

CHARLES STEPHEN

SAMSON CHALLENGE

Sponsorship Opportunities



JCC SAMSON CHALLENGE

October 4, 2026



EVENT OVERVIEW

The Samson Challenge isn't your average fitness event—it's where grit meets glory. It all started in 2015 when 50 brave souls set out to test their limits. Now, the Samson Challenge has exploded into a sell-out phenomenon drawing 500+ athletes and 1,000+ spectators ready to witness something special. This is locally created, locally owned, 100% homegrown intensity.

Picture this: a timed, multi-event adventure race course that doesn't just test your strength—it demands your endurance, challenges your agility, and pushes you to discover what you're really made of. Whether you're a 5-year-old Junior Samson stepping onto the course for the first time or a Legend in your 80s proving age is just a number, there's a competition level with your name on it. From Warrior (our strongest division) to Legends (75+), every athlete finds their fight here.

This isn't about perfection. It's about perseverance.

Your sponsorship fuels more than just race day—it powers the JCC's mission to build community, champion inclusion, and create opportunities for healthy living, education, and connection rooted in Jewish culture. As a local non-profit, we're committed to exceptional experiences and consumer satisfaction that keep athletes coming back year after year.

The question is: Are you ready to be part of something that challenges the status quo and celebrates the warrior in all of us?



SOLD OUT

CHARLES STEPHEN

Title Sponsor | \$5k

- Acknowledgement in ALL Samson marketing/promotions, including the promotional video, as **“Presented by...”**
- 3 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)
- 2 months company advertising on JCC's Digital Sign on Wyoming Blvd. (2021 traffic trends were at 45,800 vehicles passing PER DAY)
- 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 the Samson Prep video (If committed by April)
- 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 the Samson Prep 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 | \$1,000



**Steward's
Plumbing**
RESIDENTIAL • COMMERCIAL • MEDICAL

Lead sponsor for this event; only one available at this level

SOLD OUT

1. Logo on all Truck Pull advertising and marketing elements including:
 2. Online pages
 3. Posters/flyers
 4. Athlete e-blasts
- Social media posts
 - Logo on Samson Challenge t-shirt
 - Logo featured in the Samson Prep 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



SOLD OUT

Packet Pick-up Sponsor | \$750

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

**THE FITNESS
SUPERSTORE**
Equipped For Fitness

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 or display marketing materials on our sponsor table
- Two free entries into the Samson Challenge

Jr. Samson Sponsor | \$500

Special course designed for athletes ages 5-12 years



SOLD OUT

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 the Samson Prep 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



Bronze Sponsor | \$200

- Marketing materials inserted into athletes' swag bags
- Announcements throughout the event (1,000+ attendees)
- Booth on event day or display marketing materials on our sponsor table

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

Customize Your Sponsorship

We're happy to tailor a sponsorship package that fits your business's goals! Whether you want more visibility, exclusive branding opportunities, or a unique way to engage with our participants, we can create a custom sponsorship just for you. Let's collaborate to make the Samson Challenge a win-win for your business and our community!

**For questions or more information, please contact
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