



To Our Valued Supporters,

We present you with a unique opportunity to promote your business while taking part in a very special and important endeavour.

In September 2011, team *Racing for Autism* will compete in the 10<sup>th</sup> Annual Targa Newfoundland rally race. This world-class 2200km event will see competitors from around the world converge on our island. Every year Targa receives significant international media exposure. This year is expected to have the largest competitor turn out ever. We encourage you to visit [www.targanewfoundland.com](http://www.targanewfoundland.com) for more information regarding this exciting event.

Our team is named *Racing for Autism* because many members of our team have been touched by this disorder in the form of children, friends and relatives affected by Autism, Aspergers Syndrome, and other Autism Spectrum Disorders.

Our first vehicle, a 2010 Mustang GT, achieved great success as *Racing for Autism* earned their Targa Silver Plates in 2009, a noteworthy achievement for first-time competitors. In 2010 we added a second car: a beautiful 2010 Shelby GT500. A new Engine was custom Manufactured by L&M Engines for the Shelby. This, along with the numerous completed modifications, will give us a very powerful machine and an advantage over the competitors.

Throughout the 2010 race season we participated in many car shows, drag races, and various autism awareness events. Unfortunately we did not race in Targa Newfoundland. Sadly our son passed away in a tragic accident the morning the races were to begin. It is in his honour we will return for Targa Newfoundland 2011.

Why should you support us in our cause? -- New studies show that one in every ninety-one children will have an Autism Spectrum Disorder. This is more than every other childhood disease and disability combined, yet it is drastically under funded. Autism receives approximately 5% of the amount of government funding that is dedicated to other childhood diseases. Autism and the many Autism Spectrum Disorders remain mysterious and misunderstood, while the prevalence of these disorders continues to grow with alarming speed. Our hope is to raise public awareness about this puzzling Disability and give a voice to those who cannot speak for themselves.

Please find at the end of this document, a photo of our race vehicles, as well as information on sponsorship. If you have any questions or would like to support our team, please contact Ray at (780) 713-1097 or email [racing4autism@live.ca](mailto:racing4autism@live.ca)

Sincerely,

Ray Halleran  
Owner/Driver, *Racing for Autism*

## SPONSORSHIP PROPOSAL

In September 2011, Racing for Autism will compete in the Targa Newfoundland Rally Race, with two vehicles registered in the Open Driving, Targa Division.



Targa Newfoundland is a 7-day, 2200km open road racing event. Anticipated expenses include, but are not limited to, the following:

- Routine maintenance of race cars and support vehicles
- Vehicle modifications
- Tires, parts and supplies
- Driver apparel and safety gear
- Entry fees
- Travel and lodging

Sponsorship is a critical element in order to maintain that competitive edge in current auto racing.

2009 was our Rookie season, our very first experience with Targa. Of 53 teams, some of which were veteran racers, we happily placed fifth in our division and 12th overall. With the assistance of some key sponsors, we expect to see a steady increase in success for many seasons to come.

## ABOUT TARGA

2011 will be the tenth anniversary of Targa Newfoundland. It consists of seven days of closed roads and open competition on the extreme edge of North America. Targa Newfoundland is a premium motor sport event with a considerable focus on safety, logistics and applicable rules & regulations. Their event is a meeting place for both newcomers to the world of motor sports as well as professionals who have been running their car of choice for many years. Featuring speed and precision classes, Targa Newfoundland is a chance to drive a car the way it's meant to be driven.

## BENEFITS OF SPONSORSHIP

Motor sports attract a considerable amount of public attention and its popularity continues to increase. Auto racing in general is the fastest growing spectator sport in North America.

Marketing in the motor sports arena has been widely accepted by corporate America due to the increasing exposure that is being seen from the growth and popularity of racing. Studies have also shown that three-fourths of all race fans consciously purchase the products and services of businesses involved in motor sports.

With over 175,000 spectators, 2200km of challenging roads, and coverage on TSN, Global and Speed Channel Networks, sponsoring Racing for Autism for Targa Newfoundland 2011 would be a world-class opportunity to promote your company's logo on our vehicle. Show off your logos at the nightly scheduled car shows, with a visitor rate of 25,000 fans!

In the previous two years we proudly displayed vivid multicoloured puzzle pieces all over the two vehicles each bearing the name of an individual living with an Autism Spectrum Disorder. The puzzle piece is the universally recognized symbol for Autism. However, we will not be doing the names this year. It is extremely time consuming and at a personal financial loss to our family. We will still have our "Racing for Autism" logos, and this leaves more available space for sponsor logos to stand out!



## SPONSORSHIP LEVELS

As a **Bronze Sponsor** (\$1000 sponsorship) you will receive:

- On BOTH race cars:  
Your company name or website in 1" lettering  
- OR -  
8" company logos
- Your company name/logo on our racing website,  
[www.racing4autism.ca](http://www.racing4autism.ca)
- An award of recognition for your valuable support.

As a **Silver Sponsor** (\$2500 sponsorship) you will receive:

- On BOTH race cars:  
Your company name or website in 2" lettering  
- OR -  
10" company logos
- Your company name/logo on our racing website,  
[www.racing4autism.ca](http://www.racing4autism.ca)
- An award of recognition for your valuable support.

As a **Gold Sponsor** (\$5000 sponsorship) you will receive:

- On BOTH race cars:  
Your company name or website in 3" lettering  
- OR -  
12" company logos
- Your company name/logo on our racing website,  
[www.racing4autism.ca](http://www.racing4autism.ca)
- An award of recognition for your valuable support.

As a **Platinum Sponsor** (\$10,000 sponsorship) you will receive:

- On BOTH race cars:  
Your company name or website in 5" lettering  
- OR -  
16" company logos
- Your company name/logo on our racing website,  
[www.racing4autism.ca](http://www.racing4autism.ca)
- An award of recognition for your valuable support.

If you are unable to sponsor our team, but would like to support us in our cause, donations in any amount are gratefully accepted. Details about how to make donations can be found on our website, [www.racing4autism.ca](http://www.racing4autism.ca).



### 2010 Mustang GT

Driver: Julie Halleran, Paradise NL  
Co-Driver: Chad Giles, St. John's, NL

### 2010 Mustang Shelby GT500

Driver: Ray Halleran, Paradise NL  
Co-Driver: Dale Halleran, Whitby, ON

## Ray Halleran

Owner/Driver/Team Captain, *Racing For Autism*  
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