

# 12th Annual Racing to Recovery Gala



To benefit the Sam Schmidt  
Paralysis Foundation

Honoring Roger Penske  
2011 Legends of Racing Award

# SAM SCHMIDT PARALYSIS FOUNDATION

## Board of Directors

Sam Schmidt, Chairman

Ida Cahill, President & CEO

Don Brooks, Treasurer

Ed Mattix, Secretary

Patty Azar

Scott Cronk

Todd Davis

Alan Lewis

Tom Villardi

## Gala Advisory Committee

John & Diane Abrams

David Brechbuhl

Robert & Marcey Dicks

Gretchen Fox

James & Cindy Freudenberg

Darren & Melissa Hickey

Alan & Terri Symons

James & Jeanne Wade

## Event Sponsors (as of Press Time)

Bridgestone Firestone

IZOD IndyCar

LifeLock

The Schmidt Family

**Please note: TICKETS WILL NOT BE SENT**

Please check in at the registration area  
in the Chase Tower Ohio Avenue Lobby

See enclosed parking and  
electronic auction bidding information

12th Annual Racing to Recovery Gala to benefit the Sam Schmidt Paralysis Foundation

Honoring Roger Penske with our 2011 Legends of Racing Award  
Presented by Sam Schmidt & Rick Mears

& Celebrating the 100th Anniversary of the Indianapolis 500

Wednesday, May 18, 2011 ♦ 6:30 pm - 10:30 pm

Festive Cocktails, Wine and Beer ♦ Delicious hors d'oeuvres ♦ Gourmet food stations ♦ Silent and Live Auctions ♦ Cocktail or Business Attire

D'Amore - Indianapolis Newest Hot Spot... A Venue With A View!

Chase Tower, 48th floor, 111 Monument Circle, Indianapolis

## Celebrating The 100th Anniversary of the Indianapolis 500

In 1909, three Indiana businessmen pooled their resources to build the Indianapolis Motor Speedway as an automobile testing ground to support Indiana's growing automotive industry. The focus soon turned to racing, with Ray Harroun winning the inaugural Indianapolis 500 on May 30, 1911. One hundred years after the first of more than 300 races at the speedway, it remains home of the world-famous Indianapolis 500 as well as many other storied racing events.

### Sam Schmidt Paralysis Foundation

The Sam Schmidt Paralysis Foundation, established in 2000, is leading the charge to cure paralysis by funding scientific research, medical treatment, rehabilitation and technological advances benefiting those who are spinal cord injured, stroke victims and people diagnosed with ALS, Alzheimer's and Parkinson's diseases. In addition to initiating local and national advocacy efforts on behalf of those disabled, SSPF also funds national Day at the Races and Run, Walk 'n' Wheelathon programs.

# Racing To Recovery Gala

\_\_\_\_\_ Tickets at \$150 for a total of \$\_\_\_\_\_

\_\_\_\_\_ We are not able to attend but wish to make a contribution of \$\_\_\_\_\_

First and Last Name: \_\_\_\_\_ Organization (if appropriate): \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ e-mail address \_\_\_\_\_

Guests Names: \_\_\_\_\_

Please make checks payable to Sam Schmidt Paralysis Foundation

Credit Card: Please charge my \_\_\_\_\_ VISA \_\_\_\_\_ Master Card \_\_\_\_\_ AMEX

Account # \_\_\_\_\_ Security Code: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name as it appears on credit card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please check in at the registration area in the Chase Tower Ohio Avenue Lobby. **TICKETS WILL NOT BE SENT**  
See enclosed PARKING and ELECTRONIC AUCTION BIDDING information. **KINDLY RESPOND BY MAY 2, 2011**

# Event Sponsorships Opportunities

Championship Sponsor	\$15,000
Victory Lane Sponsor	\$10,000
Pole Position Sponsor	\$7,500
Lap Leader Sponsor	\$5,000
Checkered Flag Sponsor	\$2,500

Support the Foundation by placing a business, personal or congratulatory ad for Honoree Roger Penske in event program

Full Size \$500    Half Page \$200    One-Quarter Page \$125

To reserve your Sponsorship or place an ad in the Program, please call 317-236-9999 or email [events@samschmidt.org](mailto:events@samschmidt.org).

# 2011 Legends of Racing Award Honoree Roger Penske

Roger Penske is Chairman of Penske Corporation, whose businesses include retail automotive, truck leasing, transportation logistics, transportation component manufacturing and professional motorsports. Penske Corporation manages businesses with revenues exceeding \$16 billion, operating in more than 1,800 locations and employing over 36,000 people worldwide. Penske Racing is one of the most successful teams in the history of professional sports. Competing in a variety of disciplines, cars owned and prepared by Penske Racing have 332 major race wins, 396 pole positions, 23 National Championships and a record 15 Indianapolis 500 race wins.

Sam Schmidt and the Sam Schmidt Paralysis Foundation invite you to join us, along with Penske Racing's IndyCar Drivers - past and present - as we honor Roger Penske

Mario Andretti*	Rick Mears*
Alex Barron	Will Power
Gary Bettenhausen	Andre Ribeiro
Ryan Briscoe	Tom Sneva*
Helio Castroneves*	Danny Sullivan*
Gil de Ferran*	Paul Tracy
Emerson Fittipaldi*	Al Unser, Sr.*
Sam Hornish, Jr.*	Al Unser, Jr.*
Tarso Marques	Bobby Unser*

\*Indy 500 Winners

# Sam Schmidt Paralysis Foundation Racing to Recovery Gala

Wednesday, May 18, 2011 6:30 - 10:30 pm

D'Amore, Chase Tower, 48th Floor, enter lobby at 1 East Ohio Street

## PARKING:

### Compliments of Sam Schmidt Paralysis Foundation Chase Tower Garage, 120 North Pennsylvania St.

Enter from Pennsylvania Street south of Ohio Street. Park on floors 5, 6, 7, 8. Take garage elevator to ground floor; follow Foundation signs to Ohio Street Lobby. Ample handicap parking is available; however, guests can unload directly outside the Ohio Street Lobby. Guests will be provided a voucher for parking upon registration.

## TICKETS WILL NOT BE SENT

Please check-in at the registration area in  
the Chase Tower Ohio Street Lobby



## ELECTRONIC BIDDING

PLEASE REMEMBER TO BRING YOUR CELLULAR DEVICE AS IT  
WILL BE NEEDED TO PLACE BIDS ON THE SILENT AUCTION!

The Sam Schmidt Paralysis Foundation has teamed up with Qtego Auction Technology to provide our guests with a revolutionary silent auction experience. You will be able to participate in our auction with your personal cellular phone as you enjoy the evening. Smart phones are not required. Standard text messaging rates apply. Qtego will accommodate those guests who do not have a cellular phone and will have representatives on-hand to assist guests. To pre-register your cellular device, go to [www.qtego.com/sspf](http://www.qtego.com/sspf).