

# BEHIND THE SCENES: \$5,000

*We are always asked, “What’s it like behind the scenes at the Challenge of the Americas?”*

In 2024, instead of telling, we’re showing – from team practices to live interviews with riders and coaches leading up to and during the Challenge of the Americas.



Join us “Behind the Scenes” and we’ll thank you, or your business, as follows:

## *Print and Digital Media Recognition*

Local, regional and national recognition

- *Social media and email marketing:* recognition as “Behind the Scenes” sponsor of two pre-event videos posted to Facebook and Instagram and showcased in the COTA newsletter, name/logo included in all COTA newsletters
- *Event livestream:* name/logo recognition as “Behind the Scenes” sponsor of a live interview to be shown during the broadcast and displayed on the Global big screen for on-site spectators to enjoy, name/logo recognition at the opening and closing of the broadcast
- *COTA website:* name/logo displayed on all website pages, logo and business information showcased on COTA’s Sponsor page
- *Event program:* full page, color ad space included in the printed and downloadable program found on COTA’s website
- *Event posters:* name/logo on posters displayed in approximately 50 locations in Palm Beach County

## *On-Site Recognition*

- Promotional materials included in VIP gift bags (sponsor to provide material)
- Banner stand name recognition inside entrance to VIP pavilion
- Name/logo in event schedule and rider profile pamphlets distributed to general admission spectators

## *Hospitality and Entertainment*

- VIP seating for 6, ringside cocktails and hors d’oeuvres during the Challenge competition
- VIP seating for 6 during the Challenge gala dinner
- 10 general admission tickets



The 2024 Challenge of the Americas

SPONSORSHIP

Share COTA on your social media. We’ll send you photos and updates to continue our fight against breast cancer.