

January 2023



Dear Friend of The Chris Connors Fund,

Thank you for taking the time to look at our information on our third annual Salty's 5K & 10K Double Nubble Road Races to be held at York Beach Ball Fields on Sunday, May 7, 2023 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 two races SOLD OUT, with more than 300 runners the first year and 500 Runners the second 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 an 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 four years more than 1,500 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 String bags which are filled with water safety information and fun goodies for the kids. We are excited to announce that this year we are producing a short water safety educational video. This video will allow the program to be seen by 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! Sponsorship opportunities are on the next page.

Sincerely,

**Emily Connors**  
**Vanessa Cadoux**  
Race Directors  
[info@thechrisconnorsfund.com](mailto:info@thechrisconnorsfund.com)  
[www.TheChrisConnorsFund.com](http://www.TheChrisConnorsFund.com)

# Sponsorship Tiers



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

☐ **LIFEBOAT: \$** \_\_\_\_\_

A Lifeboat donation is a gift **over \$1,000**. Donations of this size truly are lifeboats, they help us with large purchases of safety equipment and educational materials for children in the greater York area. You will receive exposure in all marketing materials (banners, flyers, t-shirts, press, social media, website and more) plus 3 complimentary entries to the race.

☐ **LIFE JACKET: \$** \_\_\_\_\_

A Life Jacket donation is a gift of **\$1,000**. Life Jacket 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 (banners, flyers, t-shirts, press, social media, website and more).

☐ **LIFEGUARD: \$** \_\_\_\_\_

A Lifeguard donation is a gift of **\$500**. Lifeguards ensure the safety of persons around the water. The Chris Connors Fund supports The York Ocean Rescue (York's Lifeguards) through donations of the most current equipment. You will receive your logo displayed on the street banners, t-shirts, race website and social media.

☐ **LIFE RING: \$** \_\_\_\_\_

A Life Ring donation is a gift of **\$250**. This donation will help fund one of our water safety projects. This spring we will be donating new life jackets in all sizes to be left at the Harbor Master Shack for use by the public! You will receive your logo displayed on the race website and social media.

☐ **PATRON LEVEL: \$** \_\_\_\_\_

A Patron Level 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](mailto:info@thechrisconnorsfund.com) no later than April 1. (PDF, PNG or JPEG) \*\***  
*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*