



# SHANE McCONKEY EcoChallenge

We have one life, live it.  
We have one world, protect it.

2025 SPONSORSHIP OPPORTUNITIES





# WHAT'S INSIDE

- 3 About the Foundation
- 4 What is the SMF EcoChallenge?
- 5 Cycle of Awesomeness
- 6 WINNER HIGHLIGHT
- 7 How the challenge works
- 8 EcoChallenger Categories
- 9 Impact of the EcoChallenge
- 10 Your opportunity to perpetuate good
- 11 Powerful reach
- 12 Sponsorship levels
- 13 Other ways to help
- 14 Join us!







Shane McConkey touched countless lives worldwide with his achievements, generous spirit, laughter, and positive outlook on life. He was an innovator, a goofball, a friend, a husband, and a father. His incredible zest for life extended to a deep appreciation for the environment and all living creatures.

After Shane's passing, his wife, Sherry, and his friends across the world rallied together to continue his legacy.

## THE FOUNDATION

The Shane McConkey Foundation (SMF) is dedicated to honoring the legacy of Shane McConkey by inspiring and empowering individuals to embrace life with passion, creativity, and a spirit of adventure. We are committed to promoting environmental stewardship, supporting educational initiatives, and fostering a community of kindness and generosity. Through our efforts, we aim to make a positive impact on the world and carry forward Shane's values of innovation, humor, and love for nature and humanity.





# THE ECOCHALLENGE

The vision of the Shane McConkey EcoChallenge is to inspire and empower individuals, especially young people, to engage in creative and impactful environmental projects. By fostering a spirit of innovation and adventure, the EcoChallenge aims to cultivate a deep appreciation for nature and promote sustainable practices that protect and preserve our planet for future generations. Through education, community involvement, and hands-on initiatives, the EcoChallenge strives to create a global movement of environmentally conscious citizens dedicated to making a positive difference in the world.

We are encouraging students to become **EcoChallengers** for life.



**ENGAGE**



**INVOLVE**



**SUPPORT**



**PROMOTE**





# CYCLE OF AWESOMENESS

Over the years, we've identified a Cycle of Awesomeness. Not only do students projects benefit the Earth but participating in the Eco-Challenge also teaches them to:

## Explore Issues

The EcoChallenge encourages kids to identify environmental problems in their homes, schools, and communities.

## Find Solutions

Working in teams, the kids develop solutions to these issues and take tangible actions to make a positive impact.

## Motivate Change

Consequently, kids, parents, educators, and even local governments are challenged, inspired, educated, and motivated to adopt lasting changes that benefit the environment.

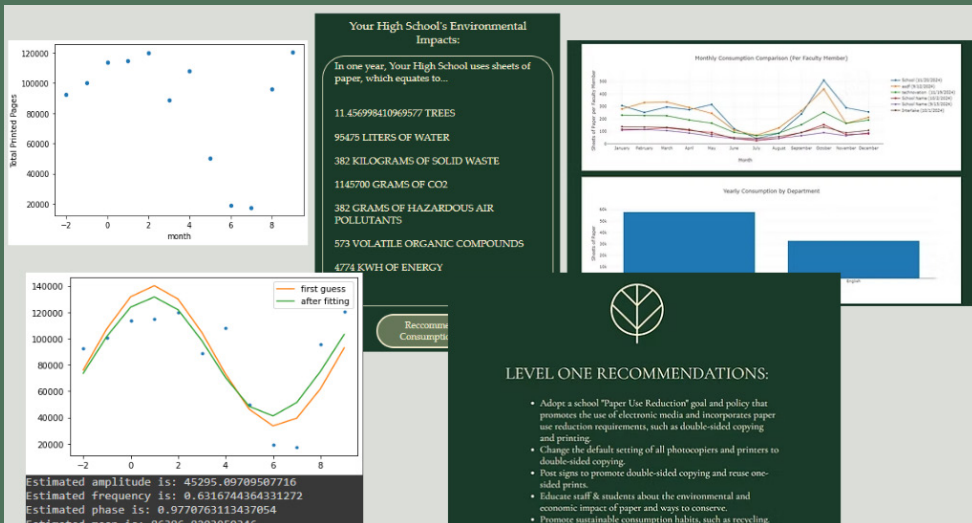
EXPLORE ISSUES



MOTIVATE CHANGE

FIND SOLUTIONS





## WINNER HIGHLIGHT

2025 EXPERT 1ST PLACE

# A Sustainable Future

New Jersey & Washington

### Mission:

Combat irresponsible paper usage in education and empower youth to overcome "activism anxiety" and become confident environmental advocates.

