

January 2024



Dear Friend of The Chris Connors Fund,

Thank you for taking the time to look at our information on our FOURTH annual Salty's 5K & 10K Double Nubble Road Races to be held at York Beach Ball Fields on Sunday, May 5, 2024 and ask you to consider donating to or sponsoring this event.

The Chris Connors Fund was established as a special project of the York Fire Department to create a junior boating and water safety education program to save lives by promoting and teaching safer boating and safer water habits for local children, as well as support the York Water Rescue program and the York Ocean Rescue (York Beach Life Guards).

Our last three races SOLD OUT, with more than 500 runners the second year and 700 runners the third year. This included some local Elite Athletes training for other major events. Salty's 5K & 10K attracts runners from all over New England and is a fun event for the entire family. The races are professionally timed by All Sports Events.

The race morning includes music, pre race stretch, post race food and awards ceremony. Salty and Salty Junior (our mascots) participate in the race while entertaining all participants. All proceeds will benefit local Water Safety Programs sponsored by The Chris Connors Fund.

Over the past five years at least 1,800 children have learned safe boating and water habits at The Kids Boating & Water Safety Day on Long Sands Beach, at the Coastal Ridge Elementary School third grade beach day, or through our distribution of our CCF String bags, filled with water safety information and fun goodies for the kids. Last year we started the only lendable life jacket program in the Seacoast area, life jackets of all sizes are available to borrow on York's Town Dock 1 & 2. We also produced a short water safety educational video this past fall. This video will allow the program to be seen by many more students before they start their summer vacation!

Thank you for your consideration of this request. We look forward to partnering with you to make a difference in our community and help our kids make safer decisions around the water!

Sincerely,

Vanessa Cadoux & Emily Connors
Race Directors



Sponsorship Tiers



Please check off which tier you are donating and enter in amount donated.

LIFESAVER: \$ _____

A LIFESAVER donation is a gift of over **\$2,000**. Donations of this size truly aim to save lives, they help us with large purchases of safety equipment , other life saving community projects and lots of educational materials for communities in the greater York area. You will receive exposure in all marketing materials, ie: banners, flyers, t-shirts, press, social media, website and more. Plus 4 complimentary entries to the race and your provided promotional materials in 700+ runner bib bags.

LIFEBOAT: \$ _____

A LIFEBOAT donation is a gift of **\$1,000**. LIFEBOAT donations help with large purchases of safety equipment and the production of our new water safety educational video. You will receive exposure in all marketing materials, ie: banners, flyers, t-shirts, press, social media, website and your provided promotional materials in 700+ runner bib bags.

LIFEGUARD: \$ _____

A LIFEGUARD donation is a gift of **\$500**. LIFEGUARD donations will provide support for our educational tools and materials to our Seacoast communities The Chris Connors Fund supports The York Ocean Rescue (York's Lifeguards) though donations of the most current equipment. You will receive your logo displayed on the street banners, t-shirts, race website and social media.

LIFERING: \$ _____

A LIFERING donation is a gift of **\$250**. This donation will help fund our water safety projects specifically our Lendable Life Jacket Program. This year we will continue our program by providing life jackets of all sizes for our community. You will receive your logo displayed on the race website and social media.

PATRON: \$ _____

A PATRON donation is a gift of up to **\$100**. Patrons make the world go round and no patrons' donation is too small. Your gift will help us create and distribute educational tools and materials to communities in the greater York area. You will receive your logo displayed on our race website.

Please fill in Name, Mailing, Phone, E-mail and Donation Payment Information

Your Name/ Business: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Website: _____ Social Media: _____

Please email business logo to info@thechrisconnorsfund.com no later than **MARCH 25. (Vector format only)**
Please check off how you would like to fund your donation to The Chris Connors Fund.

Check # _____ included in the amount of: \$ _____

Paid on website under the name: _____ in the amount of: \$ _____

Checks can be made payable to: "The Chris Connors Fund" 1 Firehouse Dr. York, ME 03909