



Community and Corporate Sponsorship Packet

Don't Engage N Road Rage, Inc.

DENRR Academy presented by Don't Engage N Road Rage

An invitation to invest in safer roads

Dear Prospective Sponsor:

On behalf of Don't Engage N Road Rage, Inc. and DENRR Academy, I invite your business, foundation, community organization, church, or religious institution to partner with us in helping people practice self-control, make safer choices, and manage conflict before it escalates.

Founded in Michigan in 2017, Don't Engage N Road Rage advances four mission pillars: Education, Awareness, Resources & Safety—E.A.R.S. DENRR Academy extends that work through online training focused on road safety, emotional intelligence, conflict resolution, and emotional wellness.

Your sponsorship can help us expand access to training, develop educational resources, and bring prevention messages to students, families, drivers, workplaces, and communities. We welcome financial support, sponsored learning opportunities, in-kind contributions, and partnerships that connect our programs with the people who need them.

This packet outlines our programs, proposed sponsorship opportunities, and the benefits available to participating partners. I would appreciate the opportunity to discuss a partnership that fits your organization's priorities.

Sincerely,

Rick V. Sykes, Sr.

Founder / Chief Growth Officer

Don't Engage N Road Rage, Inc.

(248) 747-2104

"While on the road, practice self control."

Our Mission and Programs

Education that connects emotions with choices

A frustrating moment behind the wheel can become a dangerous encounter. Our work encourages drivers to recognize emotional triggers, remain aware of their surroundings, avoid confrontation, and practice respectful, responsible behavior. We also teach skills that apply in schools, workplaces, families, and community settings.

Don't Engage N Road Rage operates through both a nonprofit organization and a limited liability company. DENRR Academy is the training platform presented by Don't Engage N Road Rage. Each partnership will identify the organization receiving support and the programs or services included.

DENRR Academy training opportunities

- **Student Safety Series for grades 9–12.** Addresses aggressive driving, distracted driving, and road rage while encouraging awareness and responsible choices among teens and emerging drivers.
- **Student Safety Mini-Series for grades 7–8.** Introduces younger students to safety awareness, emotional self-control, and positive decision-making before they begin driving.
- **Emotional Intelligence Behind The Wheel™.** Focuses on identifying triggers, managing reactions, practicing patience, and applying emotional intelligence to driving decisions.
- **Gen Z & Millennials Training Series 2.0.** Engages younger adult audiences in safer driving, emotional awareness, and avoiding confrontation.
- **Conflict Resolution & Emotional Wellness.** Provides education on conflict resolution, anger and stress management, emotional wellness, and mental health coaching topics.

Who a partnership can reach

Schools and youth programs; employers and fleet teams; driver-education providers; government and community agencies; insurance and automotive organizations; churches and other religious institutions; and individual learners and families.

What sponsorship helps fund

Sponsored training access, program development, awareness campaigns, printed and digital safety resources, community outreach, and program coordination. A designated sponsorship can focus on a specific audience or initiative, with scope and budget agreed before launch.

Corporate Partnership Opportunities

Corporate sponsorship connects your organization with road-safety education, emotional intelligence, and community outreach. The following levels can be tailored to an agreed program, community, or campaign over a 12-month partnership period.

Platinum Sponsors \$20,000

- **Local press release recognition.** Mention in a DENRR press release distributed to local news outlets announcing your sponsorship of safety talks or educational outreach in your area.
- **Guest blogging opportunities.** Contribute agreed articles on responsible driving, employee safety, emotional intelligence, or community service for publication through DENRR or DENRR Academy.
- **Advisory participation opportunities.** Explore participation in a program advisory group to share insight on community needs, training, and outreach, subject to organizational selection and approval.
- **All lower-level benefits.** Includes the benefits of Gold, Silver, Event Sponsors, and Partners, with presentations and activities combined into one agreed sponsorship plan.

Gold Sponsors \$10,000

- **Employee and school presentations.** Arrange for Rick V. Sykes, Sr., or a designated DENRR presenter to visit your community for an employee presentation and a sponsored presentation at a local school, coordinated with the school and your team.
- **Sponsor educational activities.** Support DENRR Academy and community outreach activities, including local high school presentations and road-safety video public service announcements.
- **All Silver and Partner benefits.** Includes website recognition, a link to your website, e-newsletter acknowledgment, and social media recognition.

