



MILLION DOLLAR CHALLENGE

PRESENTED BY



OUR 15TH ANNIVERSARY RIDING THE COAST OF CALIFORNIA OCTOBER 15 - 22, 2021

Join us for our in-person, 15th Anniversary of the Million Dollar Challenge, presented by Sully Entertainment. We've made it through one of the most difficult years in human history. For many of us sports, physical activity, and fitness were the guiding lights that helped us power through 2020. Now, it is a new year. Our spirits are stronger. Our hearts are full of gratitude for our CAF community. And our belief in the power of sport to strengthen from the inside out is deeper than ever.

Be a part of our inclusive peloton of cyclists of all abilities and experience more than a ride. You'll be moved by the power of sport to unite us all and enjoy the spectacular scenery of a California cycling adventure.



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 challenges.

► Influential Network

Train and ride with like-minded business people 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.

► Bucket List Experience

With the world opening up, this memorable and challenging ride through California's most scenic and breathtaking routes is something to look forward to.

► CAF General Audience

MDC sponsors will be recognized through CAF 2021 Community Challenge and Celebration of Abilities events. See [2020 Sponsor Recap and Digital + Media Reach Report](#).

SPONSORSHIP OPPORTUNITIES

Diamond
\$50,000

Gold
\$25,000

Silver
\$10,000

CUSTOM ACTIVATION

Let's work together on how you'd like to participate (Examples include joining our 12-week training program, rider slot(s) for the 7-day event, or support for other custom small group rides)

X

X

Prominent logo placement on all cycling jerseys, event gear support vehicles, signage and finish line arch

X

X

Heroes of Sport video interview and podcast with Sponsor executive/stakeholder and challenged athlete

X

X

CAF Athlete Ambassador speaker at a virtual team event of choice

X

X

X

BRAND, DIGITAL & MEDIA

Logo inclusion on all MDC email communications, promotional materials, event t-shirts, signage + website

X

X

X

Content feature or offer in MDC participant emails

regular
feature

4 times

Unique blog post featured on CAF website

X

X

Dedicated MDC related social media post

X

X

Listed in all MDC event press releases

X

X

X

Tagged in all MDC sponsor-related social media posts

X

X

X

Recognition in post-event highlight video

X

X

X

MDC Mobile App -banner ad, virtual goodie bag offer, featured as sponsor + 3 push notices during MDC week

X

X

X

MDC featured interview on "The Big Biz Show", a 20+ year nationally syndicated TV program (110M+ US homes) and simulcast on radio (150+ US radio stations)

X

X

X

AUDIENCE ENGAGEMENT

MDC sponsorship recognized in 2021 CAF Community Challenge (CCC) + Celebration of Abilities Awards (COA) in-person and virtual event/program

X

X

X

For COA on 10/22, sponsor will receive verbal recognition, opportunity to include 30-second brand/content video included in digital production

X

X

Opportunity to provide incentive item/gift in all MDC + Community Challenge fundraising participant goodie bags (est 800 units)

X

X

X

Opportunity to feature product in "Gear Up for Your Challenge" retail promotion

X

X

X

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.

Diamond Sponsor - \$50,000

Gold Sponsor - \$25,000

Silver Sponsor - \$10,000

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 # _____

Return Your Completed Order Form To:

Challenged Athletes Foundation
Attn: Nancy Reynolds
9591 Waples Street, San Diego, CA 92121

Contact

Nancy Reynolds | nreynolds@challengedathletes.org

* By signing this document, you are agreeing to deliver payment on or before October 1, 2021.