



MILLION DOLLAR CHALLENGE

OCTOBER 15 - 21, 2016

SAN FRANCISCO TO SAN DIEGO



PREMIER CYCLING EXPERIENCE THAT IS #MORETHANARIDE

The Mazda Foundation's Million Dollar Challenge (MDC) to support the Challenged Athletes Foundation® (CAF) is one of the premier endurance events in the US where cycling creates community, opportunity and impact. This bucket list, seven day, 620-mile ride down the breathtaking California coastline from San Francisco to San Diego attracts many top-tier companies that recognize the benefits of aligning passion with a cause. According to Entrepreneur Magazine, "cycling is the new golf" as it promotes physical fitness, provides a professional network and creates lasting friendships.



ENGAGE

Ride with like-minded executives, industry leaders, high achievers, celebrities and pro cyclists.



WITNESS

Riders experience firsthand how the gift of a hand cycle or sports prosthetic allow a physically challenged athlete the same access to participate.



EXPERIENCE

A memorable and challenging ride, pro level support, mechanics, premier accommodations, top cycling gear and camaraderie that will transform your life.

MAKING A DIFFERENCE IN LIVES

Over the past ten years, CAF cycling events have created a culture of giving back through the cycling community and raised over \$16.4 million dollars that have helped CAF fund:



5,400

Grants

20%

to youth athletes

Sports
Prosthetics:

315

Handcycles &
Racing Chairs:

560

Sports
Chairs:

945

Bicycles:

180



675

Grants for
injured troops
and first
responders



CHALLENGED ATHLETES FOUNDATION • MAZDA FOUNDATION MILLION DOLLAR CHALLENGE

It is the mission of the Challenged Athletes Foundation® (CAF) to provide opportunities and support to people with physical challenges, so they can pursue active lifestyles through physical fitness and competitive athletics. CAF believes that involvement in sports at any level increases self-esteem, encourages independence and enhances quality of life.

Challenged Athletes Foundation, Inc. is a 501(c)(3) non-profit organization. Tax ID #33-0739596

CHALLENGEDATHLETES.ORG





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HOW SUPPORTING CAF MAKES A DIFFERENCE



GRANT DEMAND

This year, CAF has received a record breaking number of applications - a 34% increase over what was funded last year.



GLOBAL REACH

CAF funds grants in all 50 states and over 32 international countries.



PARALYMPICS

In a given Paralympic year, CAF supports over 50% of Team USA athletes and over 10% of all international athletes competing in the games.

THE DIFFERENCE CAF CAN MAKE

AUTHENTIC CONTENT

Create shared value – own brand equity in CAF athlete imagery, storytelling and digital content. Opportunity to engage CAF athlete brand ambassadors or spokespeople.



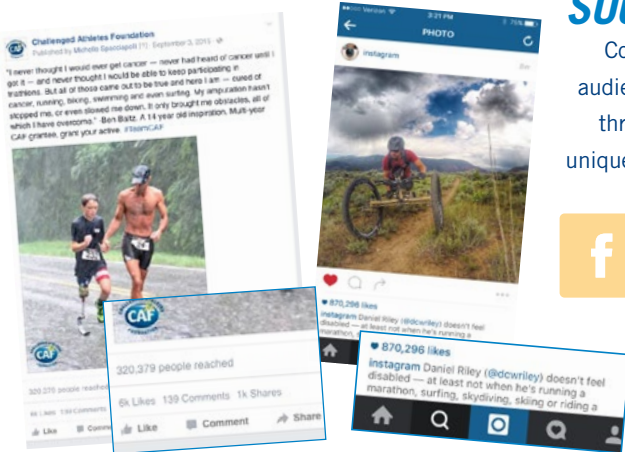
CULTURE & WELLNESS

Integrate giving into corporate culture and personal wellness - participate, volunteer and communicate around CAF events and programs. Create a culture and live it.



SOCIAL MEDIA

Connect and reach new audiences and influencers through CAF's inspiring, unique storytelling content.



"I never wondered, why me? The stroke happened and I am not looking back, but just looking ahead and seeing this new life unfold."

- STEVE PEACE
Retired Navy & US Paralympic National Cycling Team



SPONSORSHIP OPPORTUNITIES

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.

