



2022 SPONSORSHIP
OPPORTUNITIES

BACKGROUND

A photograph of two young women smiling. The woman on the right is wearing a black tank top with a white logo that reads 'THE IRON COMPASS INITIATIVE'. The logo features a compass rose in the center. The woman on the left is wearing a black tank top with a similar logo, though it is partially obscured. The background is a plain, light-colored wall.

What is the 10k Challenge?

RPM Training Co.'s annual 10k Challenge is the primary fundraising event for our Iron Compass initiative and charitable partners.

A challenge that started as a small grassroots social event in 2014 has grown into a global opportunity to support a network of organizations changing the lives of at-risk and underserved youth.

Challenge Details

Every January, we challenge our community to complete 10,000 jump rope double-unders (or single-unders as a scale) in 30 days or less. All registration proceeds support the Iron Compass and our charitable partners.

The next 10k Challenge kicks off **January 3, 2022**.

Iron Compass

The Iron Compass is the charitable initiative of RPM Training Co., with a mission to provide at-risk youth with fitness and mentorship opportunities through the functional training and outdoor/action sports communities.

Through worldwide events like the 10k Challenge, the Iron Compass harnesses the power of our active global community to change lives. We partner with like-minded organizations to give kids the chance to realize their own potential, develop resilience and confidence, and find a sense of belonging in a positive and healthy community.

BACKGROUND



BY THE NUMBERS 2021

more than

\$130,000

raised

over

28 MILLION

jumps logged

jumpers from

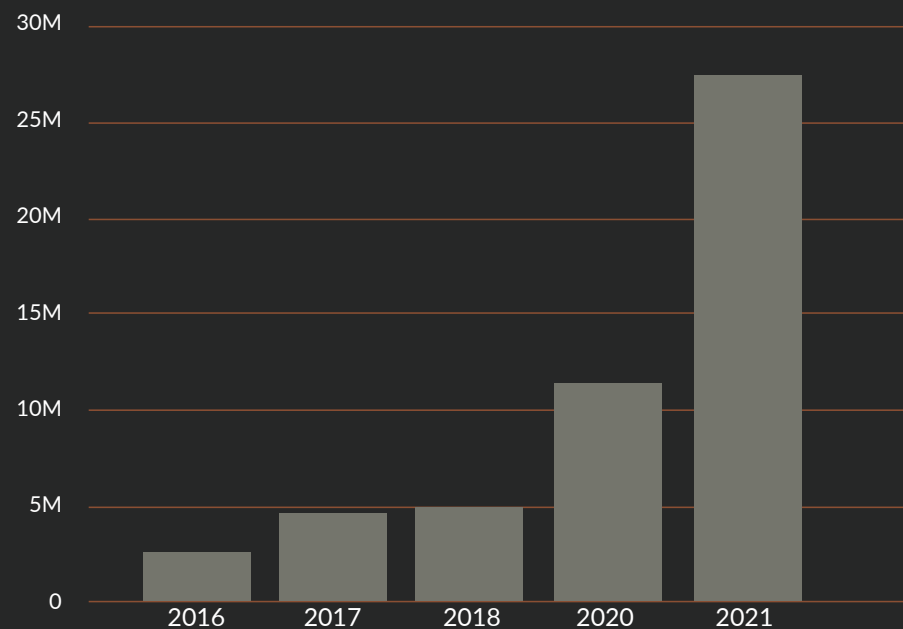
38 COUNTRIES

participated

more than

4000 PARTICIPANTS

and 300 teams



Annual Jump Counts



OUR 2022 CHARITIES



FYR (formerly Steve's Club National Program) is a 501c3 non-profit organization that empowers young people to build physical and mental strength for life by providing access to a network of community-based fitness and mentorship programs.

2022 marks the third year of partnership between FYR and the Iron Compass. The 2021 10k Challenge supported FYR with vital operational funds, grants to gym-based chapters, funding for the 2021 Leadership Camp, and the launch of a brand new scholarship program for graduating FYR athletes heading off to college.

