

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



**SPONSORSHIP OPPORTUNITIES**





## What's Inside

Who We Are	3
What We Do	4
Where We are Going	5
How to Get There	6
Why Sponsor Us	7
What's In It For you	8
What We Need	9
Able to Do More?	10
Ready to Join the Fun?	11



## SHANE MCCONKEY FOUNDATION

# SERIOUS FUN, SERIOUS IMPACT

### WHO WAS SHANE MCCONKEY

Shane McConkey was a legendary figure in extreme sports, known for his pioneering contributions to skiing and BASE jumping. Born on December 30, 1969, Shane was a professional skier and BASE jumper whose innovative spirit and daring feats revolutionized both sports. Known for his infectious sense of humor and playful personality, Shane was often seen as a prankster and goofball. His ability to not take life too seriously endeared him to fans and fellow athletes alike. Shane deeply appreciated the environment and was passionate about protecting the natural world. His legacy includes inspiring others to care for the planet and engage in sustainable practices.

Shane inspired the world with his daring feats and contagious laughter. Now, we carry his legacy forward with the Shane McConkey Foundation.



### MISSION AND VALUES

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

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.

#### ADVOCACY

Amplify voices of the youth making important change.

#### SUSTAINABILITY

Assure foundation actions consider the planet first.

#### FUN

Everything we do keeps the spirit of Shane alive!





## SHANE MCCONKEY FOUNDATION WHAT WE DO

We're all about spreading Shane's zest for life and love for the planet. Our EcoChallenge empowers kids to tackle environmental issues head-on, turning problems into fun, community-driven solutions. It's like a science fair on Red Bull.

Our legendary fundraisers attract an international fan base, pitting renown athletes and amateurs in battles of snowblades, golf clubs, and crazy costumes.

### EVENTS

We host two highly-anticipated, irreverently-fun events during the year, Pain McShlonkey Classic + International Snowblade Day and the Eternal Flame Golf Tournament.

### AWARDS

Our annual Shane McConkey EcoChallenge awards students, from preschool through university, for environmental projects that they complete during the school year.

### GRANTS

Through our RAD Grant program, we support causes that were close to Shane's heart: kids, animals, and the environment.

### ENGAGEMENTS + AWARENESS

From TED Talks to event appearances, Sherry McConkey engages the public. We bring continued awareness through the support of programs such as Don't Drop the Top.



SHANE MCCONKEY FOUNDATION

# WHERE WE ARE GOING

Our ultimate goal is to create Environmental Advocates for Life across the nation.

## EcoChallenge Expansion

We continue to expand the reach of the EcoChallenge through outreach across the country.

## University Program Partnerships

We actively seek partnerships with University programs that align with our mission and can support the EcoChallenge.

## Community Leadership Challenge

We engage with community environmental leaders to spread the message of the EcoChallenge to students across the US.

## Ambassador Recognitions

We challenge winners of the EcoChallenge to become Ambassadors for the EcoChallenge in their community.



# HOW TO GET THERE

Currently, our biggest challenge is visibility. We seek to expand the EcoChallenge reach through a united PR campaign, expanded digital presence, direct reach into communities, and engagement with Corporate Partners to assure that all students across the US know they can make a difference in our planet's future.

## Engage through Corporate Partners

Partnering with environmentally-conscious corporations will help us expand our reach through their own outreach channels.

## Reach through Organizations

We seek like-minded organizations who can assist us in spreading the word to as many students as possible.

## Reach through Communities

We will continue to reach directly into communities to find the Eco-Leaders and engage them with the EcoChallenge.

## Expand digital presence

We seek to expand our digital presence through a dedicated PR campaign along with strategic brand partnerships.





# WHY SPONSOR US?

## POSITIVE IMPACT

Help us inspire the next generation of EcoWarriors. Your sponsorship allows kids to take real action on real issues. Encourage youth to embark on and grow their STEM learning.

