



TOYOTA

2022 PARTNERSHIP IMPACT REPORT



AGREEMENT SCORECARD

ACTIVATIONS

AGREEMENT **6**

9 ACTUAL



- CAF + 76ers Coaches Clinic
- Winter Sports Festival
- Dealer Sled Hockey Event
- SDG&E Ride and Drive
- CAF + Phillies Coaches Clinic
- CAF + SD Loyal Clinic
- CAF + NJ Flyers Clinic
- Toyota Athlete Lounge – CCC
- LA Auto Show + Toyota Sports Festival

TOTAL NUMBER OF ATTENDEES

CONTENT

3 AGREEMENT

1 ACTUAL



**Steve Serio Content Piece:
Key Messaging**

Athletes should feel empowered to try new sports like adaptive skiing.

CAF + Toyota believe that all things are possible through sport and movement.

5 CAF ADAPTIVE SKI CLINICS ARE SCHEDULED IN 2023!

SOCIAL MEDIA

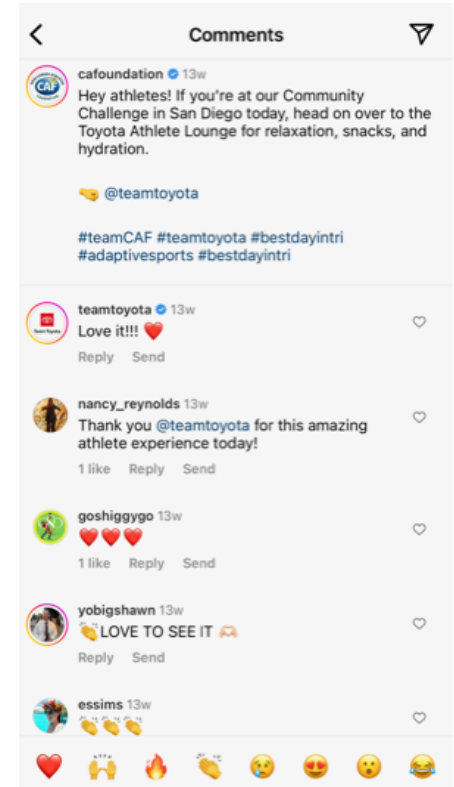
24 AGREEMENT

49 ACTUAL



**179,000 Impressions
20,000 Engagements**

“I feel that Toyota truly values athletes with disabilities and wants to see them grow and shine. They made me feel like I was seen and heard and not every company is that way. Their strides to be more inclusive are very inspiring.”
– Liv Stone (CAF Athlete)



AGREEMENT SCORECARD

ENTITLEMENTS

CAF COMMUNITY CHALLENGE WEEKEND PLATINUM SPONSORSHIP



1 AGREEMENT | 1 ACTUAL

4,250,000,000
Reached Through
275
PR Placements

286,805
Impressions From
108
Social Posts

2,868 NEW Social Media Followers

CAF MILLION DOLLAR CHALLENGE SILVER SPONSORSHIP



1 AGREEMENT | 1 ACTUAL



139,397
Impressions from
130
Social Media Posts

USAT CAF U23 DEVELOPMENT TEAM SPONSORSHIP



1 AGREEMENT | 1 ACTUAL



9
Athletes Raced
5
Medals Won!

ACTIVATIONS

76ERS COACHES CLINIC & GRANT PRESENTATION, FEB 7-8, 2022

- Invite to participate in the Toyota x 76er's inclusive youth Coaches Clinic with Tri-state dealership.
- 2 local youth received new basketball wheelchairs and were invited to attend the 76ers game the next night. The dealership donated \$10,000 to cover these.
- Team Toyota Steve Serio was invited to help with drills at the clinic and for the surprise to the two lucky CAF kids.
- [VIEW PHOTO LIBRARY HERE](#)
- [SEE CAF BLOG RECAP HERE](#)
- View Media piece (click on image)



ACTIVATIONS

WINTER SPORTS FESTIVAL - PARK CITY, FEB-MAR, 2022

- CAF hosted sled hockey activation over these weekends: Feb 11-13, Feb 19/20, March 12/13
- Collaborated with local ASO's –National Ability Center, Wasatch Adaptive Sports
- Brought Team USA + CAF Coaches
- Presented grants to local athletes
- [VIEW PHOTO LIBRARY HERE](#)



CONTENT

PARK CITY WINTER SPORTS FESTIVAL



BY BRITTANY TAIT, KSL TV
KSLTV.com

Share ↗

PARK CITY, Utah — Hopeful athletes gathered at a Park City ice rink Saturday to promote inclusion and learn new skills.

