



CEO CHALLENGES  
2009 OPPORTUNITY

*“You’re standing on a beach. Ahead of you lies a grueling **2.4-mile** swim, **112-mile** bike race and full **marathon**. It’s hot, your heart’s pumping and you’re wearing a rubber suit. And you thought running a company was difficult. Welcome to the world of CEO Challenges.”* - SURVIVAL OF THE FITTEST, Business Management Magazine, Feb ‘08

CEO Challenges ([www.ceochallenges.com](http://www.ceochallenges.com)) is the world leader in sport competitions for CEOs since 2001, and has captured the imagination of business leaders and the media worldwide. CEOs are, by nature, competitive people, and they love to be surrounded by others that share their passions for business and their favorite sport.

One company has the unique opportunity to REALLY get to know hundreds of CEOs that control Billions in business, have hundreds of thousands of employees, and Billions in personal wealth. By supporting the CEOs in their sport passion, this company will be able to **break through the incredible clutter** these high-profile people are subject to, and have the chance to present opportunities as a trusted advisor, as opposed to anonymous company.

CEO Challenges looks forward to the opportunity to work with the right company as the Presenting Sponsor of CEO Challenge worldwide events in 2009, and beyond.

**Background on CEO Challenges**

- The world leader in sport competitions for CEOs, with the ultimate goal of identifying the Best CEO in the World in many different sports
- Owner of 14 trademarks for CEO Challenges in various sports, including *Fittest CEO*®

- Events are open to CEOs, Presidents, Owners, or C-suite executives - limit is set to 25 per event
- Avg. size company is \$735 Million, predominant is privately-owned at approx. \$50 Million
- All events benefit charity – Challenged Athletes Foundation / ALS
- Began with CEO Ironman Challenge in 2001
- Founded by Ted Kennedy (20 years sales & marketing for international packaged goods companies, followed by 6 years with Ironman North America)
- Vision is to take the CEO Ironman Challenge concept to as many CEO-friendly sports as possible throughout the world



### Why do CEOs take part?

CEOs who take part in these events really do love to compete. They compete for business constantly, and love the feeling of accomplishment when they achieve success. These people have typically achieved any goal they have set out for themselves, and they like to be around people like themselves – goal-setting, high-achievers who let nothing get in their way. CEOs also participate for the very positive PR their companies receive (Wall Street Journal, Men's



Health, Forbes Small Business, and BusinessWeek have recently had articles featuring CEO competitors), the business networking opportunities, and the chance to meet CEOs who share their passion for business and their favorite sports.

### Past Participants

In 2008, 137 CEOs representing **\$195 Billion in revenue**, and **201,000 employees**, took part in the various CEO Challenge events worldwide.

Some of the high-profile CEOs that have taken part in CEO Challenge events:

- Mark Holowesko, Templeton
- Tim Hockey, TD / Canada Trust
- John Macfarlane, Tudor Investments
- Rob Walton, Wal-Mart
- Doug Lebda, Lending Tree
- Mike Zafirovski, Motorola (now at Nortel Networks)
- Sir Rocco Forte, Rocco Forte Hotels
- Ted Philip, founder of Lycos
- Colin Grassie, Deutsche Bank (right)
- Andy Bass, Toshiba Europe
- Martin Slark, Molex
- Chuck Bengochea, Honey Baked Ham



### 2009 Planned Events (as of Dec, 08) – [www.ceochallenges.com/calendar](http://www.ceochallenges.com/calendar)

- CEO Triathlon Challenge – 12 events, including St. Croix, Switzerland, the USA (7), Canada, off-road in Hawaii, and Thailand!
- CEO Golf Challenges – two, including the Masters
- CEO Driving Challenge – BMW Driving School
- CEO Cycling Challenge – with Tour de France celebrity rider George Hincapie
- CEO Hockey Challenge – Toronto
- CEO Fitness Challenge – Denver, NYC, Toronto...and many more to follow

### Feedback

Summary of post-event feedback from all CEO Challenge participants since 2001 (people who are obviously accustomed to exemplary service):

