RIDING FOR THE LONG HAUL** Fundraiser



The people of Arizona need to hear **your** voice.

Why, you wonder?

During the past year, more than 129,750 of your friends, neighbors and fellow citizens were involved in crashes and needlessly died driving and riding on our roadways. As individuals and business professionals, we have got to come together to help reduce distracted driving and the number of untrained motorcyclists. People are dying and being maimed on our roads everyday. Every week. Every month. However together, we can address this situation and help facilitate meaningful change. That's why your voice as a community leader is so important.

For a decade, Arizona Motorcycle Safety & Awareness Foundation (AMSAF) has been teaming up with corporations, small businesses, government and private citizens to address the staggering and senseless events on our thoroughfares everyday. Now, we want your important voice to be a part of the positive and exciting change that's underway.

IT ONLY TAKES A SECOND

Can you imagine learning your loved one suffered multiple injuries in a crash with a distracted driver and was sent via emergency vehicle to a local hospital...that their injuries could be or are life-threatening...that their life may be changed forever?

AMSAF's committed team encompasses many healthcare, insurance leaders and sponsors who understand all too well the incredible and very sad outcomes that result from distracted driving...they don't want to see the human traffic they do as a result of this growing problem. Let's work to change that.

The good news is that together, we can help change outcomes and enhance driver/rider safety.

Since its inception in 2011, AMSAF has grown as a community leader that communicates the distracted driving initiative and reaches out to the public at-large. That's what leaders do.



OUR UNIQUE APPROACH

AMSAF and its partners, which encompass healthcare, insurance, legal, police departments, corporations and the Arizona Governor's Office of Highway Safety (AZGOHS), are working to provide the financial resources for discounted scholarships and to enhance education and awareness so drivers reduce distractions when they commute. These issues are critical because that driver or rider is someone with a family and life-long opportunities. That person could be one of your loved ones, so we are all in this together.

CREATING A SERIES OF FIRSTS

SCHOLARSHIPS FOR SMART STUDENTS

Forty percent of the motorcycle riders on Arizona roadways are untrained. And that's just dangerous.

As one of our first programs, AMSAF created discounted scholarships for motorcycle riders. It became the largest single program we provide to promote motorcycle safety and awareness and to help reduce motorcycle crashes and fatalities. This special program allows anyone in the state of Arizona to apply for, and receive, motorcycle training. The only cost is a \$100 non-refundable co-pay. This training educates new and current riders through hands-on education, awareness and scholarships.

To date, more than 4000 people have taken steps to become safer riders and received their endorsement through the AMSAF scholarship process. But scholarships aren't the only thing our team does well.

USING OUR HEADS

While Arizona does not require that any rider wear a helmet, healthcare professionals will tell you helmets save lives. To encourage riders to protect themselves when out on the road, AMSAF helped create a special helmet program with a number of helmet dealers, great community partners. The one-of-a-kind helmet program helps individuals garner a quality DOT helmet with some financial assistance from AMSAF and a discount from the authorized dealers. The novel program has helped more than 1,000 individuals purchase a good full-face or modular DOT helmet at a reduced cost. And, helmet dealers like being part of giving back.



BLUE POWER

Our team also often partners with local Arizona police departments in an effort to encourage safety when driving or riding. We share law enforcement's perspectives with the public as well. We also participate with Arizona in DUI kickoffs, Public Safety Days and community Police Public Safety Days. Because after all, the blue line are the eyes and ears on the road.

NEWS AND OUTDOOR MEDIA OUTREACH

Our team is actively involved in promoting the need for drivers to be more aware of their surroundings and to look for motorcycles and other vehicles as they commute. We do this through public safety outreach and community grassroots efforts including overhead sign messages, billboards, Tuesday safety tips, and social media, among other platforms. However, we want you to join us in developing new and better ways to achieve these goals.

RIDING FOR THE LONG HAUL FUND-RAISER

Share the Road

Every year, we put on a show with a theme Share the Road & Riding for the Long Haul fund-raiser that brings out the crowds. However, while we make this amazing auction and dinner a special experience for all, your ideas and participation will make this annual event better than ever. Strap on your seatbelt or helmet and enjoy the ride. Join us as a participant, sponsor or both on May 7, 2022. www.amsaf.org/RFTLH.

JOIN US

It's all about people, community and saving lives. As a leader, we encourage you to join AMSAF and other Arizona businesses and critical thinkers in working to diminish distracted driving. To date, AMSAF has raised nearly \$2 million to help the community reduce or eliminate crashes and fatalities. We know your insight and ideas will assist in driving the outreach forward.



Mick Degn, AMSAF executive director

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