

DON'T ENGAGE  ROAD RAGE®
STAY NEUTRAL....

PRESENTS

Road Rage Awareness Concert and Campaign 2019

(August-December 2019)

“WHILE ON THE ROAD, PRACTICE SELF CONTROL”

DON'T ENGAGE N ROAD RAGE, INC.

Don't Engage N Road Rage, Inc is a nonprofit organization that's committed to bringing awareness to this growing epidemic called Road Rage. We aim to partner with government, corporations, law enforcement, educational, athletes and other entities to achieve our mission.

We officially launched our **Road Rage Awareness Concert & Campaign**. It is our goal to erect 250-500 Billboards and hand out 50,000-100,000 *I Promise To Stay Neutral Signature Cards* by December 31, 2019.

*Our partnership with **OUTFRONT MEDIA** will make this a reality.*

Will you partner with us to make this a reality?

<https://dontengage.org/>

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Committed to the Mission & Vision



I Promise To STAY NEUTRAL Signature Cards



My Personal Story

(Empowerment Magazine)

“One day while driving, I was trying to pass another motorist. Although we were on a three-lane highway, for some reason this particular motorist wouldn’t let me pass. I did all the proper things such as signaling, but each time I tried to get over and pass, this motorist wouldn’t allow me,” shared Sykes.

After several more attempts, Sykes was able to pass the other driver and thought the incident was over, but the driver began to aggressively follow him. Despite the driver’s clear aggression, Sykes made a decision not to engage in anyway.

“For me, it wasn’t a matter of backing down, but backing off, even though he was aggressively following me. As a result of changing my attitude and not engaging; I was able to think clearly and eventually put myself in a better and safe position,” said Sykes

-Empowerment Magazine July 2018

<http://theempowermag.com/community-happenings/detroit-pastor-launches-nationwide-campaign-to-stop-road-rage/>



WHAT IS ROAD RAGE?

Road rage is defined as **aggressive or violent behavior stemming from a driver's uncontrolled anger at the actions of another motorist**. Some examples include:

- **Hitting their vehicle with your car.**
- **Running them off the road.**
- **Pulling over, getting out, and engaging in a physical confrontation.**
- **Inciting your passenger(s) to fight the other driver.**
- **Using any sort of weapon to inflict harm on another driver or vehicle.**

<https://www.dmv.org/how-to-guides/road-rage.php>

ROAD RAGE STATISTICS

Ponder for a moment these road rage statistics, from the National Highway Traffic Safety Administration:

- *66% of traffic fatalities are caused by aggressive driving.*
 - *37% of aggressive driving incidents involve a firearm.*
 - *Males under the age of 19 are the most likely to exhibit road rage.*
 - *Half of drivers who are on the receiving end of an aggressive behavior, such as horn honking, a rude gesture, or tailgating admit to responding with aggressive behavior themselves.*
 - *Over a seven year period, 218 murders and 12,610 injuries were attributed to road rage*
- 

FORBES MAGAZINE

“The most alarming findings,” the report found, suggest that a significant number --an estimated eight million U.S. drivers -- admitted to engaging in extreme examples of road rage, including purposefully ramming another vehicle or getting out of the car to confront another driver.

“Inconsiderate driving, bad traffic and the daily stresses of life can transform minor frustrations into dangerous road rage,” Jurek Grabowski, director of research for the AAA Foundation, said in a statement. “Far too many drivers are losing themselves in the heat of the moment and lashing out in ways that could turn deadly.”

<https://www.forbes.com/sites/tanyamohn/2016/07/31/the-rise-of-road-rage-drivers-worry-about-safety-nearly-80-express-extreme-behavior-study-finds/#5b661a025fc4>

AAA Exchange

Aggressive driving is extremely common among U.S. drivers. A recent study by the AAA Foundation for Traffic Safety found that nearly 80 percent of drivers expressed significant anger, aggression or road rage behind the wheel at least once in the previous year. Previous research by the AAA Foundation found that from 2003 to 2007, over half of fatal crashes involved at least one driver who performed a potentially aggressive action.

Aggressive driving has increasingly become a major cause of concern for many road users. Learn more about aggressive driving risks and tips to avoid aggressive driving behaviors here.