- Did not live up to my expectations 0
- Met my expectations 14%

- Exceeded my expectations 43%
- Far exceeded my expectations 43%

### Current Major Sponsors



### PRESENTING SPONSOR OPPORTUNITY

- Gain **very close, personal contact** with hundreds of CEOs that control Billions in revenue, have hundreds of thousands employees, and Billions in personal wealth
- Get your message in front of the CEO when they are **relaxed, focused, and enjoying** their life's passion
- Company **representative will be invited to attend each event**, get to know the CEOs, and be given the opportunity to address the group, including a 'company pitch'
- Ted Kennedy to **personally thank the company** for their support of the CEOs, and faith in our program
- CEO Challenge participants understand **reciprocation** – they will help companies that support what they love:
  - *I'm a relationship type of person, and doing business with a sponsor of the CEO Challenge is important to me" – Robert McFarland, CEO of Great Plains Imaging*
- Gain positive, incremental exposure for your brand via:

- **Company logo in CEO Challenge Ads in BusinessWeek** (4 per year, plus 2 over-wraps, and 4 email blasts)
- High profile **logo on racing uniforms** worn by the competing CEOs
- Logo in **printed programs** circulated at each event, on trophies and credentials, and on **every page of the CEO Challenges website** (5,000 visitors per month)
- Logo (with periodic messages) in the **monthly Newsletters** sent to the CEO Challenges opt-in database (950, and growing)
- **Product brochures and materials** inserted into the CEO Welcome Kits at each event
- Once companies experience the **power and revenue generating potential** of associating with CEO Challenges, they are reluctant to leave
  - Case in point – AIG Private Client Group signed on for a ‘one-year trial’ in 2008, and was so pleased with the association and incremental revenue, they **signed on for an additional 2 years for 2009 and 2010!**
- Bottom line – increase sales while positively associating your company with CEOs who embrace **health and fitness**

## APPENDIX

### In the News....

- ▶ “There’s even a growing business in catering to gung-ho execs. CEO Challenges, a Boulder, Colo., firm organizes sports events for C-level managers.”
  - *Masters of All Universes –The Wall Street Journal, September, 06*
- ▶ “Karbe will be among 18 high-level executives whose path to Hawaii began by signing up with CEO Challenge LLC in Boulder, Colo.”
  - *And Now, the Chief Endurance Officer –Business Week, Oct, 05*
- ▶ “The brainchild of former Ironman North America Executive and marketing whiz Ted Kennedy, the CEO Challenge takes the form of a grueling set of qualifying races.”
  - *Survival of the Fittest – Business Management, February, 08*
- ▶ “For a group of road-hardened examples, look to the competitors in the CEO Challenge, a program for CEOs competing in Ironman triathlons...At stake: the title “World’s Fittest CEO”.

- *The Aristocrat of Cardio –Men’s Health, Oct, 05*
- ▶ “Running has so infiltrated the corner office, in fact, that a CEO Marathon Challenge is in the works. (It is) the brainchild of Colorado promoter Ted Kennedy, who already organizes the CEO Ironman Challenge...”
  - *Great CEOs –Runner’s World, November, 05*

### Testimonials from CEOs

- ▶ “The CEO Challenge **surpassed my expectations** in so many ways, including receiving first class treatment for my friends and family and increasing the visibility of my business! I have been lucky to develop some **business from contacts made** via the CEO Challenge! Ted paves the way for an amazing experience”
- ▶ “Simply put, you folks are a class act. Your hard work, compassion, light-hearted attitude and friendly spirit made for the **experience of a lifetime!**”
- ▶ “Words truly cannot explain this **awesome experience**”
- ▶ “The event itself was fantastic, and the **organization was flawless**”
- ▶ “Thank you for running such a great event. I thoroughly enjoyed participating in the CEO Golf Challenge. I met lots of great people and I believe that it **will prove to be invaluable for business**. Count me in for next year!”
- ▶ “Thanks again for your wonderful hospitality. It was a truly memorable experience. The entire event was **exceptionally well run**”

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