



Association for Safe International Road Travel

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2026 ASIRT Annual 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 abroad through education and advocacy. ASIRT raises awareness and provides life-saving information and resources to travelers and works with governments 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 raise funds to support its ongoing work advocating for road safety and educating travelers to make safe road travel choices. The event provides an opportunity to recognize individuals, organizations, and corporations that are dedicated to road safety. **Planning is underway for this year's Gala "Road Safety: Innovation and Action" which will be held on Thursday, November 12 in Washington, D.C.**

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

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

ASIRT Annual Gala
November 12, 2026, Washington, DC
"Road Safety: Innovation and Action"

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.*

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.