



August 12, 2024

Dear Friend of Save Our Shores,

I hope this letter finds you and your business in good health! I'm reaching out on behalf of Save Our Shores with an update on what we've accomplished with your support AND an ask – **will you help us out on the largest volunteer event of the year?**

Last year on Annual Coastal Cleanup Day, Save Our Shores coordinated 50 beach and watershed cleanup events around the Monterey Bay. **1,300 volunteers collected more than 5,550 pounds of trash and recycling – in just 3 hours!** Pretty wild, right?

On September 21, Save Our Shores will once again host Annual Coastal Cleanup Day. Annual Coastal Cleanup Day is part of a larger, international effort for which we are the proud Monterey Bay regional coordinator.

Collectively, this event is the largest volunteer event on the planet! – and Save Our Shores has been the local organizer since its inception in 1984. Every year, for forty years, we have cleaned between 65 and 80 beaches, river levees, slough sites, and coastal parks on that day!

These cleanups not only address pollution but also connect community members to the urgent issues of plastics and other pollutants. By participating, volunteers become advocates for cleaner oceans and shores.

Our goal is to recruit enough site captains and volunteers to clean 65 or more sites this year! However, organizing Annual Coastal Cleanup Day involves significant costs—approximately \$65,000. This includes planning, site permitting, supplies, training events, promotion, and staff time.

Most of this money comes out of Save Our Shores' general operating support. We are so happy to take part in this community-focused effort and **hope to inspire sponsorships from our business, corporate, and government partners to ensure we can continue this very important event.**

Would you consider sponsoring this year? On the reverse, we have outlined a list of sponsorship levels and benefits that we hope will provide you with the greatest value for your business.

We are also happy to customize a sponsorship if desired! Just give me a call or send us an email! The Save Our Shores team and I thank you for your consideration in this effort!

Warmly,

Calah Pasley

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Development and Communications Director

ANNUAL COASTAL CLEANUP 2024

\$1,000 Sponsorship

- **Covers the cost of 1 cleanup site**
- A thank you to your company on our Annual Coastal Cleanup (ACC) webpage
- A logo and tag in our Sponsor Gratitude post on our social media outlets

\$2,500 Sponsorship

- **Covers the cost of 2½ cleanup sites**
- A thank you to your company on our Annual Coastal Cleanup (ACC) webpage
- A logo and tag in our Sponsor Gratitude post on our social media outlets

\$5,000 Sponsorship

- **Covers the cost of 5 cleanup sites**
- Adopt-a-Beach opportunity (contact Calah, info below)
- A prominent branded statement about why you are sponsoring Annual Coastal Cleanup 2024 at the top of our ACC webpage & in eBlasts to 7,000 Save Our Shores subscribers
- A logo and tag in our Sponsor Gratitude post on our social media outlets

\$10,000 Sponsorship

- **Covers the cost of cleanups at 10 sites**
- Adopt-a-Beach opportunity (contact Calah, info below)
- A prominent branded statement about why you are sponsoring Annual Coastal Cleanup 2024 at the top of our ACC webpage & in eBlasts to 7,000 Save Our Shores subscribers
- A logo and tag in our Sponsor Gratitude post on our social media outlets

If you'd like to customize a sponsorship or if you have any questions, please reach out to us!

PLEASE CONTACT:

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