

## Racing to Save Lives



September 10, 2019

Hello, my name is Craig Jackson. I was raised in Beaumont, Texas and graduated Beaumont High (1973) and Lamar University (1977) with an Electrical Engineering Degree. So why is that important you might ask? Well, my first job out of college was in Tulsa in 1977. Since then, I've lived, worked, and raised a wonderful family with my wife Lorraine of 39 years, in Broken Arrow, OK. We are blessed with three wonderful children Linzey, Lauren, and Collin. I'm now retired from IBM and Lorraine is a retired R.N from Saint Francis Hospital where all three of our kids were born. Some of you in Beaumont, TX may have known my parents, Clarence and Mary Jackson, both BIRD retirees, and my sister, Stephanie Jackson (Lamar University 1979). So that's a bit about my family and I.

I believe you will agree that having healthy lifestyle activities that you are passionate about is fulfilling and contributes to your overall physical and mental wellness. Ask yourself this question - "What would you do if you could use one of your passionate activities to positively effect and save the lives of others in your community?" You see, one of my passions is riding and racing on my bicycle. For the last several years, I've ridden 4,000 to 7,000 miles per year on my bicycle.

On June 20, 2020, I and seven dedicated teammates along with our support crew will be lining up on the starting line in the world renown 2020 Race Across America (RAAM) competition. We'll be among racers from at least 20 other countries taking up this challenge. Our team, "**Team Suicide Prevention**", will participate in the 2020 RAAM competition and will raise awareness and funds for organizations like **The American Foundation for Suicide Prevention's Oklahoma Chapter** through our participation. Race Across America (RAAM) is one of the most respected and longest running ultra-

endurance events in the world. RAAM is seen as a pinnacle of athletic achievement not only in cycling circles but the greater sporting community as well.

To prepare for this very grueling race, I will log over 4,000 miles on my bicycle during the next eight months. There will be some really long, cold, & hard days to persevere through and some good days to enjoy as well. It's for an urgent mission as we **Race To Save Lives** and bring hope to many by raising awareness that suicide can be prevented. The funding for "**Team Suicide Prevention**" is from both corporate and individual sponsors, such as you. It is for this reason that we are asking for your support as we **Race To Save Lives**. It's a mission *we can take on together* with your financial support. Note that donations for this mission are via "Air Assurance Racing - Team Suicide Prevention" which is a 501c-3 organization.

Please read the enclosed letter that further describes my team, its goals and details about our event next June. Then determine how much you can pledge to help sponsor my team and I in this event. In addition to the various donation tiers described in the attached letter, please know that I will personally and proudly wear your name or your business's name on one of my race jerseys during the nine day, 3,000 mile race from Oceanside, California to Annapolis, Maryland across 12 states with 170,000 feet of vertical climbing. I'm thinking that I may need to retire again after we cross the finish line. Whether you can contribute a penny per mile or a dollar per mile, know that any contribution that you can make will go toward **saving lives** through suicide prevention.

Thanks in advance for your time in considering being a supporter of a very important mission to be a part of my journey to Race Across America to save lives. Whenever I've found myself up against significant challenges, I've relied on three Pillars for strength and direction - Faith, Family, and Friends. I'm certain that I will have to draw strength from these on this journey as well. Please do not hesitate to contact me with any questions or concerns.

Thank You

Craig Jackson  
918 691-1925  
Broken Arrow, OK



## *Racing To Save Lives!*



August 28, 2019

Dear Potential Sponsor,

Captains Eric Gomez and Bill Taitano and their eight-person team invites you to become a sponsor for our inaugural participation in the world renown 2020 Race Across America (RAAM) competition. Our team, "**Team Suicide Prevention**", will participate in the 2020 RAAM competition and will raise awareness and funds for organizations like **The American Foundation for Suicide Prevention's Oklahoma Chapter** through our participation. Race Across America (RAAM) is one of the most respected and longest running ultra-endurance events in the world. RAAM is seen as a pinnacle of athletic achievement not only in cycling circles but the greater sporting community as well.