<https://exchange.aaa.com/safety/driving-advice/aggressive-driving/>

ALLSTATE

“Driving on roads throughout the United States can often be a pleasant, reasonably uneventful experience. Going from point A to point B is usually a fairly mundane task. But sometimes, the actions of other drivers or some situations outside of your control can be frustrating make you angry. This is typically called “road rage,” and it’s a condition that has increasingly shown up in the headlines of national and local news outlets in recent years”

<https://blog.allstate.com/road-rage-the-ultimate-accident-2/>

AUTO INSURANCE

Aggressive driving can lead to accidents—and compromised coverage

Road rage incidents are not only dangerous, they are exempted from coverage by many auto insurance policies. Understand your risks and take precautionary measures to avoid being a victim—or a cause—of aggressive driving accidents

<https://www.iii.org/article/road-rage-and-auto-insurance>

AARP

Road rage is a serious concern for American drivers. In one study of just 10,000 U.S. road rage incidents committed over seven years, the AAA Foundation for Traffic Safety recorded at least 218 murders and another 12,610 injury cases.

Many of us have encountered situations where reckless or inconsiderate drivers make their way into our driving lane. On any given day, we may encounter unavoidable instances where aggressive drivers turn without signaling, slam on their brakes suddenly, and change lanes abruptly. But it's up to you to make sure those unavoidable experiences don't lead to violent and explosive encounters with other drivers.

<https://states.aarp.org/keeping-your-cool-tips-to-beat-road-rage/>

TEENS

Car accidents are the leading cause of death among teenagers, according to a 2008 study reported in the journal "Pediatrics." In addition to driving under the influence and driving while distracted, road rage is a major cause of teenage motor vehicle accidents, according to the study. A teen's inability to control his emotions can turn into road rage that leads to erratic driving, speeding and collisions. Help your teenager cope with anger behind the wheel.

A teenager's immaturity and personal history can lead to incidents of road rage, characterized by the American Automobile Association as driving erratically with the intent to cause another driver mental or physical harm.

<https://www.livestrong.com/article/1006258-teen-road-rage-issues/>

LAW ENFORCEMENT (DALLAS POLICE DEPARTMENT)

*A growing problem throughout the country over the last twelve years has been "**Road Rage**" and the effect it has on individuals. The National Highway Transportation Safety Administration (NHTSA) defines road rage as "a driving incident that leads to violence."*

Research has shown that there are two distinct types of drivers: high-anger drivers and low-anger drivers. Unfortunately high-anger drivers make up 75% of the population. Most road rage occurs as a result from some other unrelated stress made worse by any type of poor driving in front of the aggressive driver.

Everyone needs to be conscious of their own driving and how it appears to others. Most aggressive drivers truly believe they have done nothing wrong, but that it was somebody else who wronged them.

*If you fall victim to Road Rage notify the authorities as soon as possible. The best action to take is to ignore the aggressive driver and never confront him or her. Aggressive driving can quickly escalate into **Road Rage** resulting in a dangerous or a life-threatening situation*

<http://www.dallaspolice.net/communitys/roadrage>

3 WAYS ROAD RAGE CAN GET YOU ARRESTED

Assault. *You've heard or seen this scenario before: A car cut someone off, and the victim of the cut-off acts as if his manhood and everything about him has been questioned. So the victim of the cut-off tailgates the other vehicle until they both stop and a standoff ensues. Often a weapon will be involved — typically whatever is within reach, as recent road-rage cases involving pepper spray, baseball bats, and guns have shown.*

Assault with a Deadly Weapon. *It's not just guns that can get you in trouble. Don't look now, but you're driving a potentially deadly weapon every time you get behind the wheel of your car. That's why so many suspects in road rage cases get charged with assault with a deadly weapon when they try to run over someone or ram their car into the other person's vehicle.*

Harassment. *The peaceful way to resolve a traffic incident is not to tailgate, wave a gun or finger menacingly, or shout obscenities at the other driver. This behavior can technically be considered distracted driving. In addition, this behavior may be considered illegal harassment depending on how far you take your shouting and gesturing.*

<https://blogs.findlaw.com/blotter/2012/12/3-ways-road-rage-can-get-you-arrested.html>

CELEBRITIES

Comedian Chevy Chase was kicked in the shoulder after he chased and then confronted a driver who cut him off, New York State police say. The road rage incident took place in New Jersey on Feb. 9, police told [The Journal News](#), after a 22-year-old man from Long Island cut off Chase in South Nyack.

The 74-year-old ex-Saturday Night Live star told police he believed his 2015 Dodge Ram truck had suffered damage following the incident, and gave chase across the Gov. Mario M. Cuomo Bridge over the Hudson River.

The second driver pulled over and he and Chase began a verbal argument, NBC Chicago [reported](#), before Chase suffered a kick to the shoulder. The 22-year-old man told police he kicked Chase in self defense, and claimed the comedian had attempted to punch him.