OUR 2022 CHARITIES



The Capitola Junior Lifeguard program provides instruction in the basic fundamentals of ocean water safety, first aid, lifesaving, fitness and good sportsmanship. Activities include open water swimming, paddle boarding, body surfing, mock rescues, beach & water games, calisthenics, and work-outs.

As part of the company's commitment to local investment in the Santa Cruz community that RPM calls home, the Iron Compass works with the Capitola Foundation to provide program scholarships to kids who would otherwise be unable to participate in the Junior Guards program.



STOKED creates a community of fearless leaders through mentoring, opportunity, and action. Through mentorship and action sports culture, STOKED empowers underserved youth to reach their fullest potential, instilling passion, resilience and determination.

STOKED collaborates with schools, community organizations, and a network of dedicated mentors to bridge the opportunity gap for low-income youth, and prepare them for a vibrant, fulfilled life after high school.



AMBASSADORS

We're proud to have the support of a team of athletes, adventurers, and community leaders who believe in the mission of the Iron Compass and will serve as ambassadors for the 2022 10k Challenge.



Noah Ohlsen
787k IG followers
CrossFit Games Athlete



Griffin Colapinto
239k IG followers
Surfer/2021 U.S. Open Champion



Tori Boggs
558k IG followers
World Jump Rope Champion



Lindsey Jacobellis
211k IG followers
Olympic Snowboarder



Kelly Starrett
337k IG followers
Coach/Physical Therapist/Author



Ezekiel Lau
151k IG followers
Surfer



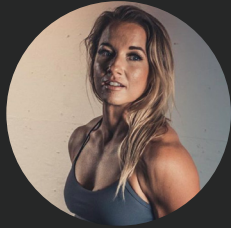
Eric Hinman

61.5k IG followers
Endurance Athlete/5x Ironman



Heather Black

51.5k IG followers
Fitness Trainer



Nicole Zapoli

55.7k IG followers
Trainer/Athlete



Crosby Colapinto

49.2k IG followers
Surfer



Brittany Diamond

53.2k IG followers
Pro Strongwoman



Tommy Marquez

46.5k IG followers
CrossFit News Personality



Jeff Adler

52k IG followers
CrossFit Games Athlete



Gustavo Vaz Tostes

40.1k IG followers
Head Trainer at WIT Fitness



Pat Barber

32k IG followers

CrossFit Games Athlete and Coach



Brynn Kurlan

17.6k IG followers

CrossFit Semifinal Athlete/Weightlifter



Niki Brazier

23.5k IG followers

