



## COMMUNITY CHALLENGE WEEKEND: OCT 20-22, 2023



“This weekend was BY FAR the best in my entire life! I made lifelong friends and memories with kiddos, their families, and CAF volunteers.”

-Cam Ayala, First-time Attendee

## CHOOSE YOUR CHALLENGE

San Diego Triathlon Challenge ▶ 5k Walk/Roll ▶ Yoga ▶ Cyclethon ▶ Virtual

### JOIN US FOR THE 2023 COMMUNITY CHALLENGE WEEKEND FEATURING THE 30TH ANNUAL SAN DIEGO TRIATHLON CHALLENGE PRESENTED BY DAN + GEOF

Beautiful Mission Bay, CA will host the most inclusive sports weekend ever. Experience the power of CAF's mission at the adaptive sports clinics on Friday and Saturday and join us on Sunday for a celebration of community and sport at the 30th annual San Diego Triathlon Challenge presented by Dan + Geof (SDTC). Last year, this weekend raised over \$1.4 million to empower athletes with physical disabilities while sharing high-fives, finish lines, and huge smiles!

We expect over 1,000 participants, including 175+ athletes with physical disabilities to join this year's SDTC. The inclusive, multi-sport day has something for everyone from a full triathlon of swim-bike-run, 4½ hour cyclethon, 5k walk/roll, yoga, and sports demos and instruction on the Nike FlyEase Sport Court.

Connect your brand/company with purpose and employee engagement. There are opportunities for your whole team to participate in the weekend of events along with featuring your products and services through content and storytelling. See our impact and media reach from last year and plan to join us!

▶ [2022 CCC Marketing Performance Overview](#)

▶ [2022 Sponsor Highlights](#)

▶ [2022 Highlight Video](#)

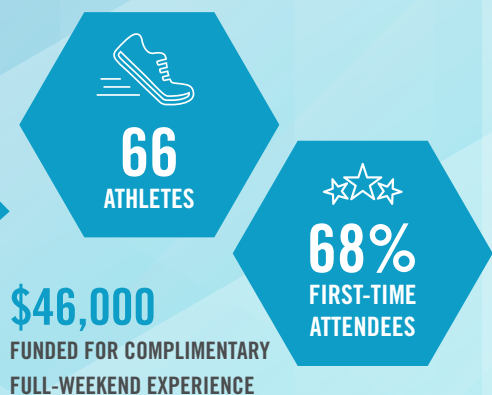
# 2022 CAF COMMUNITY CHALLENGE BY THE NUMBERS



## EVENT OVERVIEW



## ATHLETE TRAVEL GRANTS



## ATHLETE FIRST ACTIVATIONS



## MARKETING OUTREACH

### SOCIAL MEDIA



108  
POSTS



2,868  
NEW FOLLOWERS



286,805  
TOTAL IMPRESSIONS

### PR & NEWS

275  
NEWS ARTICLES

4.25 BILLION REACH

### NEWS STORIES



### EMAIL



70,000  
CONTACTABLE RECIPIENTS

31,000  
AVERAGE RECIPIENTS PER EMAIL

44%  
AVERAGE OPEN RATE

### WEBSITE



157,192  
PAGE VIEWS



45,139  
USERS\*

\*For month of October





## UNIQUE SPONSORSHIP OPPORTUNITIES

### ▶ PURPOSE-DRIVEN

Support and engage with our inclusive and diverse community knowing you are giving the gift of empowerment through sport to people with physical disabilities.

### ▶ ENGAGE YOUR EMPLOYEES, COMMUNITIES, AND NETWORKS

Connect with your employees, customers, clients, and community through meaningful engagement and participation virtually from anywhere and in-person in San Diego.

### ▶ CO-BRANDED CONTENT AND CUSTOM ACTIVATIONS

See your brand, products, or services represented by CAF's athlete ambassadors, weaving their stories, imagery, and digital content with your messaging and customer reach.

### ▶ CONNECT YOUR BRAND

Choose to activate at SDTC, set up a booth in our vendor expo, place promotional products in our participant goodie bags (including virtual), receive sponsor recognition on highly visible promotional materials and signage, and promote your brand through CAF's digital channels and mobile event app.

### ▶ REACH CAF'S GENERAL AUDIENCE

Sponsors are also recognized and showcased through broad recruitment, participant communications, media efforts and at our Celebration of Abilities Awards Dinner.

