

THE 2ND ANNUAL
ABSOLUTELY GREATEST

SHANE MCCONKEY

Eternal Flame

GOLF TOURNAMENT

2025 SPONSORSHIP OPPORTUNITIES



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One life, **live it.** One world, **protect it.**

THE FOUNDATION

The Shane McConkey Foundation honors those who inspire positive change in the world and the lives of others. The goal of the Foundation is twofold: to carry on Shane's legacy through random acts of kindness and charitable giving and to inspire others to make a difference in the world at large.

Over the past 15 years, the Shane McConkey Foundation is proud to have awarded more than \$1M in grants and prize money. This year alone, we distributed \$40,000 in grants to local causes in the Truckee Tahoe area.



Benefiting

THE CYCLE OF AWESOMENESS

The Shane McConkey Eternal Flame Golf Tournament raises funds for the Shane McConkey EcoChallenge, Don't Drop the Top, and our annual RAD Grants.

The Shane McConkey EcoChallenge empowers kids to identify and resolve an environmental issue in their school or community. Teams create innovative projects that protect the environment and fight climate change. Winning teams are awarded a cash prize to donate to their school or nonprofit.

Don't Drop the Top is a program local to Truckee-Tahoe, started by the Donner Trail Elementary 2019 EcoChallenge winners, which collects unrecycleable plastic lids, caps, and tops and upcycles them into community benches and planter boxes. To date, we have reused 6000 pounds of unrecyclable plastic and have 11 drop-off locations throughout Truckee-Tahoe.

RAD Grants are made each year to projects that align with the goals of the Shane McConkey Foundation. In 2025, our RAD Grant of \$10,000 was donated to Gateway Mountain Center where kids can reconnect with nature to build confidence and grow capacity for their health and well being. Additional grants were made to High Fives Foundation, Humane Society of Truckee-Tahoe, and POW (Protect Our Winters).



SHANE MCCONKEY

Eternal Flame

GOLF TOURNAMENT

@ TAHOE CITY GOLF COURSE ON SEPTEMBER 18, 2025

For 15 years, the Shane McConkey Foundation has brought together hundreds of skiers, supporters, and members of the snowsports community for wildly unique winter events. And now, with the Shane McConkey Eternal Flame Golf Tournament, we are bringing that same Big Shane Energy to Tahoe's fairways.

WHAT THE EVENT LOOKS LIKE

Watch some of the world's greatest winter athletes dress up in ridiculous outfits to compete for prizes in the ultimate golf showdown.

With a shotgun start at 9am, five-person teams will play twice through 9 hilariously themed holes in support of the Shane McConkey Foundation.

There will be spectacular entertainment, delicious grub, and sidesplitting fun.

Funds raised benefit the EcoChallenge, Don't Drop the Top, and our RAD grants, which support scholarships, local nonprofits, and people in need.



Our Reach

A person wearing a hat and sunglasses is driving a red golf cart on a green golf course. In the background, there are lush green trees. A large bird, possibly a swan or goose, is in flight on the left side of the image. The overall scene is bright and sunny.

IN-PERSON

This is our inaugural event so we aren't quite sure how many participants we will have but you can bet it will be a sold out tournament with an outdoor-activity fueled crowd.

SOCIAL MEDIA

Our Instagram, Facebook and LinkedIn channels alone reach over 100K people. In addition, Tahoe City Golf Course promotes the event to their nearly 400K followers (*and this is before we tap into the massive audiences brought by our strategic partners*).

THROUGH OUR PARTNERS

With past SMF partners ranging from media and energy drink giants, to core outdoor brands and industry influencers, each partner promotes the event exponentially increasing our reach and visibility.

TITLE SPONSOR \$5,000

Appearance by **Sherry McConkey** at a mutually agreed upon event or activity for your brand or organization

Title Sponsor recognition in custom, collectible **Eternal Flame** artwork featured on apparel, posters and digital marketing materials.

Inclusion in all digital and print materials not limited to:

- Large-scale outdoor banners at Tahoe City Golf Course
- Titular naming on SMF website through August 31, 2026
- Titular naming in golf-related emails from SMF through August 31, 2026

Event day exposure includes but not limited to:

- MC announcement from Eternal Flame stage during event

Acknowledgement in **Eternal Flame** Social Media posts on **SMF** and **Tahoe City Golf Course** profiles through August 31, 2026, plus two dedicated pre-event posts and one follow-up post on **SMF** profiles through August 31, 2026.

HOLE IN ONE HERO \$2,500

Inclusion in all digital and print materials not limited to:

- Large-scale outdoor banners at Tahoe City Golf Course
- Primary sponsor placement on SMF website through August 31, 2026
- Primary sponsor placement in golf-related emails from SMF through August 31, 2026

Event day exposure includes but not limited to:

- MC announcement from Eternal Flame stage during event

Acknowledgement in **Eternal Flame** Social Media posts on **SMF** and **Tahoe City Golf Course** profiles through August 31, 2026, plus one dedicated pre-event posts and one follow-up post on **SMF** profiles through August 31, 2026.

LONG DRIVE LOCO \$1,500

Inclusion in all digital and print materials not limited to:

- Secondary sponsor placement below on SMF website through August 31, 2026
- Secondary sponsor placement in golf-related emails from SMF through August 31, 2026

Event day exposure includes but not limited to:

- MC announcement from Eternal Flame stage during event

Acknowledgement in **Eternal Flame** Social Media posts on **SMF** and **Tahoe City Golf Course** profiles through August 31, 2026, plus one group dedicated pre-event post and one follow-up group post on **SMF** profiles through August 31, 2026.

HOLE SPONSOR \$750

If you sponsor the hole, you get to pick the theme or game. Here are some ideas:

- Long drive contest with inflated ABS bag
- Closest to the pin drive in blades
- Closest to the Saucer
- Swords and Hammers
- Air Cannon
- Dizzy Bat Drive
- Putt with a Snowblade
- Play hole with lube on your hands
- Hit off a Red Bull can
- Or make up your own idea!

Inclusion in all digital and print materials not limited to:

- Tertiary sponsor placement below on SMF website through August 31, 2026

Event day exposure includes but not limited to:

- Ability to setup table/tent/interactive game as golfers play
- Tee box signage at one hole (your logo, co-branded with SMF)

SWAG SUPPORTER

If your company or organization prefers to donate product then we would be happy to accommodate you. We are seeking donations for our giveaway prizes, costume contest winner prizes, and winner swag bags. For swag donations exceeding the cost of \$250, we offer brand/logo inclusion of:

- In-kind sponsor placement on **SMF** website through August 31, 2026
- In-kind sponsor placement on all Constant Contact emails from **SMF** through August 31, 2026

Event day exposure::

- MC announcement from **Eternal Flame** stage during event

Key of Acronyms: **SMF**=Shane McConkey Foundation



Let's set up a call or meeting:
Email Sherry at smcconkey@shanemcconkey.org
Learn more at shanemcconkey.org

