



## Driving for Dyslexia 2019 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 in 2018.

At Elliot's first Driving for Dyslexia event, he helped to raise over \$18,000 for children with Dyslexia, that was donated to the Dyslexia Institute of Indiana. His goal is to more than double this total in 2019!



Elliot and his hero, Justin Wilson.

### **Please join us as a sponsor for the 2<sup>nd</sup> Annual Driving for Dyslexia event.**

Driving for Dyslexia will be at Speedway Indoor Karting on April 26<sup>th</sup> from 6:00-9:00pm. Participants will race to raise money 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.



### **About Elliot Cox**

On and off the race track, Elliot Cox is a force. Elliot is a proud Dyslexia Institute of Indiana (Dii) alumni and an honor roll student. Elliot is a seven-time Points Champion and National Champion go kart racer that travels the world competing, 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.





## 2019 Sponsorship Opportunities

### Checkered Flag Sponsor - \$10,000

- Special recognition as Checkered Flag Sponsor and option to speak at the event
- Reserved table at event including 4 race tickets and 4 attendee tickets
- Special race coaching on fastest lines around the track with Elliot prior to race sessions
- Race against Elliot at the event
- A Dii Scholarship will be awarded in your company's name
- Primary logo placement on back of Driving for Dyslexia t-shirt
- Special Checkered Flag Sponsor Signage at the event
- Logo on registration page for Driving for Dyslexia Event
- Recognition in the Dyslexia Institute of Indiana Newsletter
- Sponsorship recognition on Dii Website
- Logo on Driving for Dyslexia Website
- Social media post on Driving for Dyslexia and Dyslexia Institute of Indiana social media pages

### Pole Position Sponsor - \$5,000

- Special recognition as Pole Position Sponsor at the event
- Reserved table at event including 2 race tickets and 6 attendee tickets
- Special race coaching on fastest lines around the track with Elliot prior to race sessions
- A Dii Scholarship will be awarded in your company's name
- Large logo on back of Driving for Dyslexia t-shirt
- Logo on signage at event
- Logo on registration page for Driving for Dyslexia Event
- Recognition in the Dyslexia Institute of Indiana Newsletter
- Sponsorship recognition on Dii website
- Logo on Driving for Dyslexia website
- Social media post on Driving for Dyslexia and Dyslexia Institute of Indiana social media pages

### Podium Level Sponsor - \$1,000

- Medium logo on the back of Driving for Dyslexia t-shirt
- Includes 1 race tickets and 1 attendee ticket
- Logo on signage at event
- Recognition in Dyslexia Institute of Indiana Newsletter
- Logo on Driving for Dyslexia website.
- Social media post on Driving for Dyslexia and Dyslexia Institute of Indiana social media pages

### Fastest Lap Sponsor - \$500

- Name listing on the back of Driving for Dyslexia t-shirt
- Includes 1 attendee ticket
- Logo on signage at event
- Recognition in Dyslexia Institute of Indiana Newsletter
- Logo on Driving for Dyslexia website
- Social media post on Driving for Dyslexia and Dyslexia Institute of Indiana social media pages

### Auction Item Donations

- Logo on signage at event
- Logo on Driving for Dyslexia website
- Social media post of Driving for Dyslexia social media pages

**Custom sponsorships available upon request. Please inquire for details.  
Visit [www.drivingfordyslexia.com](http://www.drivingfordyslexia.com) or [www.diin.org](http://www.diin.org) for more details.**