



# Help Us Make a Difference in the Life of a Child

## WHO IS THE EXCHANGE CLUB OF SPEEDWAY?

The Exchange Club of Speedway, Inc. is an all-volunteer organization formed in August 1985. The National Exchange Club was formed in 1911, in Detroit, MI. Now located in Toledo, OH, the National Exchange Club is made up of some 700 clubs and 22,000 members throughout the United States and Puerto Rico. Exchange celebrated its 100th year at the National Convention in Detroit, Michigan. Visit their website at [www.nationalexchangeclub.org](http://www.nationalexchangeclub.org).

Over the years, the Exchange Club of Speedway has raised more than \$1 Million for the prevention of child abuse in the communities of Speedway, Marion County, and other nearby counties. In addition to the prevention of child abuse, the Club reaches out to its communities through community service projects, programs for at-risk youth, and promoting Americanism—Exchange is the only national service club that promotes Americanism.



## HISTORIC PARTNERSHIP WITH THE AMERICAN RED CROSS

On July 26, 2010, the American Red Cross signed a first-of-its-kind national partnership agreement with the National Exchange Club to collaborate on projects for the benefit of local communities. Through this partnership, Exchange Club members will be able to support Red Cross activities such as blood drives, projects that support members of the armed forces and their families, disaster relief efforts, public safety education, and more. Additionally, this partnership will help spread the word about Exchange while allowing members to fulfill their mission of community service and honoring our country.

## BENEFITS OF SPONSORING THE EXCHANGE CLUB OF SPEEDWAY

Your sponsorship will allow Exchange to continue fighting child abuse and make a difference in the lives of hundreds of children and at-risk youth in central Indiana. As a sponsor for the Exchange Club of Speedway, you will be able to promote your business to Club members, event participants, and through exposure in the media. Depending on your level of giving, benefits include local media coverage through press releases and event advertising; recognition at events; advertisement and recognition in event program; marketing opportunity at the events; tickets to the events; and more.

For more information contact Linda Melton at 317.627.7221.



# Exchange Club of Speedway 2012 FUND RAISING EVENTS

## A SPECIAL THANK YOU

to our

### 2011 SPONSORS:

DEEM

Indianapolis Colts

Tom Zupancic

LIDs / Hat World

Benesch / Dann Pecar  
Service Pipe and Supply  
Trane

Huntington Bank

Farm Bureau Insurance  
RCI

AAA Hoosier Motor Club  
Keystone Construction Corp  
O'Charley's

Dawson's on Main

Famous Dave's

DSI Restoration

ROI Marketing Company  
Hubler Automotive Group

Key Private Bank

MJ Insurance

Monarch Beverage

Coors Brewing Co

Stoops Buick GMC

Uebelhor & Sons

Fritz Enterprises Inc.

CB Richard Ellis

Ice Miller

Office Pride

French Lick Resort

Somerset CPA's

JMC Sales & Engineering

Eagle Creek Aviation

Coca-Cola

Ray's Trash

Frito-Lay

Maingate

## 11th Annual Luck of the Irish Reverse Raffle

Saturday, March 17, 2012

Indiana Farm Bureau Football Center

Home of the 2006 World Champion Indianapolis Colts  
& 2009 AFC Champions

Enjoy a night of food, fun, and games to raise money for the Children's Bureau Family Support Center and other Youth Programs in Central Indiana. Play Bingo, Tip Boards, and other games, enter the 50/50 drawing, bid on silent and live auction items, participate in other raffles for great prizes, and have a good time!



### Reverse Raffle Rules:

- 200 tickets are entered in the Reverse Raffle
- First ticket drawn receives a free ticket for the 2013 Reverse Raffle
- 25th, 50th, 75th, 100th, 125th, 150th, and 175th ticket drawn each win \$75
- Last ticket drawn receives the GRAND PRIZE of \$10,000 unless there is a "Split"...

...When the LAST TEN TICKETS REMAIN, an auction takes place and the last 10 ticket holders get to either sell their ticket, hold on to it, or offer to "Split" the grand prize with the remaining ticket holders. The auction continues until there is a last ticket holder or the grand prize is "Split".

What a great way to have fun and  
make a difference in the lives of children!

