



## **Driving for Dyslexia** ***Presented by Johnson-Melloh Solutions*** **Sponsorship Opportunities**

In 2015, Elliot had the opportunity of a lifetime, the chance to partner with his hero, the late Justin Wilson, and later Scott Dixon and Stefan Wilson on the "Dyslexia Doesn't Stop Me" campaign.

To carry on the legacy of Justin Wilson and the work Wilson did as an ambassador for dyslexia and the Dyslexia Institute of Indiana, Elliot founded Driving for Dyslexia.

**We need your help as a sponsor of this inaugural event.**

Driving for Dyslexia will be at Speedway Indoor Karting on May 18 from 6-8 p.m. Participants will raise money to race and compete for prizes.

All proceeds from Driving for Dyslexia benefit the hard-working students at the Dyslexia Institute of Indiana (Dii), in memory of Justin Wilson.

We hope you join us as a partner.



Elliot and his hero, Justin Wilson.



**DRIVING**  
**FOR DYSLEXIA**

Presented by Johnson-Melloh Solutions

### **About Elliot Cox**

On and off the race track, Elliot Cox is a force. Elliot is a proud Dii alumni and an honor roll student. He travels the country racing go-karts as the reigning national champion, and dreams of becoming the youngest Indy 500 winner.

Elliot attributes his dyslexia to his success. When he isn't racing or going to school, Elliot gives his free time speaking in schools and with groups of kids to raise awareness about dyslexia.





Presented by Johnson-Melloh Solutions

## Sponsorship Opportunities

### **Pole Position - \$1,000**

Your sponsorship includes:

- Large logo on back of Driving for Dyslexia t-shirt
- On-site logo on signage
- Inclusion in quarterly Dyslexia Institute of Indiana newsletter
- Name mention on Dyslexia Institute of Indiana website
- Name/Logo on Driving for Dyslexia registration page
- Social media post on Driving for Dyslexia and Dyslexia Institute of Indiana social media pages
- Autographed Elliot Cox Racing Photo

### **Silver - \$500**

Your sponsorship includes:

- Small logo on back of Driving for Dyslexia t-shirt
- On-site logo on signage
- Inclusion in quarterly Dyslexia Institute of Indiana newsletter
- Name mention on Dyslexia Institute of Indiana website
- Name/Logo on Driving for Dyslexia registration page
- Social media post on Driving for Dyslexia and Dyslexia Institute of Indiana social media pages
- Autographed Elliot Cox Racing Photo

### **Bronze - \$250**

Your sponsorship includes:

- Name listing on the back of Driving for Dyslexia t-shirt
- Inclusion in quarterly Dyslexia Institute of Indiana newsletter
- Name mention on Dyslexia Institute of Indiana website
- Name/Logo on Driving for Dyslexia registration page
- Social media post on Driving for Dyslexia and Dyslexia Institute of Indiana social media pages
- Autographed Elliot Cox Racing Photo

### **Kart Racing at the Event - \$100 (Limited to First 40 Registrants)**

- Race Session at Speedway Indoor Karting at the Driving for Dyslexia Event
- Chance to win a custom Driving for Dyslexia trophy for the fastest lap times
- Autographed Elliot Cox Racing Photo

**Custom sponsorships available, starting at \$2,000. Please inquire for details.**

Visit [www.drivingfordyslexia.com](http://www.drivingfordyslexia.com) or [www.diin.org](http://www.diin.org) for more details.