## BRAND EXPOSURE

Get your brand seen by thousands of engaged, passionate individuals who care about the planet and love a good laugh.

## COOL FACTOR

Be part of a movement as cool as Shane on skis. We're not your typical foundation—we're a rocket-fueled engine of change.



Olympian Daron Rahlves tees off at the Shane McConkey Eternal Flame Golf Tournament



# WHAT'S IN IT FOR YOU?

## **SOCIAL MEDIA LOVE**

We'll shout your name from the mountain tops (seriously!) with sponsor love posts and features on our platforms.

## **EVENT PRESENCE**

Join us at events where your brand can shine among a crowd of thrill-seeking, environmentally-conscious adventurers.

## **JOIN THE FUN**

Get your team and employees involved, spread into your communities, find your inner EcoWarrior.

## **FEEL-GOOD VIBES**

Bask in the glow of knowing you're making a difference. Plus, you get to say you're part of the coolest foundation ever.



**Our Annual Pain McShlonkey Classic, held at Palisades Tahoe, draws notable snowsport athletes including Cody Townsend, Daron Rahlves, Michelle Parker, Amie Engerbretson, Wendy Fisher, Jeremy Jones, JT Holmes, Jonny Mosley, and more!**



# WHAT WE NEED

## **Financial Support in the amount of \$120,000 will allow us to complete the following objectives in Year One:**

- Connect community partners in 5 targeted regions
- Engage at least 1 corporate partner
- Elicit EcoChallenge entries from 50 different school districts

## **With continued support of \$400,000 in Year Two we will seek to expand to:**

- Grow community partners in 20 targeted regions
- Engage at least 3 more corporate partners
- Elicit EcoChallenge entries from 100 different school districts

## **With continued support of \$750,000 in Year Three we will seek to expand to:**

- Grow community partners in 50 targeted locations
- Engage at least 3 more corporate partners
- Elicit EcoChallenge entries from 150 different school districts

## **In addition to Financial Support, we also have opportunity for Non-Financial Support:**

### **Product and Swag**

Product and swag donations that can be used in our annual sweepstakes, giveaways, and prize bags for the Pain McShlonkey, Eternal Flame Golf Tournament, and EcoChallenge.

### **Promotional Support**

We would love for your company to share our mission, our fundraising events, and EcoChallenge information with your circle: leadership, employees, families, community, etc.

### **Participation**

We would love your company's employees to sponsor local initiatives, at the school, community and regional levels, and to involve the local township and corporation in creative EcoChallenge initiatives



# ABLE TO DO MORE?

## Make Shane McConkey Part of your Corporate Mission.

### FUNDING

\$120k gets us into 5 more regions:

- Northwest, Southwest

\$400k gets us into 20 more regions:

