



# SHORE TO SHORE '24

February 2<sup>nd</sup> - 4<sup>th</sup> 2024



# 155KM 2 DAYS

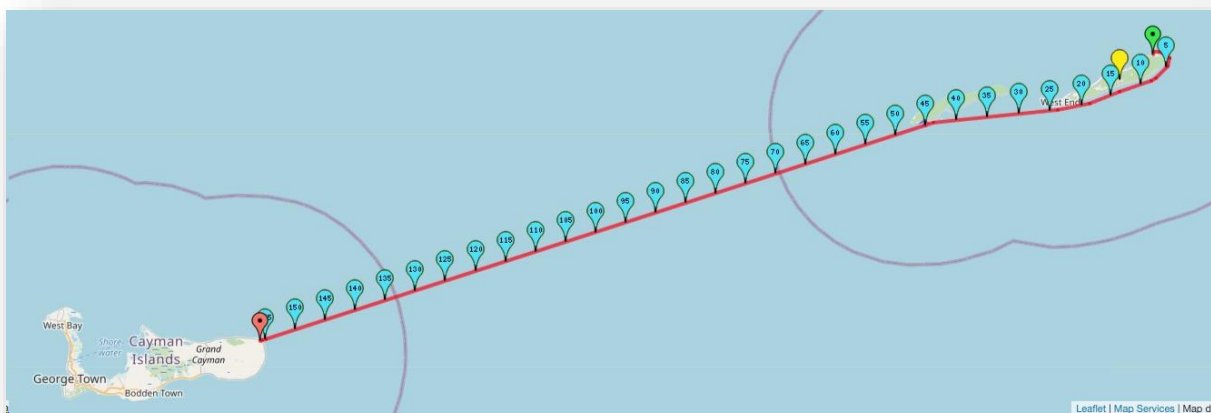


First ever Surfski paddle - Cayman Brac to Grand Cayman  
Run by Paddle Cayman Islands

## 12 paddlers

Including Veteran paddlers:

- ❖ Tyron Maher - Winner of the 4 day Berg River Marathon 2019 [https://www.instagram.com/tyron\\_maher/?hl=en](https://www.instagram.com/tyron_maher/?hl=en)
- ❖ Chatterjack Veteran Flip Dup <https://www.chattajack.com/>



# The Paddlers



Shore to Shore '24 is being organised by a keen group of friends, to support the amazing CBRAC project. Undertaking an adventure that has never before been achieved we are super excited to be paddling from the eastern tip of Cayman Brac to Grand Cayman. All in aid of a wonderful cause that will benefit Cayman for generations.

We're training hard. Wave if you see us out on the water!



# EVENT SPONSOR

# US \$25-40,000

- ❖ Official title of the event - **[Your company name]** Shore to Shore '24
- ❖ Referred to in all social media promotion online and in press releases
- ❖ Lead logo on event T-shirt (chest and back neck)
- ❖ Habitat in proportion to sponsorship \$ and named by **[Your company]**
- ❖ Access to all marketing content for use in own marketing (including protected fauna and flora once the land has been surveyed)
- ❖ Exposure on CBRAC and Paddle Cayman social media
- ❖ Personal dashboard on the CBRAC Biota App
- ❖ Personal tour of the park

- Funds received are applied:
  - ~95% for land purchases
  - ~5% for operating expenses
- Land sponsored is protected forever
- No annual payments for land you have sponsored



# TIER SPONSORS

Habitat in proportion to sponsorship \$ and named by **[Your company]**

## **GOLD US \$10,000**

- ❖ Large logo both arms on event T-shirt
- ❖ Referred to in all social media promotion online and in press releases

## **SILVER US \$5,000**

- ❖ Medium back logo on event T-shirt

## **BRONZE US \$1,000**

- ❖ Small back logo on event T-shirt

Plus all below:

- ❖ Access to all marketing content for use in own marketing (including protected fauna and flora once the land has been surveyed)
- ❖ Exposure on CBRAC and Paddle Cayman social media
- ❖ Personal dashboard on the CBRAC Biota App
- ❖ Personal tour of the park

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# Shore to Shore '24 Shirt Branding





**CBRAC**

Coast to Bluff  
Recreational  
Access and  
Conservation

# THE PROJECT

# Our Mission

“To **raise funds** to protect the **biodiversity** of the bluff and coastal forests of the Cayman Islands, creating **nature parks** and **securing access rights** to recreational areas. We envision an island of **nature and humanity**, living in **harmony** with a deep connection to our **natural heritage**”

# Our Goal

- ❖ “30 - 50% of land protected (per UN/IPCC guidelines)\*
- ❖ National Park Status
- ❖ UNESCO World Heritage Site recognition
- ❖ A community connected and integrated with nature

\*In conjunction with National Trust, CI Government amongst others







# Thank you

To sponsor the cause



Email: [info@cbrac.ky](mailto:info@cbrac.ky)

Website: [www.cbrac.ky](http://www.cbrac.ky)

Want to get involved?



Email: [mahertyron@gmail.com](mailto:mahertyron@gmail.com)





**CBRAC**

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Conservation

**FURTHER INFO**

# Timeline

## Incorporated and registered as NPO

In June 2021, CBRAC was incorporated as a section 80 company, followed by our NPO license in August 2021

## Launched website and sponsorship program

The CBRAC website launched featuring a sponsorship map that allowed users to choose a specific habitat to sponsor

## Completed 100% sponsorship of first park

100% of habitats in the inaugural park were sponsored by over 50 individuals, families, schools and businesses

2021

2022

2021

2021

2022

## Purchased 2 parcels of land

The first 2 protected areas were purchased on the South Side of Cayman Brac, protecting precious bluffside habitats

## Launched Biota App

Launched the Biota App for iOS and Android featuring the sponsorship map, photos of the habitats, plants, and animals of CBRAC parks, and a personal dashboard for sponsors