The Challenged Athletes Foundation is a non-profit that has been using sports to help athletes with permanent physical disabilities for 28 years.

"It's all about representation," Darcey Rayner, an event sponsor with Toyota, said. "We got some kids interested in some new sports, and we'll see where that takes them in the future."

Mentors and Paralympic stars dotted the ice, including Gold Paralympic medalist Taylor Lipsett.

"This experience reminds me of when I was 15. I had never been on ice before. I got out and tried sled hockey for the first time, and it really changed my life," Lipsett said.

The world champion, who competed with the USA Sled Hockey team in 2006, 2010 and 2014, said Saturday was the first time his children got into sleds.



PARK CITY, Utah (ABC4) — In the spirit of the upcoming Olympics and Paralympics, the Challenged Athletes Foundation (CAF) is bringing adaptive sports clinics to the Winter Sports Festival in Park City.



MEDIA COVERAGE

- [NBC - Salt Lake City #1 In the Spirit of the Olympics and Paralympics, CAF Hosted Clinics in park City today for people of all abilities](#)
- [NBC - Salt Lake City #2 Dozens took to the ice today in Park City to see if they have the skills to compete on the world stage Brittney Tait](#)
- [NBC - KSL-TV Celebrating all-abilities through winter sports Brittney Tait](#)
- [ABC - Salt Lake City Olympians and Paralympians team up with physically challenged athletes at Winter Sports Festival in Park City Lenard Davis](#)
- [FOX - Salt Lake City Sports Are For Everyone and CAF is in Park City](#)

ACTIVATIONS

DEALER SLED HOCKEY EXPERIENCE, MAR 9, 2022

- CAF hosted an exclusive sled hockey experience for top Toyota dealers and leaders.
- Brought Team USA + CAF Athlete Andy Yohe + Sarah Bettencourt to mentor and provide energy to those trying sled hockey for the first time.
- Surprise grant presentation of a new hockey sled to local athlete we met at WSF to get back into sport



ACTIVATIONS

CAF x SDG&E EV ADAPTIVE RIDE & DRIVE, JUL 30, 2022

- Multi-partner full day activation on July 30th at Liberty Station with SDG&E, Toyota, and EōS Fitness
- Co-branded Sport Court hosted wheelchair basketball, sitting volleyball, yoga and fitness classes for the public to try
- By the numbers: 1,000+ participants, 250+ rides, 20+ adaptive rides, 2 surprise grants to local CAF athletes
- Toyota provided five electric vehicles which were adapted with hand controls for the general public to test drive
- [VIEW PHOTO LIBRARY HERE](#)
- [View Media piece \(click on image\)](#)



MEDIA STORY

ACTIVATIONS

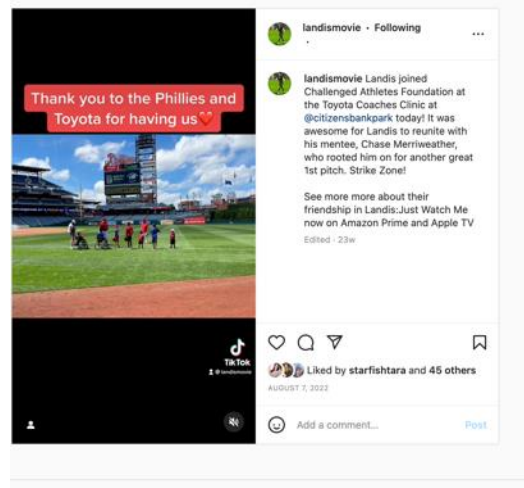
PHILLIES COACHES CLINIC & MILITARY APPRECIATION, AUG 6, 2022

- 2nd annual invite to participate in the Toyota x Phillies Coaches Clinic with Tri-state dealership.
- CAF invited [Landis Sims](#) as part of our MLB team promo tour of his new movie [Just Watch Me](#).
- CAF athletes and families were invited to attend the game and take part in the Military Appreciation activations.