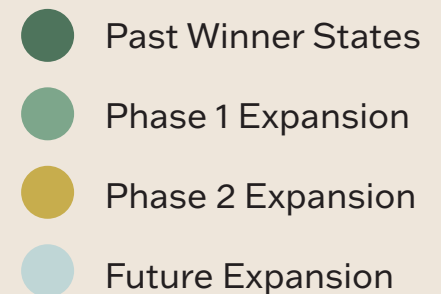
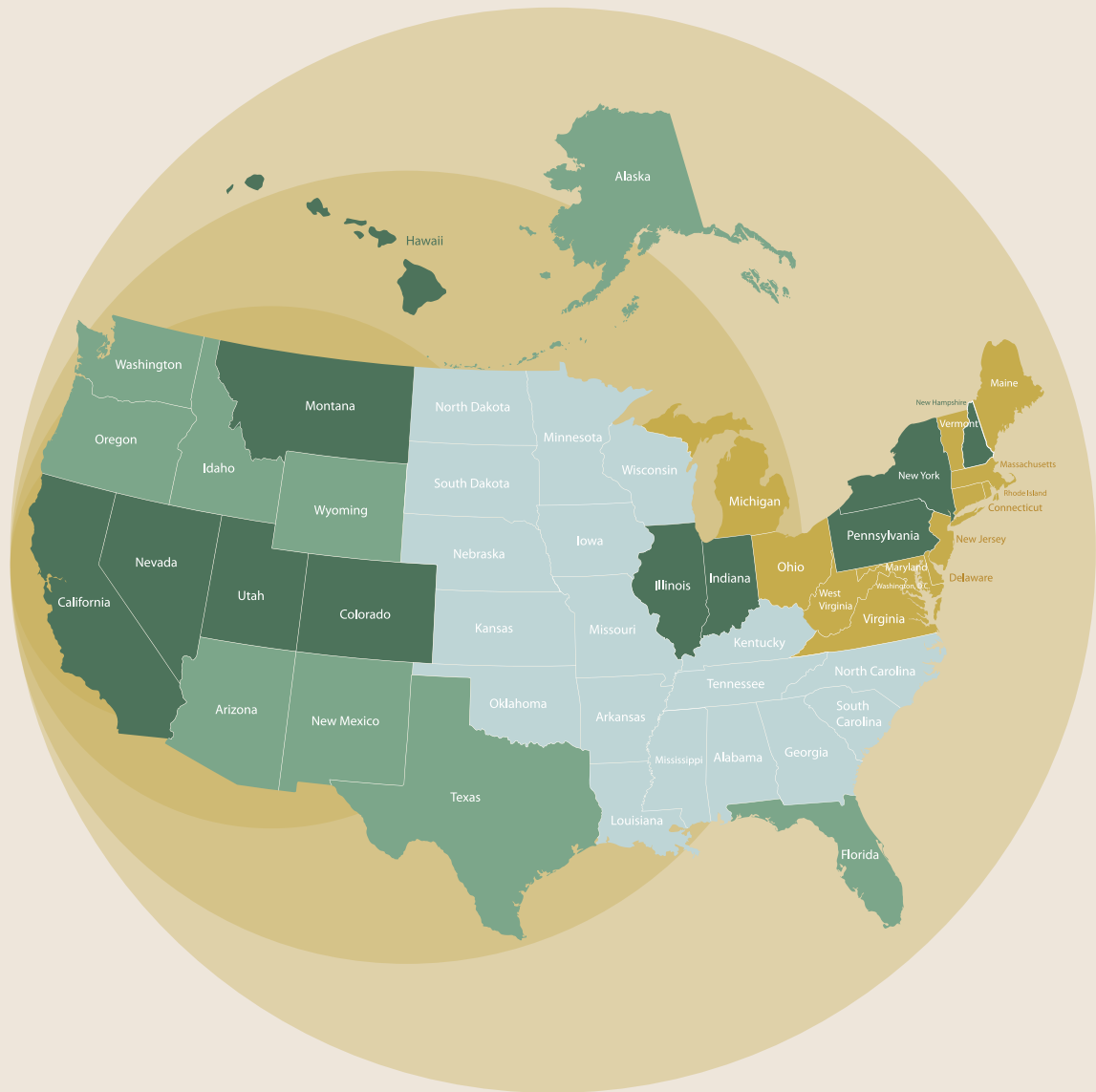
- East Coast, Western Ski Towns, Texas, Florida

### PARTICIPATION

Make your members champions in your own regions. Find the EcoWarriors within you

### PROMOTION

Shane McConkey proudly partners with organizations committed to the same ideals: Save the Planet that we all love!







## READY TO JOIN THE FUN?

Contact us today and let's make the world a more awesome place together. Because as Shane would say, if you're not having fun, you're doing it wrong!

For more information or to become a sponsor, reach out:

Sherry McConkey  
[smcconkey@shanemcconkey.org](mailto:smcconkey@shanemcconkey.org)

Don't forget to bring your sense of adventure. It's going to be a wild ride!

