

CHALLENGED ATHLETES
CAF
 FOUNDATION
COMMUNITY WEEKEND

Fueled By  **TOYOTA**

COMMUNITY WEEKEND: NOV 1-3, 2024



“This event is really important to give people like me the ability to follow their dreams in sport.”
 - Liv Stone, CAF Athlete + Ambassador

CHOOSE YOUR CHALLENGE

- ▶ San Diego Triathlon Challenge
- ▶ 5k Walk/Roll
- ▶ Tour de Cove
- ▶ Virtual
- ▶ Century Ride

JOIN US FOR CAF'S 2024 COMMUNITY WEEKEND FEATURING THE 31ST ANNUAL SAN DIEGO TRIATHLON CHALLENGE

CAF's Community Weekend is back and better than ever! On November 1-3, over a thousand athletes, families, and CAF supporters will gather to celebrate the joy of community and the unstoppable power of movement – all with the common goal of advancing equality in sport for people with physical disabilities.

Set against the iconic backdrop of San Diego's Mission Bay, there is more to explore than ever before over the event's three days. Friday and Saturday are dedicated to creating opportunities for athletes of all ages with physical disabilities to try new sports in a safe and fun environment with the guidance of expert coaches.

Sunday's events are open to the public – where everyone is invited to participate in a variety of athletic events. These events include our renowned sprint triathlon featuring breathtaking views of scenic San Diego, our spooky-themed cyclethon presented by the always

energetic EoS Fitness, and our 5K Walk + Roll, which is not only our most popular event, but is also the perfect way to engage your friends, families, or employees in the action while fundraising for CAF. If that wasn't enough, Toyota will be back with their beloved Sport Court and Athlete Lounge, our sponsor and resource expo will once again be a chance for companies to engage with our community, and we are debuting a new post-race celebration that shouldn't be missed.

As a sponsor of Community Weekend your brand will become synonymous with our mission to empower the lives of people with physical disabilities through sport - leading into the event and throughout the entire event weekend. Join our Global Partners, Nike, Toyota, Össur, EoS Fitness, 100%, and the J.A. and Kathryn Albertson Family Foundation in supporting the most inclusive weekend in sports!

▶ [2023 CCC Marketing Performance Overview](#)

▶ [2023 Sponsor Highlights](#)

▶ [2023 Highlight Video](#)

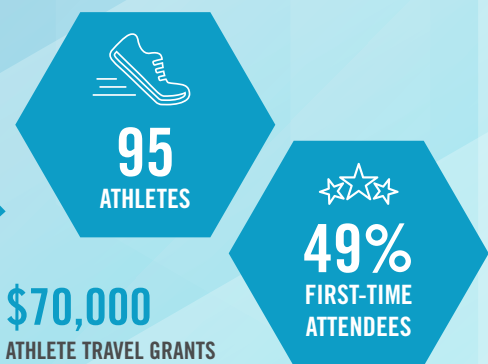
2023 CAF COMMUNITY CHALLENGE BY THE NUMBERS



EVENT OVERVIEW



ATHLETE TRAVEL GRANTS



ATHLETE FIRST ACTIVATIONS



MARKETING OUTREACH

SOCIAL MEDIA



146
POSTS



4,352
NEW FOLLOWERS



3,573,242
TOTAL IMPRESSIONS

PR & NEWS

1,607
NEWS ARTICLES

7.25 BILLION REACH

NEWS STORIES



EMAIL



75,000
CONTACTABLE RECIPIENTS

31,000
AVERAGE RECIPIENTS PER EMAIL

46%
AVERAGE OPEN RATE

WEBSITE



87,888
PAGE VIEWS



32,302
USERS*

*For month of October

WHY SPONSOR CAF COMMUNITY WEEKEND?

Sponsoring the CAF Community Weekend presents a unique opportunity for your business to align with a cause that embodies resilience, determination, and inclusivity. CAF is renowned for its commitment to empowering individuals with physical disabilities through sports. By supporting this event, sponsors will not only contribute to fostering a more inclusive community but also gain significant brand exposure. CAF's extensive reach and recognition offer sponsors a chance to showcase their commitment to social responsibility and support for adaptive sports on a global platform. Additionally, a sponsorship provides companies with actionable ways and resources to include sports, wellness, and accessibility into your diversity, equity, and inclusion strategies.

