



## **Association for Safe International Road Travel**

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### **2025 ASIRT 30<sup>th</sup> Gala Sponsorship Information**

Travelers are vulnerable to road safety challenges everywhere, and road crash fatalities and injuries are a serious public health concern. **ASIRT, the Association for Safe International Road Travel**, is a leading U.S.-based road safety non-profit, non-governmental organization (NGO) dedicated to improving road safety in the U.S. and on the roads of the world through education and advocacy. ASIRT raises awareness and provides life-saving information and resources to travelers and works with governments, agencies, and institutions to advocate for legislation, policy, and data collection and reporting that prioritizes road safety at home and abroad—everywhere that American families, students, professionals, and military personnel live, work, study, and travel.

Every year ASIRT hosts an event to increase public awareness about road safety and to raise funds to support its ongoing work advocating for road safety and educating travelers to make safe choices on the roads of the world. The event provides an opportunity to recognize individuals, organizations, and corporations that are dedicated to the issue of road safety here in the U.S. and around the world. **Planning is underway for this year's special 30<sup>th</sup> Gala "Step Up for Road Safety—Looking Back, Looking Forward" which will be held on Wednesday, November 12 in Washington, D.C.**

The Gala program will explore advances and challenges in road safety and will enable us to honor outstanding road safety champions during the evening. Past ASIRT honorees and sponsors include: Alliance for Automotive Innovation, BP, Chrysler Group, Exxon Mobil, FedEx, Ford Motor Company, Honda, Johnson & Johnson, Marsh & McLennan Companies, National Automobile Dealers Association, Shell Oil, Toyota North America, and Uber as well as road safety champions David Strickland (GM), Adrian Lund (IIHS), Ed Cohen (formerly of Honda), Dan Ryan (Mazda), Child Health Initiative Global Ambassador (and granddaughter of the late Nelson Mandela) Zoleka Mandela, 10<sup>th</sup> Secretary General of NATO The Rt Hon Lord Robertson of Port Ellen, Steve Wood (formerly of NHTSA), and Rob Strassburger (Automotive Coalition for Traffic Safety, Inc.).

**Corporate sponsorships** are integral in supporting ASIRT's lifesaving efforts to protect travelers and citizens here in the U.S and in countries around the world and demonstrate commitment to road safety. **ASIRT is grateful to Hyundai for leading the charge this year as a Diamond Level Corporate Sponsor.** Please refer to the following for details on the various sponsorship opportunities, including Diamond level, and benefits. Corporate sponsors will be acknowledged during the Gala, on ASIRT's website and Gala platform, and in our newsletters. In support of this year's theme, the evening will include recognition of sponsors' innovations in road safety technologies.

**ASIRT 30<sup>th</sup> Gala**  
**November 12, 2025, Washington, DC**  
**"Step Up for Road Safety—Looking Back, Looking Forward"**

**Sponsorship Form**

Name/Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

**Yes! We are proud to sponsor ASIRT at the following level:**

☐ **\$20,000+ Diamond**

10 admissions to the Gala; logo or name on ASIRT's home page for a year and recognition at the Gala; additional opportunities

☐ **\$10,000 Platinum**

8 admissions to the Gala; logo or name on ASIRT's home page for a year and recognition at the Gala; additional opportunities

☐ **\$5000 Gold**

6 admissions to the Gala; logo or name on ASIRT's home page for a year and recognition at the Gala; additional opportunities

☐ **\$2000 Silver**

5 admissions to the Gala; logo or name on ASIRT's home page for a year and recognition at the Gala

☐ **\$1000 Bronze**

4 admissions to the Gala; logo or name on the Gala web page and on list of Supporters to be shared at the Gala

*Payments can be mailed to: ASIRT, 11769 Gainsborough Road, Potomac, MD 20854.  
For other payment methods, email [asirt@asirt.org](mailto:asirt@asirt.org).*

**Thank you for becoming a sponsor!**

ASIRT is a non-profit, 501(c)(3) organization. The Federal Tax I.D. number is: 52-1952743. Your charitable donation is tax deductible to the full extent permitted by law. An acknowledgement will be sent to you after the event.