## 27th Annual DEEM's Golf 4 Kids

Thursday, May 24, 2012

Brickyard Crossing Golf Course

On the Grounds of the Indianapolis Motor Speedway

Enjoy a full day of golf on the Brickyard Crossing Golf Course, designed by the legendary Pete Dye. Tee off time is 9:00 a.m., followed by lunch, dinner, awards, and a live auction.

You will have so much fun that this will become an annual event for you...if it's not already!



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# Exchange Club of Speedway 2012 FUND RAISING EVENTS

## Sponsorship Opportunities

<b>Luck of the Irish Reverse Raffle - March 17, 2012</b>	<b>\$100</b>	<b>\$100</b>	<b>\$250</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b>
Recognition as Sponsor in Event Program	X		X	X	X	X	X
Recognition as Sponsor on Table Tents at Event	X		X	X	X	X	X
Recognition as Sponsor in Event Press Releases	X		X	X	X	X	X
Ad in Event Program		Bus. Card	Bus. Card	4" H x 5" W	4" H x 5" W	8" H x 5" W	8" H x 5" W
Recognition as Sponsor on Event Brochure				X	X	X	X
Recognition as Sponsor on ECS Website				X	X	X	X
Ticket(s) to Event (1 ticket is good for 2 people)–\$150 Value				1 Ticket (2)	2 Tickets (4)	3 Tickets (6)	1 Table (10)
Opportunity to Provide Marketing Piece on the Tables				X	X	X	X
Hole Sponsorship & Recognition as Sponsor at DEEM'S Golf 4 Kids in May 2012						X	X
Entry Fee to DEEM'S Golf 4 Kids in May 2012–\$250 Value						2 Golfers	1 Foursome

**PLEASE EMAIL YOUR 4-Color LOGO (at least 300 DPI in TIF, EPS, or JPEG format) to Beatrice Kaupke @ bkgk4734@comcast.net**

<b>DEEM'S Golf 4 Kids - May 24, 2012</b>	<b>\$150</b>	<b>\$500</b>	<b>\$1,500</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>
Hole Sponsorship - On-Screen In-Board Advertising on all Carts when they stop at your Hole	X	X	X	X	X	X
Recognition as Sponsor on Event Display Board(s)	X	X	X	X	X	X
Recognition as Sponsor on Table Tents at Event	X	X	X	X	X	X
Recognition as Sponsor in Event Press Releases	X	X	X	X	X	X
Recognition as Sponsor on Event Registration Website		X	X	X	X	X
Recognition as Sponsor on ECS Website		X	X	X	X	X
Opportunity to Provide Marketing Piece in Registration Packet		X	X	X	X	X
Recognition as Sponsor on Event Brochure		X	X	X	X	X
Ticket(s) to the March 2012 Luck of the Irish Reverse Raffle (1 ticket is good for 2 people)–\$150 Value				1 Ticket (2)	2 Tickets (4)	1 Table (10)
Entry Fee to DEEM'S Golf 4 Kids–\$250 Value			1 Foursome	1 Foursome + 1 Celebrity	2 Foursomes + 2 Celebrities	5 Foursomes + 5 Celebrities

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[Yes!](#) I would like to be a Sponsor for your fund raising events.

Individual or Company Name \_\_\_\_\_  
 Contact Name \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email Address \_\_\_\_\_

**I would like to Sponsor the following:**

Luck of the Irish Reverse Raffle - March 17, 2012

\_\_\_\_\_ \$100 \_\_\_\_\_ \$100 Bus.Card Ad \_\_\_\_\_ \$250 \_\_\_\_\_ \$500 \_\_\_\_\_ \$1,000 \_\_\_\_\_ \$2,500 \_\_\_\_\_ \$5,000 \_\_\_\_\_ Silent Auction/Raffle Item

DEEM'S Golf 4 Kids - May 24, 2012

\_\_\_\_\_ \$150 \_\_\_\_\_ \$500 \_\_\_\_\_ \$1,500 \_\_\_\_\_ \$2,500 \_\_\_\_\_ \$5,000 \_\_\_\_\_ \$10,000 \_\_\_\_\_ Live Auction Item

MAIL your Check along with the completed Form to Exchange Club of Speedway, P.O. Box 24745, Speedway, IN 46224

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