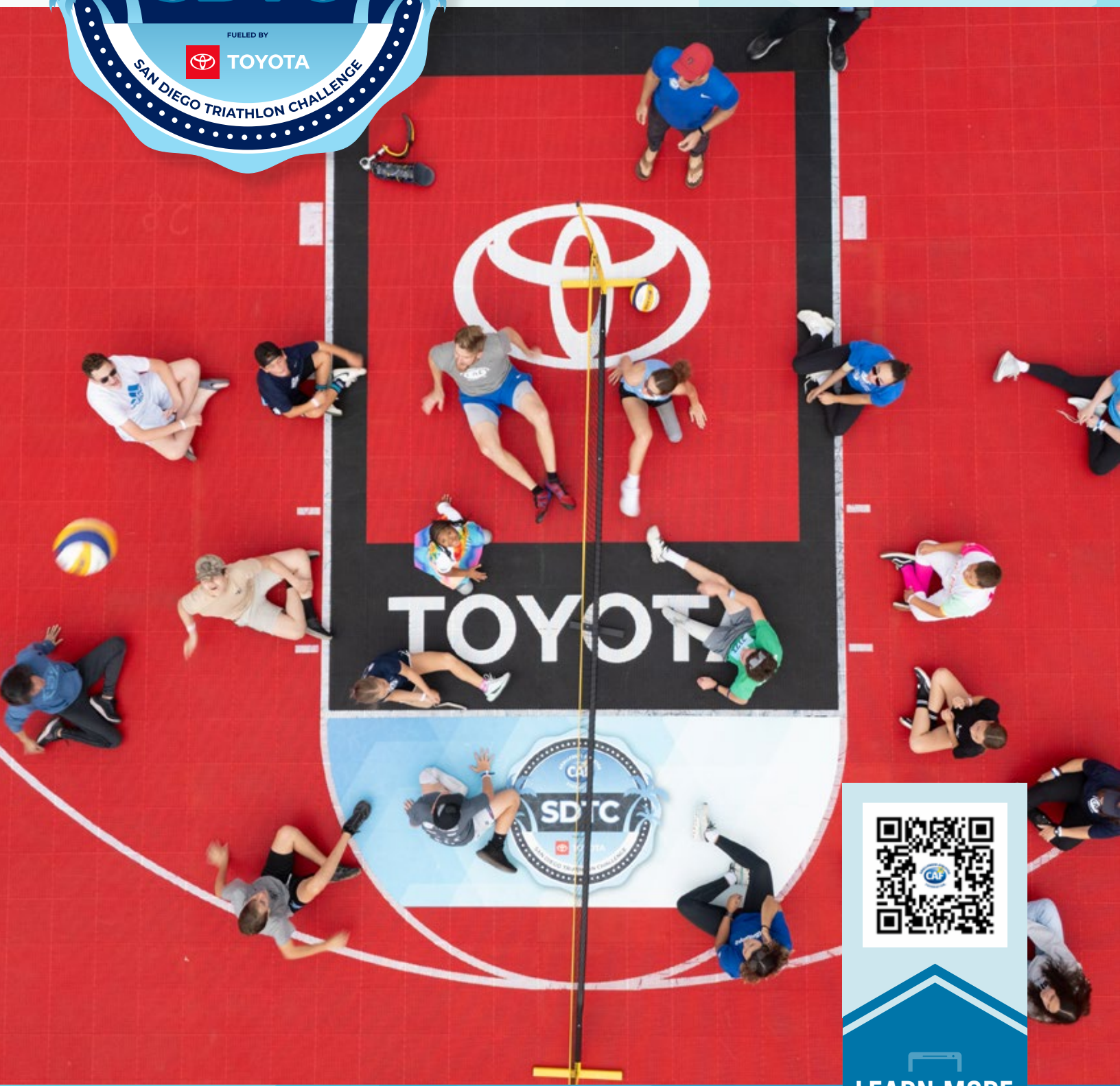




2026

SPONSORSHIP OPPORTUNITIES

OCTOBER 25 // LA JOLLA, CA



LEARN MORE

POWER IN MOTION

The Challenged Athletes Foundation's (CAF) 2026 San Diego Triathlon Challenge (SDTC), fueled by Toyota, is more than an event. It's a movement. Every stroke, pedal, and stride ignites opportunity for athletes with physical disabilities. When we move together, we create power in motion, changing lives and redefining what's possible.