▪ [VIEW PHOTO LIBRARY HERE](#)

MEDIA COVERAGE:

- [MSN.com + CBS Philadelphia](#)





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ACTIVATIONS

SAN DIEGO LOYAL + GRANT PRESENTATION, AUG 17 & 25, 2022

Part 1: The Loyal invited four CAF families to join for practice at the Chula Vista Olympic Training Center where the kids interacted with the players and coaches. After practice, players signed autographs for the kids and Manager Landon Donovan personally invited Beckett Black to join Landon at their game against the Oakland Roots.

Part 2: Prior to the game, Landon invited Beckett and his family into the coaching office for one additional surprise that will change Beckett's life. Landon surprised Beckett with an Össur Cheetah Junior running leg with a Nike Sole which will allow him to continue to excel in the sports he loves.



“Thanks again for helping create an amazing memory for our family. Even the girls said how much this night meant to them; I can't thank you enough.” – Chris Black, Beckett's dad



MEDIA COVERAGE + CONTENT:

- [Media: Fox 5 San Diego](#)
- [Photos – CAF + Toyota + San Diego Loyal](#)



VIDEO: Landon Donovan surprises Beckett with new prosthetic leg.



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ACTIVATIONS

PHILADELPHIA FLYERS CLINIC, NOV 11, 2022

- Tri-State Toyota Dealers Association & the Philadelphia Flyers invited CAF youth for the 2nd year in a row to take part in a coaches and legends of the Flyers clinic.
- Team Toyota Rico Roman joined to mentor the kids plus take part in the Toyota Military Appreciation initiative.

MEDIA COVERAGE:

Flyers and Toyota team up with CAF



ACTIVATIONS

COMMUNITY CHALLENGE TOYOTA ATHLETE LOUNGE, OCT 23, 2022

- Toyota hosted the first-ever Athlete Lounge to celebrate all athletes competing in events throughout the day on Sunday.
- Toyota created a five-star experience for athletes to rest, relax, and recharge. This space also gave athletes opportunities for mentorship and connection.
- The Toyota Athlete Lounge offered elevated food and beverage options.



ACTIVATIONS

LA AUTO SHOW AND TOYOTA SPORTS FESTIVAL, NOV 18-27, 2022

- CAF was proud to participate in adaptive sports activations throughout the LA Auto Show and Toyota Sports Festival.
- **Six CAF adaptive sports coaches** led wheelchair basketball, sitting volleyball, seated throwing, and an indoor Zwift handcycle experience.
- **Four surprise grant presentations** to local athletes with physical disabilities.
- **Two Team USA |CAF Athletes** – Liv Stone + Bethany Zummo represented during the event.
- [VIEW PHOTO LIBRARY HERE](#)
- [VIEW CAF RECAP BLOG HERE](#)

“Toyota giving her [Liv] the opportunity to sign autograph cards was amazing! She connected with some incredible para athletes and for sure it was memorable experience holding the Lombardi trophy. Toyota truly does care about athletes with disabilities and we support their brand - 4 Toyotas in our family!” – Michelle Stone (Liv’s Mom)