<http://time.com/5172400/chevy-chase-kicked-road-rage/>

ATHLETES & ROAD RAGE

GRETNA, La. -- The man convicted of manslaughter in the 2016 road rage shooting death of former NFL running back Joe McKnight was sentenced to 30 years in prison Thursday.

Ronald Gasser, 56, had faced up to 40 years in prison. Defense lawyers argued that Gasser fired in self-defense when McKnight walked up to his car following a 5-mile confrontation that began on a bridge spanning the Mississippi River in New Orleans and ended with gunfire in neighboring Jefferson Parish.

*"Let this be a cautionary tale," Judge Ellen Kovach said. McKnight's death could have been avoided "if either of the men had had the good sense, the courage and the wisdom to simply **DISENGAGED**".*

http://www.espn.com/nfl/story/_/id/22775477/man-gets-30-years-road-rage-killing-ex-nfl-player-joe-mcknight

RACIAL SLURS

A Coatesville, Pennsylvania, woman is speaking out after she says a man shouted racial slurs at her during a road rage incident Friday.

Zhaqeyza Armstrong, 20, said she was driving home from work on Route 30. At some point she was behind a driver near the Thorndale exit. Armstrong admitted to NBC10 she may have been driving behind him too closely. She says the man then slammed his brakes, causing her to nearly run into him.

Armstrong then went into the left lane. She says the man drove beside her and began screaming at her. “I had no music on. I didn’t say not one word to this man. I didn’t do anything but pull out my phone to record him,” Armstrong said.

<https://www.nbcphiladelphia.com/news/local/Coatesville-Road-Rage-Woman-Man-Racial-Slurs-Pennsylvania-Investigation-488332251.html>

HONOR STUDENT KILLED

A teenage honors student was tragically shot and killed in a road rage incident on Wednesday in Pennsylvania.

Bianca Nikol Roberson, 18, was shopping for college clothes with her mother and grandmother. On the way back from the mall in West Chester, she tried to merge into a lane, but so did a red pick-up truck. The man in truck pulled out a gun and shot her in the head, which killed her. Her car then veered off the road and crashed.

<https://www.hercampus.com/news/student-was-killed-road-rage-incident-2-weeks-her-college-orientation>

SAME SEX COUPLE BEATEN

The man accused of beating up a pair of women as they were leaving Avid Cider's annual carnival in Bend, Ore., Friday, breaking one woman's arm and shoving her fiancée until she was unconscious, has been arrested, reports [The Oregonian](#).

Jay Allen Barbeau, 49, was charged with one count of criminal mischief, one count of reckless driving, and three counts of assault in Deschutes County Court Monday for the assault on Megan Stackhouse, 34, and Lucinda Mann, 26.

<https://www.advocate.com/crime/2018/6/07/oregon-man-accused-pummeling-same-sex-couple-fit-road-rage>

ROAD RAGE STATISTICS FILLED WITH SURPRISING FACTS

- *Road rage is a leading cause of accidents.*
- *Road rage leads to injuries, even deaths.*
- *Many victims turn into aggressors themselves.*
- *High-anger driving can be managed.*

<https://drivingschool.net/road-rage-statistics-filled-surprising-facts/>

Road Rage Awareness Month (AUGUST)

Many statistics confirm that the month of August is the most deadliest month of the year for fatal car accidents. According to the National Highway Traffic Safety Administration (NHTSA) records from 1994, the most dangerous month for driving is August, and Saturday is the most dangerous day of the week to drive.

***Don't Engage N Road Rage, Inc.** selected the month of AUGUST to be Road Rage Awareness Month.*

DON'T ENGAGE N ROAD RAGE

ROAD RAGE CONCERT & CAMPAIGN 2019

It is our goal to erect 250-500 billboards across the country by **December 31, 2019**

(We have partnered with **OUTFRONT Media**, Inc. to make this a reality)

Strategically hand out 50,000-100,000 *“I Promised To Stay Neutral Signature Cards”* to the general public, schools, businesses, religious institutions, etc.

OUTFRONT MEDIA, INC.

OUTFRONT Media Inc. (NYSE: OUT) is one of the largest out-of-home media companies in North America. From Sunset Boulevard to Times Square, our diverse portfolio includes more than 400,000 digital and static displays, which are primarily located in the most iconic and high-traffic locations throughout the 25 largest markets in the U.S. We are also the advertising partner of choice for major municipal transit systems, reaching millions of commuters daily in the largest U.S. cities.

<https://www.outfrontmedia.com/whoweare/pages/aboutus.aspx>



Road Rage Awareness Concert Sponsor August 2019

Music is a universal language. Don't Engage N Road Rage, Inc will take advantage of the music platform to further promote Road Rage Awareness & Education. This annual concert will feature local and national artists from different genres.

