



# CAF CYCLING CHALLENGE

## 2024

# SPONSORSHIP

# OPPORTUNITIES

MAY 1-5TH | NORCAL CHALLENGE | HEALDSBURG, CA

SEPTEMBER 3-8TH | GRAVEL GRANDEUR | WINTER PARK AND VAIL, CO

OCTOBER 6-9TH | WOMEN'S CYCLING RETREAT | OJAI, CA

NOVEMBER 2-3RD | CYCLING WEEKEND | SAN DIEGO, CA

JANUARY 15-24TH | INTERNATIONAL ADVENTURE | THAILAND



# EPIC RIDES. PROFOUND IMPACT.



Over the past 30 years, CAF has seen individuals face some of life's most difficult circumstances and find their way to a place of joy and hope. While the benefits to sport and movement are widely studied and well known, barriers still exist for people with permanent physical disabilities. The high cost of adaptive sports equipment and increase in travel and participation fees are two of the most prevalent factors that prevent people from reaching their goals and achieving their dreams.

As a sponsor of the CAF Cycling Challenges, your brand/company will solidify your role in celebrating athletes of all abilities through a 10-month fundraising program that manifests itself into five, unique, epic cycling adventures. Committing to a high-level sponsorship will showcase your company through creative branding, high digital, social media, PR, news and broadcast inclusion while simultaneously aligning your brand with CAF in a unique and purposeful way.

**Join the CAF cycling family, and help us celebrate over three decades of life-changing impact through the gift of sport.**

## DID YOU KNOW...

- **The high cost of adaptive sports equipment is not typically covered by insurance.** This includes items essential for play like basketball wheelchairs (\$2,800 - \$5,000), handcycles (\$4,500 - \$7,000), GRIT Freedom All-Terrain Wheelchair (\$3,000 - \$4,750), power soccer wheelchairs (\$7,800), and hockey sleds (\$750).
- **In 2023, CAF distributed 3,996 grants totaling \$7.1M in financial support.** Of those grants distributed, 33% of the athlete households CAF supported earned a yearly income of under \$20,000 and 26% of the athlete households supported earned a yearly income between \$20,000 - \$50,000.
- **The need for support continues to grow.** CAF received a 9% increase in grant applications in 2023 and an additional 9% increase in grant applications in 2024.

## UNIQUE SPONSORSHIP OPPORTUNITIES

- **Purpose Driven**  
Engage with our inclusive and diverse community and know your support is providing the gift of sport to people with physical disabilities.
- **Influential Network**  
Train and ride with like-minded business leaders and philanthropists who believe that sports and fitness transcend into the workplace and should be accessible for all.
- **Co-branded Content**  
Imagine your brand, products, services represented by CAF's athlete ambassadors and how to weave their stories, imagery and digital content into your messaging and customer outreach.
- **CAF General Audience**  
CAF Cycling Challenge sponsors will be recognized through CAF 2024 Community Challenge and Celebration of Abilities events.

➤ [2023 CAF Million Dollar Challenge Impact Report](#)

## CAF CYCLING CHALLENGE

NORCAL CHALLENGE | HEALDSBURG, CA

# NORCAL CHALLENGE

HEALDSBURG, CA | MAY 1 – 5, 2024

Healdsburg, known as one of the most bike-friendly communities in the heart of Sonoma County's wine country. This Challenge takes you on awe-inspiring cycling routes beside picturesque vineyards, soaring redwood forests, and the dramatic Sonoma coast. The experience is first-class all the way, but the real awe comes from knowing you're making a profound difference for athletes with disabilities.

## CAF CYCLING CHALLENGE

GRAVEL GRANDEUR | WINTER PARK & VAIL, CO

# GRAVEL GRANDEUR

WINTER PARK AND VAIL, CO SEPTEMBER 3 – 8, 2024

Enjoy the hip and scenic Colorado mountain towns of Fraser and Vail. This trip features a combination of road riding and the finest champagne gravel. Off the bike relish a sense of community and mission-driven fulfillment that only CAF can offer. Join us to ensure that athletes with physical disabilities can experience the transformative power of sport.