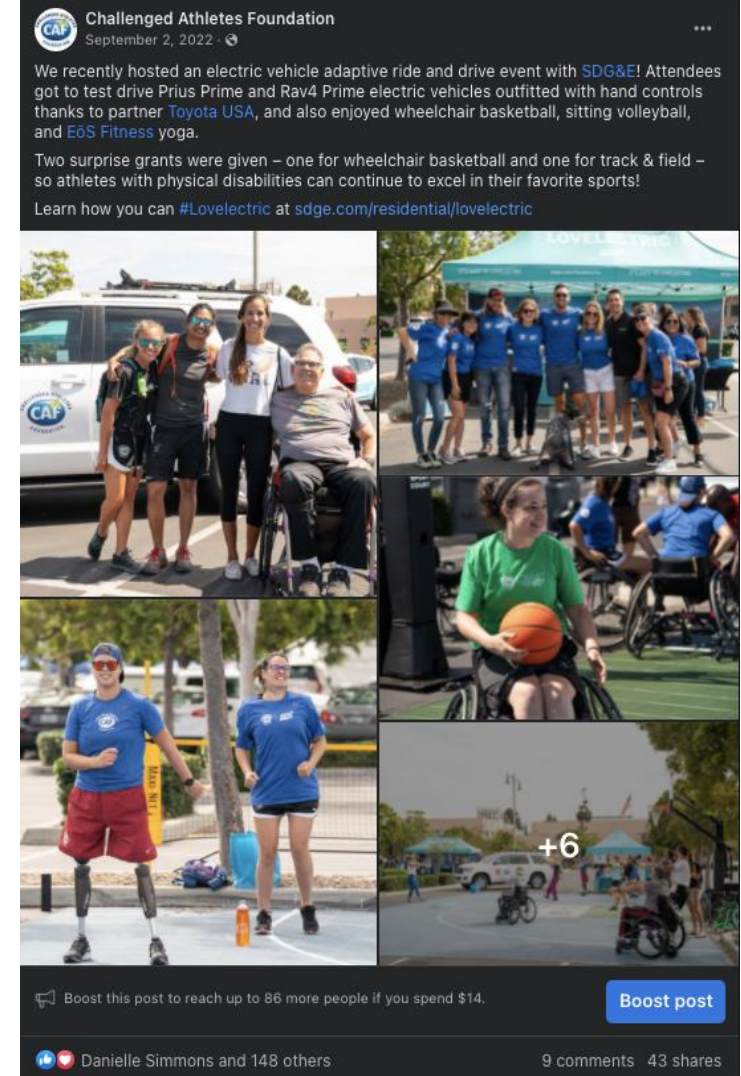
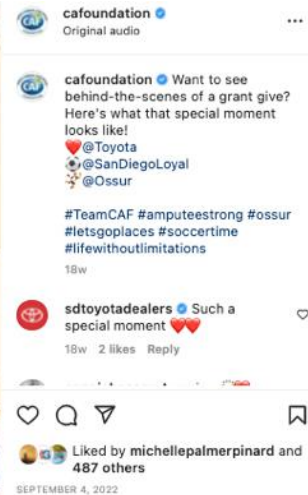
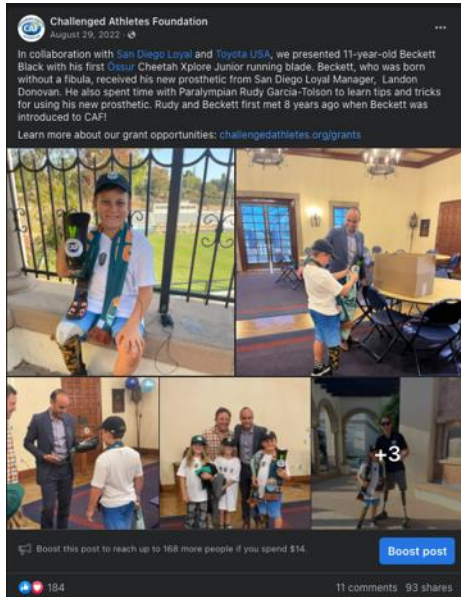