We are currently solidifying and confirming the DATE and ARTIST/(S) for our Road Rage Awareness Concert 2019.

Sponsorship Levels Are Provided on Next Slides



Road Rage Awareness Concert **TITLE SPONSOR** **(\$30,000.00). Exclusive Rights**

- Brand/Name on 2 Billboards (Minimum/2,000,000 Impressions) Outfront Media, LLC. 4-6 Wks
- Mobile Phone Advertisement (Minimum/500,000 Impressions) via Outfront Media, LLC
- Brand/Name Advertised (Instagram, Facebook, Twitter, LinkedIn, Website)
- Brand/Name Advertised (Concert Tickets, Evite & Press Releases)
- Brand/Name Advertised on Don't Engage N Road Rage I Promise Cards (30,000). **These cards will be strategically handed out to the PUBLIC throughout the year.**
- Brand/Name Advertised on 100 Volunteer T-Shirts
- 30 VIP & 30 Concert Tickets

Road Rage Awareness Concert **PLATINUM SPONSOR** **(\$20,000.00)**

- Brand/Name Advertised 1 Billboard (Minimum/1,000,000 Impressions) Outfront Media 4-6 Wks
- Mobile Phone Advertisement (Minimum/500,000 Advertisement) via Outfront Media 4-6 Wks
- Brand/Name Advertised (Instagram, Facebook, Twitter, LinkedIn & Website)
- Brand/Name on Press Releases
- Brand/Name on Don't Engage N Road Rage I Promise Signature Cards (20,000). **These cards will be strategically handed out to the PUBLIC throughout the year.**
- Brand/Name Advertised on 100 Volunteer T-Shirts
- 20 VIP & 20 Concert Tickets

Road Rage Awareness Concert **GOLD SPONSOR** **(\$10,000.00)**

- Brand/Name on 1 Billboard (Minimum /1,000,000) via Outfront Media, LLC 4-6 Wks
- Brand/Name (Instagram, Facebook, Twitter, LinkedIn, & Website)
- Brand/Name on Press Releases
- Brand/Name on Don't Engage N Road Rage I Promise Signature Cards (10,000). **These cards will be strategically handed out to the PUBLIC throughout the year.**
- 10 VIP & 10 Concert Tickets

CORPORATE BILLBOARD SPONSOR

(\$5,000.00)

- Brand/Name on Billboard for 4 weeks (Minimum/1,000,000 impressions)
- Brand/Name advertised via our social media (Facebook, Twitter, Instagram, Pinterest and Company's Website)
- Brand/Name will be included in our Spring, Summer and Fall Press Release of 2019
- Brand/Name on Don't Engage N Road Rage I Promise Signature Cards (5,000). **These cards will be strategically handed out to the PUBLIC throughout the year.**
- 5 VIP & 5 Concert Tickets

MOBILE PHONE ADVERTISING/SPONSOR

(\$4,500.00)

-
- Brand/Name included with our brand/4 weeks (Minimum of 500,000 impressions)
 - Brand/Name advertised via our social media (Facebook, Twitter, Instagram, Pinterest and Company's Website)
 - Brand/Name will be included in our Spring, Summer and Fall Press Release of 2019
 - Brand/Name on Don't Engage N Road Rage I Promise Cards (2,500). These cards will be strategically handed out to the PUBLIC throughout the year.
 - 2 VIP & 2 Concert Tickets

<https://www.outfrontmedia.com/whatwedo/products/mobile-network/pages/default.aspxh>

THE REQUEST

Don't Engage N Road Rage is reaching out to your company as we are soliciting partners, sponsors and supporters to assist us in our Road Rage Awareness Billboard Campaign.

Will you help us reach our goal by partnering with us as we launch our Road Rage Awareness Billboard Campaign of 2019

DON'T ENGAGE N ROAD RAGE, INC.

Don't Engage N Road Rage, Inc is a registered Michigan based non-profit company. We are committed to making a difference in communities around the world.

Don't Engage N Road Rage, Inc does have an approved EIN/IRS#

Don't Engage N Road Rage's is a registered trademark.

CONTACT INFORMATION

Make All Checks Payable To:

Don't Engage N Road Rage

PO Box 21936, Detroit, MI 48221

For more information or questions, please contact:

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Founder/President & CEO

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<https://www.outfrontmedia.com/whatwedo/products/mobile-network/pages/default.aspx>

IRS TAX EXEMPTION

EIN: 81-4951364

Taxed Exempted: YES

Documentations available upon Request