## CAF CYCLING CHALLENGE

WOMEN'S CYCLING RETREAT | OJAI, CA

# WOMEN'S CYCLING RETREAT

OJAI, CA | OCTOBER 6 – 9, 2024

Join Challenged Athletes Foundation for a rejuvenating retreat for women cyclists of all levels. Together, you'll conquer new challenges, experience the joys of cycling, and celebrate your strength and unity. With scenic Ojai as your backdrop, you'll forge lifelong friendships while helping change the lives of athletes with physical disabilities around the world.

## CAF CYCLING CHALLENGE

CAF CYCLING WEEKEND | SAN DIEGO, CA

# CYCLING WEEKEND

SAN DIEGO, CA | NOVEMBER 2 – 3, 2024

This is the reason you love the CAF cycling community. Come celebrate the incredible strength and determination that CAF athletes embody, and challenge yourself, too! Start with a scenic metric century on day one, followed by the San Diego Triathlon Challenge. Immerse yourself in this inclusive weekend of sport, fun, and camaraderie.



# INTERNATIONAL ADVENTURE

THAILAND | JANUARY 15 – 24, 2025

A life-changing experience? Yes! For you, it's an exhilarating international adventure cycling through Thailand. For CAF athletes, your participation means life-changing equipment, coaching, and support. The beauty of this vibrant country will inspire you as you travel through bustling cities, jungle-filled valleys, and stunning beaches – right alongside our athletes. Immerse yourself in culture, community, and the ultimate joy you'll find in supporting the Challenged Athletes Foundation.



# PACKAGE OPTIONS



SPONSOR BENEFITS	Title \$100,000	Presenting \$25,000	Platinum \$15,000	Gold \$7,500
Company name or logo presented with the event title on all event marketing and communications.	●			
Cycling Challenge Training Program - Title Sponsor.	●			
Option to provide company branded flags/banners at start/finish line.	●			
Option to include TWO (2) company spotlights in CAF National monthly newsletter (Reach 75k).	●			
Logo included on ALL CAF Cycling Challenge event jerseys and t-shirts.	●			
Tagged in ALL Cycling Challenge social media posts.	●			
Opportunity to participate in CAF's 2024 Cycling Challenge. <b>OR</b> Option to gift your Ride Spot(s) to support a CAF athlete.	6 Ride Spots (Limited to 1 Spot Thailand)	1 Ride Spot - Select ONE Challenge (Excludes Thailand)		
Option for exclusivity in your industry category .	●	●		
Logo placement on CAF Cycling Challenge jersey – To be worn on all FIVE challenges.	●	●		
CAF athlete ambassador speaker at a team event.	●	●		
Logo placement on event signage.	●	●		
Logo included on ONE CAF Cycling Challenge jersey.	●	●	●	
Content ad or feature in Cycling Challenge coaching email communications.	●	●	●	
Recognition as sponsor of CAF Cycling Clubs.	●	●	●	
Tagged in event specific Cycling Challenge social media posts.	●	●	●	●
Logo included on CAF Cycling Challenge email communications and promotional materials.	●	●	●	●
Logo included on CAF Cycling Challenge website	●	●	●	●
Logo included on ONE Cycling Challenge event t-shirt.	●	●	●	●
Recognition in post-event recap.	●	●	●	●
Recognition during CAF's Community Challenge Weekend.	●	●	●	●
Opportunity to provide giveaway at SAG stops.	●	●	●	●
Recognition at Dinner Program.	●	●	●	●

Micro-Sponsorships are available at \$5,000 for existing sponsors and registered riders which provide unique, one-off recognition opportunities on each challenge. Examples include sponsoring a lunch, a ride-in celebration or a water station. Celebrate your impact!

# THANK YOU



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CYCLING  
CHALLENGE