For over three decades, SDTC has been a critical fundraiser for CAF and is known for being a race experience unlike any other, celebrating inclusion, equality, and the unstoppable spirit of sport. This year, on October 25, 2026, we continue the tradition of the iconic San Diego Triathlon Challenge at La Jolla Cove in San Diego.

In addition to the triathlon, the entire community is invited to participate in the Tour de Cove presented by EōS Fitness or the 5K Walk & Roll presented by Nike, creating even more ways for supporters to experience the power of movement together.

Our title sponsor, Toyota, will elevate the experience with the Toyota Athlete Lounge and Toyota Sports Festival. And don't miss the unforgettable moment when youth athletes with physical disabilities take part in the Jami Marseilles Challenged Athlete Kids Run + Roll presented by Philadelphia Insurance Companies, racing alongside their mentors to the cheers of an energized crowd.

We invite you to be part of this unforgettable day through one of our unique sponsorship opportunities. Every dollar you help us raise directly supports CAF's mission to eliminate barriers to sport for people with physical disabilities while fostering a powerful community of support. Together, we move to create opportunities, celebrate resilience, and empower lives through sport.



“Toyota is proud to partner with the Challenged Athletes Foundation. By supporting CAF, we hope to harness the power of sport to support athletes of all abilities to chase their dreams ”

- Megan Jolly
Sponsorship Marketing Manager, Toyota

WHY SPONSOR CAF SAN DIEGO TRIATHLON CHALLENGE?

- » Helps raise critical funds for CAF's mission to empower lives through sport
- » Meaningful way to align your brand with inclusivity and equality in sports
- » Introduces your product or service to a diverse and passionate audience
- » Engages your team members by volunteering or through a corporate team
- » Positive media and public relations opportunities connected with our brand
- » Access to a content resource portal to promote the event to your audience(s)
- » Valuable sponsor benefits at each tier of support



EVENT OVERVIEW

- » San Diego Triathlon Challenge fueled by Toyota
- » Tour de Cove presented by EōS Fitness
- » 5K Walk and Roll presented by Nike
- » Jami Marseilles Kid's Run and Roll presented by Philadelphia Insurance Companies
- » Toyota Athlete Lounge
- » Toyota Sports Festival
- » Food, Games, Music, and More!



TOUR DE COVE PRESENTED BY EōS FITNESS

2025 EVENT MARKETING OUTREACH BY THE NUMBERS

SOCIAL MEDIA	PR & NEWS	EMAIL	WEBSITE
 98 POSTS  486 NEW FOLLOWERS  481,290 TOTAL IMPRESSIONS	877 NEWS ARTICLES PLACED 463 MILLION REACHED THROUGH  ABC, NBC, FOX BROADCAST NEWS STORIES	 188,268 CONTACTABLE RECIPIENTS 23,534 AVERAGE RECIPIENTS PER EMAIL  39% AVERAGE OPEN RATE	 51,506 PAGE VIEWS  23,987 USERS* *For month of October

DID YOU KNOW?

