COMMUNITY CHALLENGE WEEKEND: OCT 20-22, 2023

Beautiful Mission Bay, CA will host the most inclusive sports weekend ever. Experience the power of CAF’s mission at the adaptive sports clinics on Friday and Saturday and join us on Sunday for a celebration of community and sport at the 30th annual San Diego Triathlon Challenge presented by Dan + Geof (SDTC). Last year, this weekend raised over $1.4 million to empower athletes with physical disabilities while sharing high-fives, finish lines, and huge smiles!

We expect over 1,000 participants, including 175+ athletes with physical disabilities to join this year’s SDTC. The inclusive, multi-sport day has something for everyone from a full triathlon of swim-bike-run, 4½ hour cyclethon, 5k walk/roll, yoga, and sports demos and instruction on the Nike FlyEase Sport Court.

Connect your brand/company with purpose and employee engagement. There are opportunities for your whole team to participate in the weekend of events along with featuring your products and services through content and storytelling. See our impact and media reach from last year and plan to join us!

“\text{This weekend was BY FAR the best in my entire life! I made lifelong friends and memories with kiddos, their families, and CAF volunteers.}”

-Cam Ayala, First-time Attendee

CHOOSE YOUR CHALLENGE

San Diego Triathlon Challenge ► 5k Walk/Roll ► Yoga ► Cyclethon ► Virtual

JOIN US FOR THE 2023 COMMUNITY CHALLENGE WEEKEND FEATURING THE 30TH ANNUAL SAN DIEGO TRIATHLON CHALLENGE PRESENTED BY DAN + GEOF
2022 CAF Community Challenge
By the Numbers

**Event Overview**
- **$1,445,649** raised
- **2,000+** community members in attendance
- **925** total event participants
- **175+** athletes with physical disabilities
- **1,000+** volunteers
- **47** sponsors

**Athlete Travel Grants**
- **66** athletes
  - **$46,000** funded for complimentary full-weekend experience
- **68%** first-time attendees

**Athlete First Activations**
- **7** adaptive sports clinics
- **5** adaptive sports experiences
- **9** surprise grant gives
- **193** participants
- **157** volunteers

**Social Media**
- **108** posts
- **2,868** new followers
- **286,805** total impressions

**PR & News**
- **275** news articles
- **4.25 billion reach**

**Email**
- **70,000** contactable recipients
- **31,000** average recipients per email
- **44%** average open rate

**Website**
- **157,192** page views
- **45,139** users*

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*For month of October
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.
<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>TITLE $100,000*</th>
<th>DIAMOND $60,000*</th>
<th>PRESENTING $30,000*</th>
<th>PLATINUM $15,000</th>
<th>GOLD $7,500</th>
<th>SILVER $5,000</th>
<th>FRIEND $2,000</th>
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<td>Event Title Sponsor</td>
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<td>Co-Branded Video</td>
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<td>Logo on Finish Line Banners &amp; Truss</td>
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<td>30-second Brand Video on Main Stage</td>
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<td>Verbal Recognition at Celebration of Abilities</td>
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<td>Tagged in Community Challenge Social Media Post</td>
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<td>Volunteer Opportunities*</td>
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<td>CAF Athlete Ambassador Speaking Engagement</td>
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<td>Complimentary Entry to SDTC Activity of Choice ($500 value each)</td>
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<td>3</td>
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<td>Logo on SDTC T-shirts</td>
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<td>Virtual Goodie Bag Offer / Partner Sponsor Shopping</td>
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<td>Listed in Community Challenge Event Press Release</td>
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<td>10’ x 10’ SDTC Expo Booth</td>
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<td>Provide an Incentive Item/Gift for SDTC Participants (Qty. 1,000)</td>
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<td>Corporate Fundraising Participant Team</td>
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As we look ahead to our 30th Anniversary in October 2023, we thank you for your unmatched impact. YOU are the CAF Movement. Through this your incredible leadership gift, you are fueling the future as a true change-maker and will be included into our exclusive $30k Club*

*$30K Club will have additional benefits including specialty branded gifts, appreciation party at private residence later date and more!
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
- 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, 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, 2023.

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