### Key Insights:

- U.S. schools use 47+ billion sheets of paper annually = 250 trees per high school
- Paper industry is the 4th largest greenhouse gas emitter in the U.S.
- 60% of youth feel climate anxiety, yet only 33% feel confident acting on it

### Focus Areas:

- Raise awareness about school paper consumption
- Encourage school-based policy change and sustainable practices
- Support peer-led action to reduce environmental overwhelm and anxiety





2025 Black Diamond 2nd Place - A Taste of Home, Vienna, VA

# HOW IT WORKS

The Shane McConkey EcoChallenge operates through a structured, engaging process designed to inspire environmental stewardship and action among young people.

## THE RULES FOR PARTICIPATION ARE SIMPLE:

1. Students can join as individuals or teams with an adult advisor.
2. Competition is open to students from Preschool through College/University
3. Entries can be submitted throughout the year but are due on Earth Day
4. Winners are announced May 15 and awarded a range of cash prizes
5. Prize money can benefit their school or nonprofit of their choice

Participation in the Shane McConkey EcoChallenge not only educates participants about environmental issues but also empowers them to make a real difference, **fostering a lifelong commitment to environmental stewardship.**

## PROJECTS ARE SORTED INTO CATEGORIES:

- Expert
- Black Diamond
- Blue Square
- Green Circle

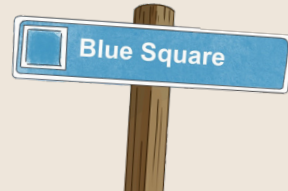
## JUDGES RATE EACH PROJECT ACCORDING TO:

- Environmental Impact
- Community Outreach
- Creativity
- Execution

Winners receive a dollar amount to be donated to the nonprofit of their choosing, learning in turn to give. All participants receive certificates to commemorate their efforts. Top tier winners become ambassadors for the EcoChallenge sharing the opportunity with other young change makers.



# ECOCHALLENGER LEVELS



**LEAD**

**ORGANIZE**

**INVOLVE**

**EDUCATE**

**CREATE**

## GREEN CIRCLE BEGINNER

Like beginner runs, these projects are wide open. Students can use upcycled materials, words or any medium to express a concern, passion or commitment.

## BLUE SQUARE INTERMEDIATE

Blue Square slopes are intermediate runs with a few bumps for added challenge.

These projects deliver measurable results and rely on research and data. Includes an action plan that involves support from school or local community.

## BLACK DIAMOND ADVANCED

Black Diamond is the ski slope rating symbol for advanced runs with steep gradients and confidence-building bumps.

These projects tackle complex issues by engaging your community, local government agencies, the media, and influential voices to get involved with your initiative to create meaningful change.

## DOUBLE BLACK DIAMOND EXTREME

Double Black Diamond is the ski slope rating symbol for the most difficult runs that have fewer skiers, variable conditions and more obstacles.

These projects address large-scale environmental issues and provide solutions that disrupt the status quo. Their impact goes beyond your local community.



# IMPACT PREVIOUS WINNERS

There have been so many inspiring EcoChallenge projects, here are just examples of how each tier has addressed an important environmental topic.

## RECYCLING AND COMPOSTING

**Green Circle Winners** have created art to educate about recycling, using upcycled materials.

**Blue Square Winners** have polled fellow students about recycling and composting knowledge and then held assemblies to educate their classmates.

**Black Diamond Winners** have implemented composting programs within their schools involving students and faculty in each step of the process.

**Double Black Diamond Winners** led community programs to collect unrecyclable plastics and transformed them into benches and then distributed the benches to schools, businesses, and organizations.

## ENERGY CONSERVATION CAMPAIGNS

**Green Circle Winner** created a video of simple conservation tips.

**Blue Square Winner** organized low-power hours at their school.

**Black Diamond Winner** launched a community-wide campaign involving an app developer, school district, and local government to track and reduce carbon output at peaker power plants.

**Double Black Diamond Winner** invented new renewable battery technology.

## COMMUNITY CLEANUP EFFORTS

**Green Circle Winner** created reminders for pet owners to dispose of their waste bags properly.

**Blue Square Winner** organized litter clean ups at their schools, measured the results, and presented to the school to encourage students proper disposal.

**Black Diamond Winner** led community-wide beach and waterway cleanups resulting in thousands of pounds trash being removed from sensitive areas.