CrossFit News Personality



Chelsey Grigsby

16.7k IG followers

CrossFit Games Athlete



Janyce Okamoto

22k IG followers

Olympic Weightlifter



Kyle Thiermann

14.8k IG followers

Podcaster/Big Wave Surfer



Heather Hippensteel

18.6k IG followers

CrossFit Games Athlete



Taylor Godber

11.9k IG followers

Snowboarder

PARTNER WITH US

Sponsorship

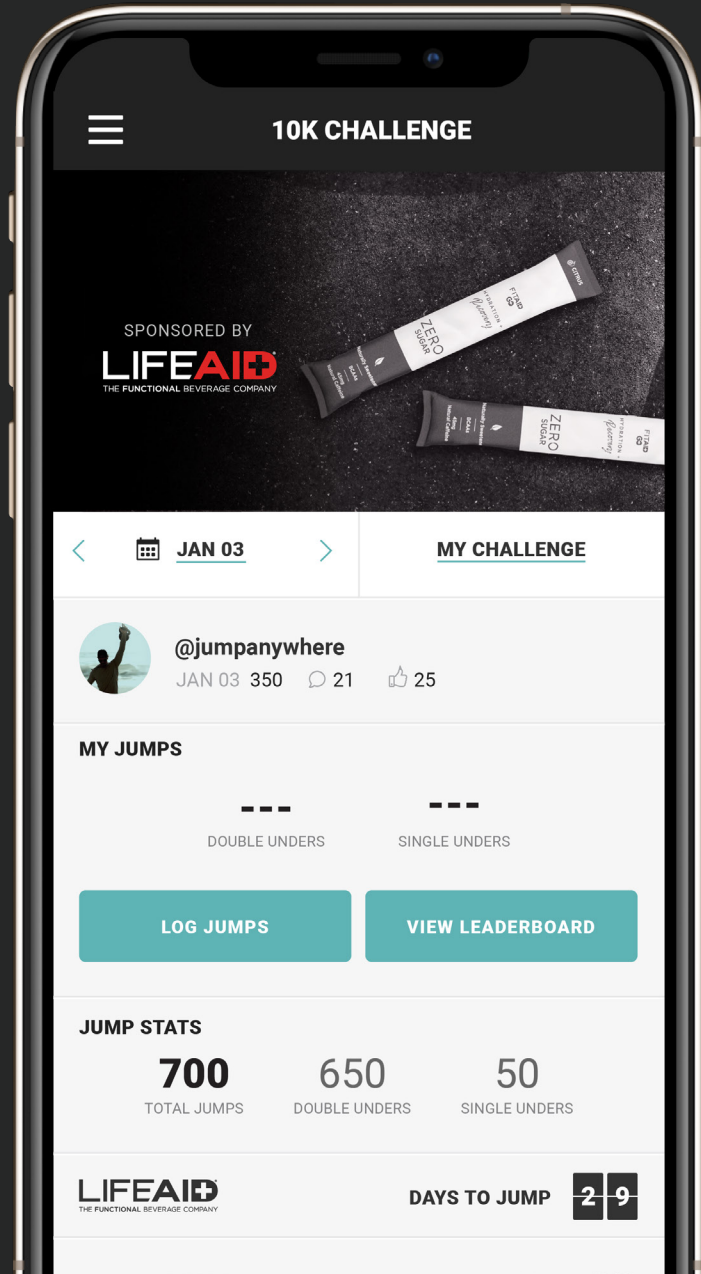
We partner with a growing number of our friends in the active lifestyle community to make each 10k Challenge more impactful and a better experience for our participants than the year before.

We're looking for brands who support the mission of the Iron Compass to partner with the 10k Challenge through product donations, cash sponsorships, and promotion of the event to help RPM Training Co. spread the word!

Partner Promotion

Your sponsorship of the 10k Challenge makes a profound difference in the lives of at-risk and underserved youth. As a thank you to the brands that make our charitable work possible, we provide our partners with a full month of regular exposure to the thousands of participants who engage with the 10k Challenge dashboard on a daily basis. In 2022, we're running the 10k Challenge through Atom, our first of its kind at-home functional training experience built on our immersive digital platform.

We also promote our partners through email campaigns, social media, and physical gift boxes... and are open to other creative ideas from your team!



SPONSORSHIP

10k Challenge Sponsor: \$5,000 & In-Kind Support

- Shared mailing list of email capture giveaway
- Video commercial spots in Atom dashboard
- Social posts on RPM Training Co. feeds
- Shout-outs in social posts from 10k Challenge Ambassadors (4.2m follower reach)
- Sponsorship position on 10k Challenge homepage and Atom dashboards
- Logo on all 10k Challenge-related newsletters and email campaigns
- Discount codes unlocked as reward features within 10k Challenge calendar
- Product sampling in 10k Challenge Finisher Boxes

10k Challenge Partner: In-Kind Support

- Social feature/giveaway partnership for one 10k Challenge featured workout
- Product sampling in 10k Challenger Finisher Boxes

Contact: oleonard@rpmtraining.com

10K Rpm CHALLENGE



10,000 double-unders. 30 days.
January 3 - February 2, 2022