

SAMSON CHALLENGE

Sponsorship Opportunities



2024 JCC SAMSON CHALLENGE

September 29, 2024



Event Overview

The Samson Challenge is a unique locally created and produced fitness challenge. It is a timed multi-event adventure race course that combines strength, endurance & agility. There are competition options for all ages & fitness levels, Warrior (strongest) through Rockstar (age 65+).

Athlete demographics range from our youngest athletes competing in the Junior Samson (5-12 years old) through the Rockstar level of the Samson Challenge (age 65+). Our oldest competitors in past years were in their 80s!

Sponsorships help us create an exceptional course for our athletes to enjoy on race day and support the wonderful programs and mission of the JCC. As a local non-profit, we strive to create community and a sense of inclusion, maintaining the highest standards for consumer satisfaction, providing the opportunities for healthy lifestyles, educational opportunities, social events and programming, while having a strong focus on Jewish culture.

Event History

The first Samson Challenge was held in June 2015 with 50 competitors. We now consistently sell out at 400 max athletes, and including spectators, we host 1,000+ visitors on race day!



SOLD OUT

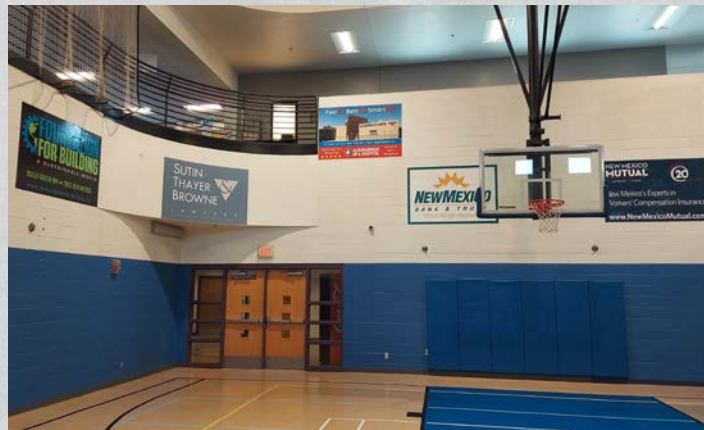
Title Sponsor | \$5,000

- Acknowledgement in ALL Samson marketing/promotions, including the promotional video, as **“Presented by...”**
- 2 months company advertising on JCC’s Digital Sign on Wyoming Blvd. (2021 traffic trends were at 45,800 vehicles passing PER DAY)
- Branded company banner in the JCC’s gymnasium for a 1-year duration (\$1,500 value; 15,000 visitors per month; see example on next page)
- Prime (largest) sponsor logo on Samson t-shirt
- Logo placed on:
 1. All physical marketing materials (posters/flyers)
 2. Online pages
 3. Athlete e-blasts
 4. Social media posts
- Prominent company logo placement on Samson Challenge Start and Finish line banners
- Marketing materials inserted into athletes’ swag bags
- 3 months company logo inclusion on JCC digital advertising screens
- Announcements throughout the event (1,000+ attendees)
- Booth at event with prominent display of company banner
- Five free entries into Samson Challenge



Platinum Sponsor | \$2,500

- Branded company banner in the JCC's gymnasium for a 1-year duration (\$1,500 value; 15,000 visitors per month; see example in photo)
- 1 month inclusion of tailored company advertisement shown on JCC digital advertising screens
- Logo on Samson Challenge t-shirt
- Logo placed on:
 1. Physical marketing materials (posters/flyers)
 2. Online pages
 3. Athlete e-blasts
 4. Social media posts
- Logo featured in Samson promotional video
- Marketing materials inserted into athletes' swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth plus prominent display of company banner at event
- Three free entries into Samson Challenge



Sapphire Sponsor | \$1,000

- 1 month inclusion of tailored company advertisement shown on JCC digital advertising screens
- Logo on Samson Challenge t-shirt
- Logo placed on:
 1. Online pages
 2. Athlete e-blasts
 3. Social media posts
- Logo featured in Samson promotional video
- Marketing materials inserted into athletes' swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth plus prominent display of company banner at event
- Two free entries into Samson Challenge



Truck Pull Sponsor | \$750

- Lead sponsor for this event; only one available at this level
- Logo on all Truck Pull advertising and marketing elements including:
 1. Online pages
 2. Posters/flyers
 3. Athlete e-blasts
 4. Social media posts
- Logo on Samson Challenge t-shirt
- Logo featured in Samson promotional video
- Company-branded banners used to wrap trucks on event day
- Marketing materials inserted into athletes' swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth at event with prominent display of company banner
- Two free entries into Samson Challenge



Packet Pick-up Sponsor | \$750

- Athlete packet pick-up at your store/site (September 8th, 2023)
- Logo on Samson Challenge t-shirt
- Logo placed on:
 1. Online pages
 2. Athlete e-blast(s)
 3. Social media posts
- Logo featured in Samson promotional video
- Marketing materials inserted into athlete's swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth on event day
- Two free entries into the Samson Challenge

Jr. Samson Sponsor | \$500

Special course designed for athletes ages 5-12 years

- Lead sponsor for this event; only one available at this level
- Logo on all Junior Samson advertising and marketing elements including:
 1. Online pages
 2. Posters/flyers
 3. Athlete e-blasts
 4. Social media posts
- Logo on Samson Challenge t-shirt
- Logo featured in Samson promotional video
- Prominent company-branded Junior Samson start/finish line
- Marketing materials inserted into athletes' swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth at event with prominent display of company banner
- Two free entries into Samson or Junior Samson



After-Party Sponsor | \$500

- Event after-party to be held on location at your restaurant/brewery
- Announcements to athletes leading up to event day and on event day, promoting attendance of the after-party
- Logo on Samson Challenge t-shirt
- Logo placed on:
 1. Online pages
 2. Athlete e-blast(s)
 3. Social media posts
- Logo featured in Samson promotional video
- Marketing materials inserted into athlete's swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth on event day
- Two free entries into the Samson Challenge

Gold Sponsor | \$500

- Logo on Samson Challenge t-shirt
- Logo placed on:
 1. Online pages
 2. Athlete e-blast(s)
 3. Social media posts
- Logo featured in Samson promotional video
- Marketing materials inserted into athlete's swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth on event day
- Two free entries into the Samson Challenge

Silver Sponsor | \$200

- Marketing materials inserted into athletes' swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth on event day

Prize/In-Kind Donation

Presented to a winning athlete at Samson Challenge awards ceremony on race day

- Marketing materials inserted into athletes' swag bags
- Verbal acknowledgement will be given during prize presentation at the event's awards ceremony

**For questions or more information, please contact
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