Rider Spots

Rider spots in the 7-day event and 20-week training program

Brand Recognition

- Name presented with event title, all promotions and media
- Premier logo placement on all cycling kits
- Prominent logo placement on all cycling jerseys
- Listed in all event press releases
- Logo placement on all event support vehicles
- Recognition on sponsor banner at event venues
- Opportunity to present special offer in an event email communication
- Opportunity to connect brand throughout 20-week training program

Digital Media Recognition

- Dedicated blog post about sponsorship of event
- Access to CAF authentic content for branding and social media
- Logo or name in all event email communications
- Logo or name on event webpage
- Access to CAF's Monthly Partner Toolkit with exciting content, news and media

Event Benefits

- Additional two dinner guests on one designated evening of your choice (excludes accommodations and riding)
- Recognition from stage during MDC kick-off and finale celebration dinner
- Logo on t-shirts and event signage
- Premium placement in goodie bags for all MDC riders
- SAG activation opportunity
- Logo on event signage including large "Finish Line" arch along route

CAF Global Recognition

- VIP treatment for guests at San Diego Triathlon Challenge (SDTC) on 10/23/2016 at La Jolla Cove, tickets to Celebration of Abilities dinner, access to VIP tent, jumbo screen recognition with opportunity to show company PSA, complimentary 10'x10' expo booth at event and access to ride in 44-mile bike portion of triathlon
- Invitation to CAF special events and VIP functions

CAF Exclusive Goodwill

- Opportunity to partner with a challenged athlete ambassador for one year
- Permanent recognition at the Deni + Jeff Jacobs Challenged Athletes Center
- Inspirational challenged athlete to speak at a function of your choice
- Volunteer engagement opportunities at CAF events and clinics

	Title \$100,000	Diamond \$50,000	Presenting \$25,000
Rider Spots Rider spots in the 7-day event and 20-week training program	4 riders	2 riders	1 rider
Brand Recognition Name presented with event title, all promotions and media	•		
Premier logo placement on all cycling kits	•		
Prominent logo placement on all cycling jerseys		•	•
Listed in all event press releases	•	•	•
Logo placement on all event support vehicles	•	•	•
Recognition on sponsor banner at event venues	•	•	•
Opportunity to present special offer in an event email communication	•	•	•
Opportunity to connect brand throughout 20-week training program	•	•	•
Digital Media Recognition Dedicated blog post about sponsorship of event	•	•	
Access to CAF authentic content for branding and social media	•	•	•
Logo or name in all event email communications	•	•	•
Logo or name on event webpage	•	•	•
Access to CAF's Monthly Partner Toolkit with exciting content, news and media	•	•	•
Event Benefits Additional two dinner guests on one designated evening of your choice (excludes accommodations and riding)	•	•	•
Recognition from stage during MDC kick-off and finale celebration dinner	•	•	•
Logo on t-shirts and event signage	•	•	•
Premium placement in goodie bags for all MDC riders	•	•	•
SAG activation opportunity	•	•	•
Logo on event signage including large "Finish Line" arch along route	•	•	•
CAF Global Recognition VIP treatment for guests at San Diego Triathlon Challenge (SDTC) on 10/23/2016 at La Jolla Cove, tickets to Celebration of Abilities dinner, access to VIP tent, jumbo screen recognition with opportunity to show company PSA, complimentary 10'x10' expo booth at event and access to ride in 44-mile bike portion of triathlon	10 Guests	8 Guests	4 Guests
Invitation to CAF special events and VIP functions	•	•	•
CAF Exclusive Goodwill Opportunity to partner with a challenged athlete ambassador for one year	•		
Permanent recognition at the Deni + Jeff Jacobs Challenged Athletes Center	•		
Inspirational challenged athlete to speak at a function of your choice	•	•	•
Volunteer engagement opportunities at CAF events and clinics	•	•	•

Silver Sponsorship \$2,500 - \$5,000

This unique level of support provides in-kind product for items that we would typically have to purchase to support the ride. Sponsors will receive branding on support vehicles, venue banner and email communications.

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SPONSORSHIP AGREEMENT

Level Requested Title \$100,000 ___ Diamond \$50,000 ___ Presenting \$25,000 ___ Silver \$2,500 - \$5,000

Sponsorship Fee Payable On _____ **Check or Credit Card** _____
MC/Visa/AMEX EXP. CVV CODE

Additional Sponsorship Request _____

COMPANY INFORMATION

Firm Name _____

Address _____

City _____ **State** _____ **Zip** _____

CONTACT INFORMATION

Name _____

Job Title _____ **E-Mail** _____

Phone _____ **Fax** _____

Send Form Please e-mail or fax completed form to:

Nancy A. Reynolds
Sr. Director of Business Development
Nancy@challengedathletes.org
Phone 858.210.3516
Cell 619.318.6012
Fax 858.875.0210

Logo Insertion Please email hi-res vector eps file of your logo to JasonK@challengedathletes.org

Payment by check:

Challenged Athletes Foundation
9591 Waples Street, San Diego, CA 92121
challengedathletes.org
501 (c) (3) Tax ID #33-0739596

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