Furthermore, sponsoring this event provides unique marketing opportunities. Companies can leverage CAF's online presence, social media engagement, and event promotions to reach a diverse audience. Sponsorship provides an opportunity to engage with a passionate community of athletes, supporters, and advocates, amplifying brand visibility while making a meaningful difference. Sponsors will benefit from positive brand association, increased visibility, and the satisfaction of supporting a cause that transcends sport, promoting inclusivity and empowerment.





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						
Custom Activation w/ Naming Rights & Exclusive Category Sponsor*	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 Weekend Recap Blog	X	X	X				
Tagged in Community Weekend Social Media Post	X	X	X				
Logo on Community Weekend website + Link to Sponsor Website	X	X	X				
Option for Exclusivity in your Industry Category	X	X	X				
CAF Athlete Ambassador Speaking Engagement	X	X	X	X			
Complimentary entry(s) to Community Weekend activity of choice (\$500 value ea)	4	3	2	1			
Logo on Community Weekend T-shirt	X	X	X	X			
Logo on Event Fencing	X	X	X	X	X		
10' x 10' Expo Booth 10' x 20' Available with additional support	X	X	X	X	X		
Virtual Goodie Bag Offer / Partner Sponsor Shopping	X	X	X	X	X	X	
Listed in Community Weekend event Press Release	X	X	X	X	X	X	
Logo in Sponsor section of app	X	X	X	X	X	X	
Volunteer Opportunities*	X	X	X	X	X	X	X
Logo on Community Weekend Website	X	X	X	X	X	X	X
Recognition in Community Weekend Highlight Video	X	X	X	X	X	X	X
Logo on Sponsor Recognition Signs	X	X	X	X	X	X	X
Logo on ALL Email Communications	X	X	X	X	X	X	X
Incentive Item/Gift for Community Weekend Participants (Est. Qty. 1,000)	X	X	X	X	X	X	X
Corporate Fundraising Participant Team	X	X	X	X	X	X	X

*Details and examples of custom activations, category sponsorship and volunteer opportunities included on the following page

CUSTOM ACTIVATION, EXCLUSIVE NAMING, VOLUNTEERING

The following are examples of potential custom activations, category sponsorships and volunteer opportunities. Details to be discussed with your sponsor coordinator.

*Custom Activation w/ Naming Rights

Climbing Wall

Photo Booth

Charging Station

Shuttle Service

On course aid stations

Water refill Station



*Volunteer Opportunities

Finish Line Medals

Spirit Squad

Clean-Up

Body Marking



*Exclusive Category Sponsor

Athletic Brewing - Official Beverage Sponsor

Toyota - Official Mobility Sponsor

100% Sunglasses - Official Eyewear Sponsor

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

Sponsor Level Total \$ _____

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

Grand Total \$ _____

Contact Information

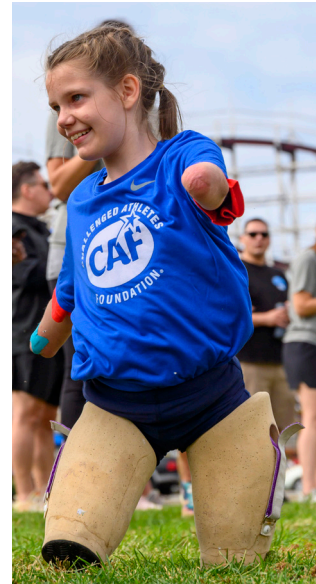
Primary Contact _____
Email _____
Phone _____
Signature* _____

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
- Donor Advised Fund (DAF) – Contact 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 | 858.692.1220

* By signing this document, you are agreeing to deliver payment on or before October 1, 2024.

*For more information on custom activation, category sponsor and volunteer opportunities please reach out to ryan@challengedathletes.org.