Silver Sponsors \$3,500

- **Website recognition.** Your company logo and a link to your website on www.dontroadrage.org and www.denrracademy.org in designated sponsor recognition areas.
- **All Partner benefits.** Includes acknowledgment in DENRR communications and recognition on DENRR and DENRR Academy social media platforms.

Presentation timing, school participation, travel arrangements, article topics, and recognition placements will be agreed before activation. Advisory participation is an opportunity for discussion rather than an automatic board appointment.

Event Sponsorship and Partner Benefits

Event Sponsors \$2,500

- **Host or sponsor a community presentation.** Support a DENRR road-safety, emotional intelligence, or conflict-resolution presentation for a school, workplace, or community audience.
- **School banner recognition.** For an agreed school presentation, receive a banner featuring your company logo and participating students' signatures for the school to display, coordinated with school leadership.

Partners \$1,500

- **E-newsletter recognition.** Acknowledgment in a Don't Engage N Road Rage or DENRR Academy e-newsletter distributed to supporters and participating audiences.
- **Social media recognition.** Acknowledgment of your partnership on Don't Engage N Road Rage and DENRR Academy social media platforms.

Five benefits of partnering with us

- **Support safer roads.** Help deliver education on road rage prevention, distracted and aggressive driving, emotional self-control, and responsible choices.
- **Invest in students and emerging drivers.** Support learning opportunities that build awareness before unsafe habits become established.
- **Promote employee and community wellness.** Connect audiences with practical education on managing emotions and resolving conflict.
- **Strengthen community relationships.** Bring businesses, schools, families, and community organizations together around prevention and service.
- **Build meaningful brand visibility.** Receive recognition that connects your organization with the programs and activities it supports.

Customize your partnership

We welcome a conversation about a specific school, employee group, fleet team, or community you would like to reach. Training access, course licensing, participant counts, program materials, and any additional activities can be included in a written agreement tailored to your goals.

Each sponsorship agreement will identify the receiving organization, contribution, activities, recognition, schedule, and reporting. Sponsor updates may describe presentations delivered, participation, training completion, or resources distributed where those records are available.

Ways to Participate and Next Steps

Choose a partnership that fits your goals

- **Sponsor a program or learner group.** Help support DENRR Academy access for students, employees, fleet drivers, or community participants. Participant counts, access periods, and pricing will be agreed in advance.
- **Explore training or licensing.** Discuss organizational access or use of Academy courses. Training purchases and licensing are separate arrangements unless expressly included in a sponsorship agreement.
- **Provide in-kind support.** Contribute printing, apparel, safety resources, meeting space, promotion, or other agreed services that help us deliver our mission.
- **Support community outreach and events.** Discuss sponsorship of an agreed outreach activity or future event. Dates, roles, and benefits will be confirmed for that opportunity.

Soles for Safer Roads

October 1 - December 12, 2026

Our shoe drive with Funds2Orgs collects gently worn, used, and new shoes to support DENRR programs. Reusable shoes become inventory for micro-enterprises in developing countries, helping small business owners earn income and support their families.

Businesses, community organizations, churches, and other religious institutions can host an approved collection site, encourage donations, and share campaign information. This participation opportunity is available alongside financial sponsorship.

How we will plan and report your partnership

We will work with your team to agree on the audience, program, contribution, recognition, timeline, and point of contact. Your sponsorship plan will include appropriate updates so you can see the activities and learning opportunities your support enables.

Partnership interest

Organization: _____

Contact name and title: _____

Email / phone: _____

Interested in: ☐ Sponsorship ☐ Sponsored training
☐ Licensing ☐ In-kind support ☐ Shoe drive ☐ Other partnership

Preferred program or audience: _____

Proposed support / sponsorship level: _____

Contact Rick V. Sykes, Sr. at (248) 747-2104 to discuss participation. This interest form begins the conversation; it does not create a payment obligation.

www.dontroadrage.org | www.denrracademy.org