RAAM is a race! But, unlike the three great European Grand Tours (Tour de France, Vuelta a Espana and Giro de Italia), RAAM is not a stage race. RAAM is one continual stage, once the clock starts it does not stop until the finish line. Racers must cycle 3000 miles, across 12 states, and climb over 170,000 vertical feet. Team racers are granted a maximum of nine days to complete the course, but most finish in about seven and a half days. Our journey will be documented and many whose lives have been changed forever will be featured in the documentary release. The 2020 RAAM will begin on June 20, 2020 and will include racers from at least 20 countries as they race from Oceanside, CA to Annapolis, MD. The primary source of funding for "**Team Suicide Prevention**" is from corporate sponsors, such as you. It is for this reason that we are asking for your support us as we **Race To Save Lives**.

Established in 1987, the American Foundation for Suicide Prevention (AFSP) is a voluntary health organization that gives those affected by suicide a nationwide community empowered by research, education and advocacy to act against this leading cause of death.

AFSP is dedicated to saving lives and bringing hope to those affected by suicide. "**Team Suicide Prevention**" 2020 is proud to name The American Foundation for Suicide Prevention's Oklahoma Chapter as one recipient of the net proceeds from their 2020 RAAM participation.

Your sponsorship will help assure the success of "**Team Suicide Prevention**". Enclosed you will find more information about this exciting race of endurance and its sponsorship levels. Please do not hesitate to contact me with any questions or concerns. I will be making follow-up calls in the coming weeks and hope that we can count on your support.

Sincerely,

Eric Gomez and Bill Taitano  
TSP Team Captains  
918-378-0992

## Racing To Save Lives!



### SPONSORSHIP FORM

I/We (Sponsor) would like to help "Team Suicide Prevention" by co-sponsoring their June 20 -29, 2020 second annual event to help prevent suicide across this nation as indicated below:

**Sponsorship Levels**

**Sponsor Will Receive:**

<b>\$10,000</b>  <input type="checkbox"/>	<b>PLATINUM</b>	<ol style="list-style-type: none"> <li>1. Your business highlighted in TSP 2020 RAAM Documentary "Special Features" section (on air interviews required),</li> <li>2. Your business name or logo included in all team related promotional materials (water bottles, arm bands, and crew car graphics)nd items below.</li> </ol>
<b>\$5,000</b>  <input type="checkbox"/>	<b>GOLD</b>	<ol style="list-style-type: none"> <li>1. Listing on TSP 2020 RAAM Documentary credits,</li> <li>2. Your business name and/or logo included on all race E-blasts to team supporters,</li> <li>3. Your business name and/or logo on TSP's social media sites for balance of year 2020 with a link to your website,</li> <li>4. And items below.</li> </ol>
<b>\$2,500</b>  <input type="checkbox"/>	<b>SILVER</b>	<ol style="list-style-type: none"> <li>1. Your business name and/or logo on team's promotional posters &amp; fliers,</li> <li>2. Distribution of your business info at the pre-race dinner (keepsake brochure, giveaway items) pending approval,</li> <li>3. And items below.</li> </ol>
<b>\$1000</b>  <input type="checkbox"/>	<b>BRONZE</b>	<p>Honorable mention in pre-race dinner booklet and on table tents. Complimentary tickets to pre-race dinner and reception. And items below</p>
<b>\$ Other</b>  <input type="checkbox"/>	<b>Participant</b>	<p>Mention on various media and film credits</p>

I (Sponsor) have enclosed an amount of \$ \_\_\_\_\_ to help sponsor the **June 20 -29, 2020** "Team Suicide Prevent" as they compete in the 2020 Race Across America

Please submit your Sponsorship donation by November 1, 2019. Make checks payable to "Air Assurance Team Suicide Prevention" mail to 7107 S Yale box 405, Tulsa, OK 74136. On the memo line of your check, please note: **"2020 TSP RAAM Race"**. Air Assurance Racing is a 501c-3 organization EIN 80-0564645

We know that sponsorship benefits above are not the reason for your generous contribution. However, in appreciation for supporting "Team Suicide Prevention", your business will be included in team advertising as indicated above. For any reason beyond our control, we reserve the right to substitute advertising mentioned above with equal or additional advertising.

**Thank you very much for helping "Team Suicide Prevention"!**