



To Our Valued Supporters,

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

In September of 2010, team *Racing for Autism* will compete in the annual Targa Newfoundland open road race. This world-class 2200km event will see competitors from around the world converge on the island, and every year receives significant international media exposure. We encourage you to visit www.targanewfoundland.com for more information regarding this exciting event.

As evidenced by our team name, we are in a very real sense racing for Autism. Many members of our team have been touched by this debilitating disorder in the form of children, friends and relatives affected by Autism, Aspergers Syndrome, and other Autism Spectrum Disorders.

In 2010 we will once again be racing our amazing 2010 Ford Mustang GT. This stunning vehicle achieved great success as *Racing for Autism* earned their Targa Silver Plates for completing the race within specified times, a noteworthy achievement for first-time competitors. We are also thrilled to announce that we will be racing a second vehicle this year: a beautiful 2010 Mustang Shelby GT500. Displayed proudly on our team vehicles are vivid multicoloured puzzle pieces -- the universally recognized symbol for Autism -- each bearing the name of an individual living with an Autism Spectrum Disorder. This helps to raise awareness for our cause and has become a source of pride for our "Autism Heroes" as they, their families and friends seek out their names on our cars during the numerous Targa shows and events.

As well, we are honoured to learn that Targa Newfoundland has chosen Autism to be its cause of choice for 2010. *Racing for Autism*, along with the Targa Committee and the Autism Society of Newfoundland and Labrador, will be joining efforts to make 2010 the year of Autism Awareness.

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 attached photos of our race vehicles, as well as information on sponsorship. If you have any questions or would like to support our team, please contact me at (780) 713-1097 or email racing4autism@live.ca

Sincerely,

Ray Halleran
Owner/Driver, *Racing for Autism*



SPONSORSHIP PROPOSAL

In September 2010, Racing for Autism will be competing in the Targa Newfoundland Auto 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 are 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

2010 will be the ninth running 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 attracts 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 Global and Speed Channel Networks, sponsoring Racing for Autism for Targa Newfoundland 2010 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!

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*
- 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*
- 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*
- 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*
- 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.



Car #1: 2010 Mustang Shelby GT500

Driver: Ray Halleran, Paradise NL

Ray's daughter, Alexis, has Autism and is non-verbal. She is the inspiration for the team name.

Co-Driver: Dale Halleran, Whitby, ON

Dale is Ray's brother and uncle to Alexis.



Car #2: 2010 Mustang GT

Driver: Julie Halleran, Paradise NL

Julie is Ray's wife, and mother to Alexis, who is non verbal with Autism

Co-Driver: Jesse Halleran, Paradise NL

Jesse is Ray's son, and brother to Alexis.



Ray Halleran

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

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