



MILLION DOLLAR CHALLENGE



TOGETHER, WE MOVE. OCTOBER 17 - 24

CAF's Million Dollar Challenge (MDC) is more than just a ride – it is a journey that makes life-changing impact, builds camaraderie, and demonstrates perseverance. Over one unforgettable week, cyclists will ride from Santa Rosa to San Diego, experiencing the very best of California's coastline - all while raising critical funds that empower people with permanent physical disabilities through access to sport.

CAF's mission ensures that everyone has an equal chance to play and thrive, and it is one we cannot accomplish alone. Together, we move with purpose. Together, we move to break barriers. Together, we move to achieve what once seemed impossible. When you move to sponsor MDC - together, we will create a more inclusive world.

CAF invites you to be a part of this unique adventure where your brand rides each mile with us, and your support leaves a legacy for each of the athletes your gift will support through our programs. As a sponsor, you are not only aligning with a purpose-driven mission – you will receive high-impact brand exposure, exclusive engagement opportunities, and meaningful recognition. [Move with us.](#) [Ride with us.](#) [Change lives with us.](#)



WHY SPONSOR MDC?

► **Unique Ride. Exceptional Benefits.**

Not only are you creating opportunities for athletes with permanent physical disabilities to chase their dreams through our mission, but you are also supporting a beloved cycling event that welcomes over 100 riders each year. Your brand will shine bright at every mile with an exclusive set of benefits that are as unique and exceptional as the ride itself.

► **Building Networks. Building Community.**

CAF's treasured community of athletes, donors, sponsors, and volunteers is unlike any other – Team CAF is truly remarkable. Your brand will not only be showcased among this incredible and expansive group, but many MDC sponsorships also include the opportunity for you or one of your team members to ride with us. No matter how you choose to engage as a sponsor, you will feel like a vital part of this experience.

► **Critical Funding. Big Impact.**

While the positive benefits of sports and physical activity are widely studied and reported, many athletes remain on the sidelines due to the high cost of adaptive sports equipment and expenses related to participation. When you sponsor MDC, you become our athlete's journeys and leave legacy of joy that will last a lifetime.

SPONSORSHIP OPPORTUNITIES

	Title \$100,000	Presenting \$30,000	Platinum \$15,000	Gold \$7,500
Company name or logo presented with the event title on all event marketing and communications	X			
Complimentary entry(s) into 2025 CAF Million Dollar Challenge	3 Ride Spots	1 Ride Spot		
Opportunity to create one (1) custom content piece with CAF (i.e. dedicated blog post)	X			
Logo placement on event cycling jerseys*	X	X		
Choice of custom activation (additional fee)	X	Add On	Add On	Add On
CAF athlete ambassador speaker at one (1) team event	X	X		
One (1) content ad or feature in MDC email communications	X	X		
Tagged in MDC social media post	X	X	X	
MDC Ride In – one (1) Expo Booth <i>Table + (2) chairs provided by CAF; Tent and other items provided by sponsor</i>	X	X	X	
Logo placement on event signage and finish line arch*	X	X	X	X
Logo included on all MDC email communications, promotional materials, signage, and event website	X	X	X	X
Name listed in all MDC press releases	X	X	X	X
Recognition in post-event highlight video	X	X	X	X
Comp'd entry to San Diego Triathlon Challenge	4	3	2	1
Recognition during CAF's San Diego Triathlon Challenge	X	X	X	X

*if confirmed by deadline

PACKAGE OR A LA CARTE ADD-ONS

One (1) add-on included in sponsorship packages or may be purchased separately.

Daily Lunch Experience	\$7,500	Support the daily lunch stops that fuel riders for the miles ahead. This sponsorship ensures quality meals and a shared experience that builds community—giving your brand visibility at a critical daily touchpoint.
Photography	\$5,000	Underwrite professional photography throughout the week to capture the spirit, energy, and unforgettable moments of the challenge. These high-quality images are essential for CAF storytelling, sponsor recaps, and future promotional materials.
Mechanics	\$15,000	Help keep riders safe and supported by sponsoring on-course professional bike mechanics. This activation ensures smooth rides and peace of mind—while aligning your brand with performance, reliability, and care.
Ride In - Family BBQ	\$5,000	Celebrate the epic journey by sponsoring the celebratory Ride In and Family BBQ. This emotional, high-energy event welcomes athletes home and offers a powerful opportunity for your brand to connect with riders, families, and the broader CAF community.
Training Program	\$5,000	Sponsor the official 12-week training program that prepares riders for the physical and mental demands of MDC. Your support builds readiness and camaraderie while positioning your brand as a champion of perseverance and preparation.
Recovery Corner	\$5,000	Fund post-ride recovery stations with massage, stretching, and physical therapy tools. This activation supports athlete wellness, promotes injury prevention, and offers a premium brand experience tied to care and recovery.
SAG / Hydration Station	\$5,000	Keep the peloton moving safely with support-and-gear (SAG) vehicles and hydration stops. This critical infrastructure ensures rider safety and performance—offering your brand sustained visibility throughout the route.



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 Sponsor - \$100,000

Presenting Sponsor - \$30,000

Plantium Sponsor - \$15,000

Gold Sponsor - \$7,500

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: Ryan Fentin-Thompson
9591 Waples Street, San Diego, CA 92121

Contact

Ryan Fentin-Thompson | ryan@challengedathletes.org

* By signing this document, you are agreeing to deliver payment on or before October 1, 2025.