2,000+
COMMUNITY
MEMBERS IN
ATTENDANCE

1,091
TOTAL EVENT
PARTICIPANTS

215
ATHLETES WITH
PHYSICAL
DISABILITIES


600+
VOLUNTEERS


30
SPONSORS

	SPONSOR LEVELS						
SPONSORSHIP OPPORTUNITIES	TITLE \$100,000 SOLD	DIAMOND \$60,000	PRESENTING \$30,000	PLATINUM \$15,000	GOLD \$7,500	SILVER \$5,000	FRIEND \$2,000
Event Title Sponsor	X						
SDTC Title Sponsor	X						
Co-Branded Video, plays on stage on Sunday	X						
ON-SITE ACTIVATIONS							
Custom Activation w/ Naming Rights and Exclusive Category Sponsor *	X	X	X				
Logo on Finish Line Banners and Truss**	X	X	X				
30-second Brand Video on Main Stage	X	X	X				
Complimentary entry(s) to SDTC activity of choice (\$500 value ea)	4	3	2	1			
Logo on Event Fencing**	X	X	X	X			
Logo on SDTC Event T-shirt**	X	X	X	X	X		
10' x 10' Expo Booth	X	X	X	X	X		
10' x 20' Available with additional cost	X	X	X	X	X		
DIGITAL MARKETING ASSETS							
Tagged in SDTC Social Media Post	X	X	X				
Logo on SDTC website and link to sponsor website	X	X	X				
Recognition in SDTC Press Release	X	X	X	X	X	X	
Recognition at all related events during SDTC weekend	X	X	X	X	X	X	

EACH SPONSOR LEVEL ALSO INCLUDES THE FOLLOWING BENEFITS:

- » Employee Engagement / Volunteer Opportunities
- » Recognition in CAF SDTC recap blog
- » Brand Recognition (Logo) on:
SDTC Registration Page // Sponsor Recognition Signs // All Email Communications // SDTC Highlight Video
- » Invitation to provide item for SDTC Swag Bag (Audience Est: 1,000)
- » Team Building: Corporate Fundraising Team (Minimum fundraising of \$1,500 average per person)
- » Complimentary tickets to Heroes of Sport (formerly Celebration of Abilities)



BONUS SPONSOR BENEFIT

Presenting & Diamond Level Sponsors

Invite a CAF Athlete Ambassador to speak to your team. (Virtual or In-Person -- Based on availability & location)

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

** Dependent on production timelines.

ELEVATE YOUR SPONSORSHIP LEVEL BY ADDING YOUR BRAND/NAME TO AN ON-SITE ACTIVATION

CUSTOM ACTIVATIONS

Sport Court - **SOLD**

Athlete Lounge - **SOLD**

5K Walk + Roll - **SOLD**

Tour de Cove (Title) - **SOLD**

Kids Run + Roll (Presenting) - **SOLD**

Photo Booth

Charging Stations

Hot Corner

Sanitation Stations

Water Stations

Medals - **SOLD**

Water Bottles

Swag Bags - **SOLD**

Cheer Stations

Team Build Turnaround Spot

Coffee

Hospitality Tent

Family Fun Zone

Course Mile Markers



EXCLUSIVE CATEGORY SPONSORS

Official Mobility Sponsor // Toyota

Official Eyewear Sponsor // 100% Sunglasses

Official Wetsuit Sponsor // Xterra

Official Beverage Sponsor // **AVAILABLE**

Official Food Sponsor // **AVAILABLE**

Official Parking Sponsor // LAZ Parking

Official Gear Sponsor // Nike

Official Gym Sponsor // EōS Fitness



VOLUNTEER OPPORTUNITIES



► FINISH LINE MEDALS

Hand out medals to the athletes as they cross the finish line.

► SPIRIT SQUAD

Cheer on the athletes as they come in and out of transition or cross the finish line. Great for groups and children.

► CLEAN-UP

Help pick up trash, breakdown event, take down banners, load trucks, clean-up venue.

► BODY MARKING

Mark the athletes with his/her race number.

► KIDS STRETCH

Help kids stretch prior to the kids run, walk and roll.

The financial barriers to accessing sports and an active lifestyle are considerably higher for people with physical disabilities. Adaptive sports equipment is expensive, not typically covered by insurance, and often customized for each athlete. The average costs of some of our most frequently requested equipment are:

Single Running Prosthetic.....	\$15,000
Rugby Wheelchair.....	\$7,690
Basketball Wheelchair	\$4,490
Racing Wheelchair	\$4,161
Hockey Sled.....	\$800



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 athletes with physical disabilities.

☐ 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

☐ 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

Senior Business Development Manager

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, 2026.

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