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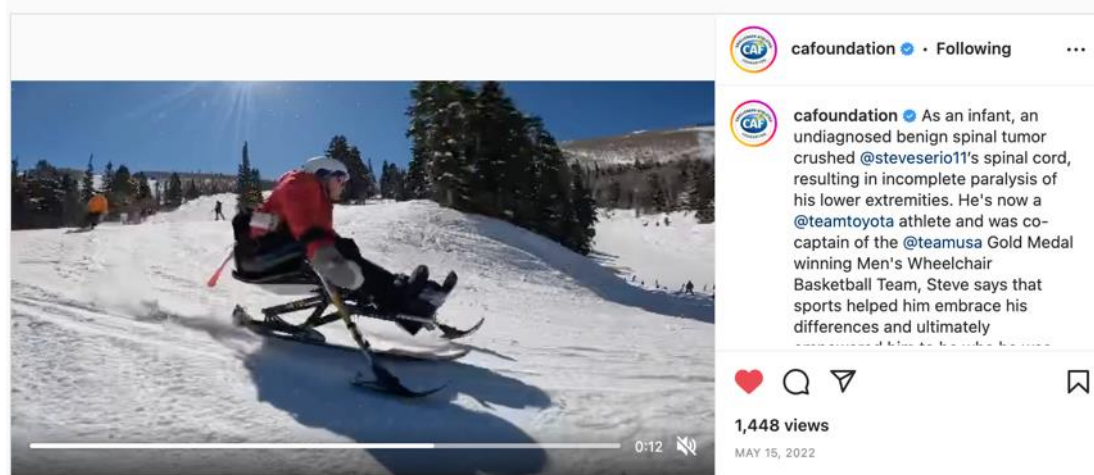
SOCIAL MEDIA BY THE NUMBERS:

- 49 Posts
- 179,000 Impressions
- 20,000 Engagements
- [SEE FULL SOCIAL MEDIA TRACKING HERE](#)



CONTENT

ORIGINAL PRODUCTION



[VIEW STEVE SERIO TRIES NEW WINTER SPORTS VIDEO HERE](#)





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CONTENT

KEY PRESS + PR

Long Beach Paratriathlon Championship

Long Beach to See the Return of Toyota Legacy Triathlon



July 13, 2022



The third annual Toyota Legacy Triathlon hosted by USA Triathlon returns to Long Beach, California, July 15-17 with an action-packed schedule of amateur, elite, elite paratriathlon and youth multisport events.

The course for all races is set at Alamitos Beach, the proposed site of the triathlon competitions for the Olympic and Paralympic Games Los Angeles 2028. The event was held for the first time in 2019, as USA Triathlon became the first National Governing Body in the U.S. Olympic and Paralympic Movement to bring a new annual event to the Los Angeles footprint ahead of the 2028 Olympic and Paralympic Games.

The weekend of racing includes the Toyota USA Paratriathlon National Championships, featuring the best U.S. elite paratriathletes who will race for national titles and a professional prize purse of \$36,750, provided in equal parts by USA Triathlon, Toyota and the Challenged Athletes Foundation (CAF).

For the second consecutive year, the Toyota Legacy Triathlon weekend will also include the Americas Triathlon Cup Long Beach, featuring up-and-coming elite triathletes.

76ers Coaches and Toyota Team Up For CAF Basketball Clinic in Delaware | NBC Philadelphia

Team Toyota 76ers Activation on 02/07/22 – NBA National TV



SDG&E EV Adaptive Ride & Drive Event



CAF 2022 COMMUNITY CHALLENGE WEEKEND (CCC) SPONSORSHIP

PLATINUM SPONSORSHIP \$15,000

- As our Official Mobility and Vehicle Sponsor, Toyota co-branded vehicles throughout Community Challenge Weekend as athlete transport and event support. The first-ever Toyota Athlete Lounge celebrated all the athletes competing on Sunday with a five-star experience where they could rest, recharge, and connect while they enjoyed food, snacks, gourmet coffee and frozen yogurt!
- Toyota received premium sponsor benefits at the Platinum Level, which included logo placement in areas with high visibility, like the race finish line and event fencing.
- [2022 COMMUNITY CHALLENGE SPONSOR RECAP](#)
- [2022 MARKETING + MEDIA PERFORMANCE](#)
- [2022 CCC HIGHLIGHT VIDEO](#)