SPONSORSHIP OPPORTUNITIES	SPONSOR LEVELS						
	TITLE \$100,000*	DIAMOND \$60,000*	PRESENTING \$30,000*	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	FRIEND \$2,000
Event Title Sponsor	X						
Co-Branded Video	X						
<b>Custom Activation w/ Naming Rights*</b>	X	X	X				
Logo on Finish Line Banners & Truss	X	X	X				
30-second Brand Video on Main Stage	X	X	X				
Verbal Recognition at Celebration of Abilities	X	X	X				
Recognition in CAF Community Challenge Recap Blog	X	X	X				
Tagged in Community Challenge Social Media Post	X	X	X				
Banner Ad + Push Notification in Community Challenge App	X	X	X				
<b>Volunteer Opportunities*</b>	X	X	X	X			
CAF Athlete Ambassador Speaking Engagement	X	X	X	X			
Complimentary Entry to SDTC Activity of Choice (\$500 value each)	4	3	2	1			
Logo on SDTC T-shirts	X	X	X	X			
Logo on SDTC Fencing	X	X	X	X	X		
Virtual Goodie Bag Offer / Partner Sponsor Shopping	X	X	X	X	X	X	
Listed in Community Challenge Event Press Release	X	X	X	X	X	X	
Logo in Sponsor Section of App	X	X	X	X	X	X	
Logo on Community Challenge Website	X	X	X	X	X	X	X
Recognition in Community Challenge Highlight Video	X	X	X	X	X	X	X
Logo on Sponsor Recognition Signs	X	X	X	X	X	X	X
10' x 10' SDTC Expo Booth	X	X	X	X	X	X	X
Logo on ALL Email Communications	X	X	X	X	X	X	X
Provide an Incentive Item/Gift for SDTC Participants (Qty. 1,000)	X	X	X	X	X	X	X
Corporate Fundraising Participant Team	X	X	X	X	X	X	X

**As we look ahead to our 30th Anniversary in October 2023, we thank you for your unmatched impact. YOU are the CAF Movement. Through this your incredible leadership gift, you are fueling the future as a true change-maker and will be included into our exclusive \$30k Club\***

\*\$30K Club will have additional benefits including specialty branded gifts, appreciation party at private residence later date and more!

# SPONSORSHIP ORDER FORM

Your support not only helps to underwrite event costs, but ensures that a majority of the funds raised will go directly to support challenged athletes.

- Title - \$100,000
- Diamond - \$60,000
- Presenting - \$30,000
- Platinum - \$15,000
- Gold - \$7,500
- Silver - \$5,000
- Friend - \$2,000

Sponsor Level Total \$ \_\_\_\_\_

Contribution \$ \_\_\_\_\_ I am unable to attend this year but would like to make a donation.

Grand Total \$ \_\_\_\_\_

## Contact Information

Primary Contact \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Signature\* \_\_\_\_\_

## Payment Method Preferred

- Please provide an invoice
- Check coming from \_\_\_\_\_  
(payable to Challenged Athletes Foundation)
- Please have someone call to get card information:  
Name \_\_\_\_\_ Phone # \_\_\_\_\_
- ACH – Contact [ap@challengedathletes.org](mailto:ap@challengedathletes.org)
- Donor Advised Fund (DAF) – Contact [ap@challengedathletes.org](mailto:ap@challengedathletes.org)

**“You have no idea how much this means as a dad, to be able to expose my daughter to this kind of experience, to an organization that can provide her with these remarkable opportunities to connect with peers who face similar challenges, to participate in the sports she has always loved, and to take on new adventures.”**

- Father of CAF Athlete, Rosalie



## Return Your Completed Order Form To:

Challenged Athletes Foundation  
Attn: Ryan Fentin-Thompson, Manager, Business Development  
9591 Waples Street, San Diego, CA 92121

## Contact

Ryan Fentin-Thompson  
[Ryan@challengedathletes.org](mailto:Ryan@challengedathletes.org) | 858.692.1220

\* By signing this document, you are agreeing to deliver payment on or before October 1, 2023.

\*For more information on custom activation, category sponsor and volunteer opportunities please reach out to [ryan@challengedathletes.org](mailto:ryan@challengedathletes.org).