## WILDLIFE PROTECTION

**Green Circle Winner** designed signs to inform tourists to be careful in turtle habitats.

**Blue Square Winner** educated classmates about the importance of the local bat population then built bat houses to distribute to local businesses to encourage a safe environment for this important species.

**Black Diamond Winner** collected over 10,000 golf balls from the floor of Monterey Bay, presented their findings to the Monterey Bay Aquarium and Pebble Beach Golf Course resulting in monthly cleanups.

**Double Black Diamond Winner** initiated city-wide incentives for restaurants to eliminate single-use plastics to protect local sea life.



# YOUR OPPORTUNITY TO PERPETUATE GOOD

Make a lasting impression on how youth perceive their ability to impact the environment in a positive way.

Position your organization as a leader in the action sports world and/or environmental movement and be recognized alongside sponsor partners such as Red Bull, Patagonia, Protect Our Winters and Jack Johnson's 'All at Once Foundation.'



2025 Black Diamond 1st Place



2025 Blue Square 1st Place

## THANK YOU TO OUR SPONSORS OVER THE YEARS



SHANEMCCONKEY.ORG



2025 Extreme 1st Place





# HOW OUR REACH PROMOTES YOUR BRAND

The Shane McConkey Foundation promotes the Eco Challenge nationwide via print, web, email, social media channels and through our vast network of partners, supporters, beneficiaries, fans, and educational institutions.

Enjoy exposure to an environmentally-conscious and athletic-minded audience by sponsoring the EcoChallenge.

2500+

Student participants

80k 

Facebook followers

25k

Instagram followers

3.5k+ 

Opt-in email subscribers

6.2k+ **TEDx**

TEDx Talk views & counting  
(Presented by Sherry McConkey)



## JOIN THE STUDENT-FUELED ECO-REVOLUTION

# SPONSORSHIP LEVELS

After minimal overhead, all sponsorship dollars and donations go back into our programs and the community.

### GREEN THUMB \$1,000

- Name/Logo displayed on SMF website.
- Name/Logo displayed on SMF email communications for one year.
- One (1) dedicated post on SMF and Eco Challenge social media channels (FB and IG).
- Name recognized in the official press release to national media.

### SEED STARTER \$2,000

- Name/Logo displayed on SMF website.
- Name/Logo displayed on SMF email communications for one year.
- Two (2) dedicated post on SMF and Eco Challenge social media channels (FB and IG).
- Name recognized in the official press release to national media.

### TREE HUGGER \$4,000

- Name/Logo displayed on SMF website.
- Name/Logo displayed on SMF email communications for one year.
- Three (3) dedicated posts on SMF and Eco Challenge social media channels (FB and IG).
- Name/Logo placement in our annual Eco Challenge video teaser premiered at Tahoe Art Haus and across the country at POW events and posted online via SMF and Eco Challenge website and social media channels.
- Name/Logo placement in our Eco Challenge print mailer sent to over 300 schools nationwide.
- Name/Logo placement in our Eco Challenge email invitation sent to over 500 schools nationwide.
- Name recognized in the official press release to national media.

### EARTH LOVER \$6,000

- Title Sponsor Name/Logo placement on SMF website.
- Title Sponsor Name/Logo placement on SMF email communications for one year.
- Six (6) dedicated posts on SMF and Eco Challenge social media channels (FB and IG).
- Title Sponsor Name/Logo placement our annual Eco Challenge video teaser premiered at Tahoe Art Haus and across the country at POW events and posted online via SMF and Eco Challenge website and social media channels.
- Title Sponsor Name/Logo placement in our Eco Challenge print mailer sent to over 300 schools nationwide.
- Title Sponsor Name/Logo placement in our Eco Challenge email invitation sent to over 500 schools nationwide.
- Title Sponsor Name/Logo placement in official press release to national media.

# MORE WAYS TO GET INVOLVED

## SWAG & SHARE

### **DONATE SWAG**

We are grateful for the support we receive from our Sponsor Partners in all forms. Donating swag is a great way to support the Eco Challenge and cultivate brand devotion in the youth category. Donated swag will be given to the winning teams in their prize bags.

### **SPREAD THE WORD**

Maybe you can't donate cash or swag at this time, but you can still help us by spreading the word about the Eco Challenge and by following us on Facebook and Instagram.

**@ShaneMcConkeyFoundation**

**@ShaneMcConkeyEcoChallenge**







**Let's set up a call or meeting:  
Email Sherry at [smcconkey@shanemcconkey.org](mailto:smcconkey@shanemcconkey.org)  
Learn more at [shanemcconkey.org](http://shanemcconkey.org)**