EVENT OVERVIEW

\$1,41,445,649 RAISED

925 TOTAL EVENT PARTICIPANTS

186
ATHLETE PARTICIPANTS
WITH PHYSICAL DISABILITIES

74
VIRTUAL PARTICIPANTS

1,000
VOLUNTEERS

47
SPONSORS



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CAF 2022 COMMUNITY CHALLENGE WEEKEND SPONSORSHIP ADDITIONAL EVENT CREATIVE



San Diego Union-Tribune Ad



Finish Line Banner



Event T-Shirts



Celebration of Abilities Recognition

CAF 2022 MILLION DOLLAR CHALLENGE (MDC) SPONSORSHIP

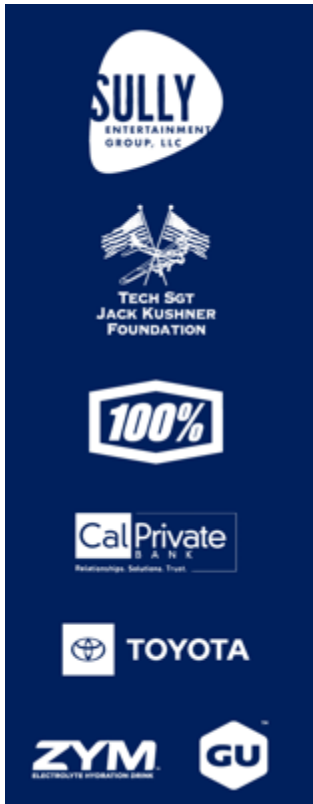
SILVER SPONSORSHIP \$10,000

- As our Official Mobility and Vehicle Sponsor, Toyota co-branded vehicles supported all 620 miles and seven days of the CAF Million Dollar Challenge as athlete transport and event support.
- Toyota received all the benefits at the Silver Level, with high logo visibility throughout the ride.
- [2022 MARKETING + MEDIA PERFORMANCE](#)
- [MILLION DOLLAR CHALLENGED DAY 1 PHOTOS](#)
- [MILLION DOLLAR CHALLENGE DAY 7 PHOTOS](#)
- [2022 MDC HIGHLIGHT VIDEO](#)



CAF 2022 MILLION DOLLAR CHALLENGE SPONSORSHIP

ADDITIONAL EVENT CREATIVE



Finish Line Banner



Sponsor Matrix



THANK YOU TO OUR SPONSORS



Recognition in the Athlete Itinerary



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VEHICLE USE

CURRENT CAF TOYOTA VEHICLE FLEET

- 2020 Sienna Limited Lease - San Diego
 - 2020 Sequoia Platinum Lease - San Diego
 - 2020 Sequoia Platinum Lease - Idaho
 - 2022 Vehicle for SoCal – Tundra
-
- **2022 VEHICLE MILEAGE LOG available upon request**

CURRENT MILEAGE

Tundra 3,430
Sienna 16,881
Sequoia 20,855



USA PARATRIATHLON JUNIOR & U23 DEVELOPMENT TEAM SPONSORSHIP

■ [Meet the Team](#)

Highlights of the year:

- Four athletes competed at the Paratriathlon National Championship in Long Beach, CA while five others raced at Junior Nationals West Chester, Ohio. The team earned a total of five medals at these events! Emma Myers (16) won her first National Championship and made her international racing debut this season, racing in four world events including the Paratriathlon World Championship in Abu Dhabi.
- The team spent three days practicing their swim, bike and running skills with expert coaches as a team at the Chula Vista Elite Training Center. During this time, they joined CAF for some events at Community Challenge Weekend including the Open Water Swim Clinic, Adaptive Surf Clinic, and some participated in the swim and bike portions of the triathlon. They ran alongside the kids as mentors in the Kids Run and Roll and enjoyed the camaraderie of the Toyota Athlete Lounge.



For the third time in history at the Toyota USA Paratriathlon National Championships, the race featured a professional prize purse of \$36,750, provided in equal parts by USA Triathlon, Toyota and the Challenged Athletes Foundation (CAF).