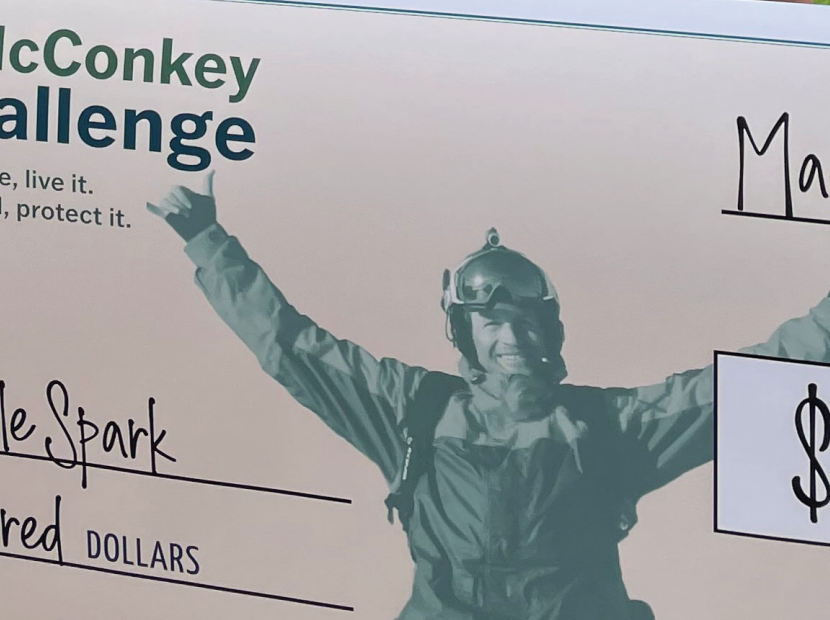




SHANE McCONKEY EcoChallenge

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

2027 SPONSORSHIP OPPORTUNITIES



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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



2026 Extreme Honorable Mention - The Sustainability Lens, Pleasanton, CA

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 EcoChallenge 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

2026 EXTREME • 1st Place

The Bionic Leaf

Arya Gurumukhi • Plano, Texas

Environmental Challenge:

Millions of people around the world still lack reliable access to electricity, while conventional energy sources continue to contribute to climate change and environmental degradation.

Innovative Solution:

Arya developed the Bionic Leaf, a renewable energy system that uses sunlight, water, and naturally occurring bacteria to produce clean liquid fuel. Designed to be affordable, scalable, and compatible with existing fuel infrastructure, the technology has the potential to expand access to sustainable energy in communities around the world.

Impact

- Working prototype developed after more than 100 design iterations
- Produces renewable fuel using sunlight, water, and bacteria
- Pilot testing underway in 15+ communities
- STEM workshops have reached 3,000+ students and community members



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 in mid-May 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:

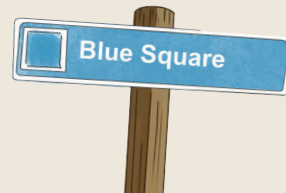
- Expert
- Black Diamond
- Blue Square
- Green Circle

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

Whether they're in elementary school or college, every EcoChallenge participant begins with the same thing: Curiosity.

The EcoChallenge is designed to help that curiosity grow into confidence, leadership, innovation, and lasting environmental impact. Each division builds on the skills developed in the one before it, encouraging students to take on increasingly ambitious projects as they grow.

Green Circle

"I can make a difference."

For many students, Green Circle is their first opportunity to explore environmental stewardship through hands-on learning. They identify local challenges, ask questions, and discover that even small actions can create meaningful change.

This year's Green Circle projects included students who:

- Collected and redistributed reusable bags to reduce waste
- Encouraged sustainable habits within their communities
- Inspired classmates and families through creative environmental education
- Demonstrated that every action—no matter how small—can make a difference

Students learn: **My ideas matter.**

Blue Square

"We can solve problems together."

Blue Square students begin thinking beyond individual actions. They organize classmates, collaborate with community partners, and measure the impact of their work while tackling more complex environmental challenges.

This year's Blue Square students:

- Created certified wildlife habitats using native plants
- Restored wildlife migration corridors by removing abandoned fencing
- Organized textile repair events with local volunteers
- Collected and donated more than 100 coats while teaching hundreds of students about textile sustainability
- Helped reduce the carbon footprint of campus dining through innovative food research

Students discover: **Working together multiplies our impact.**

IMPACT PREVIOUS WINNERS

Black Diamond

“Data can drive change.”

Black Diamond participants combine research, technology, engineering, and collaboration to address complex environmental challenges. Their projects often extend beyond school walls through partnerships with scientists, universities, nonprofit organizations, and local governments.

This year's Black Diamond projects:

- Built AI-powered neighborhood air quality forecasting tools
- Developed free PFAS mapping resources to help protect drinking water
- Used environmental data to advocate for native plant restoration
- Combined science, education, and policy to create scalable environmental solutions

Students realize: **Innovation begins with asking better questions.**

Extreme

“Our solutions can change the world.”

Extreme projects demonstrate what happens when students combine scientific research, entrepreneurship, engineering, and leadership. Participants build scalable solutions with the potential to influence policy, transform industries, and improve lives far beyond their own communities.

This year's Extreme students:

- Developed renewable energy technology powered by sunlight, water, and naturally occurring bacteria
- Built AI systems that provide early flood warnings for communities
- Created international recycling and sustainability education networks
- Founded nonprofits and climate advocacy initiatives
- Developed practical solutions that are already being tested in communities across the United States and beyond

Students know: **The future isn't something we inherit. It's something we build.**

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.'

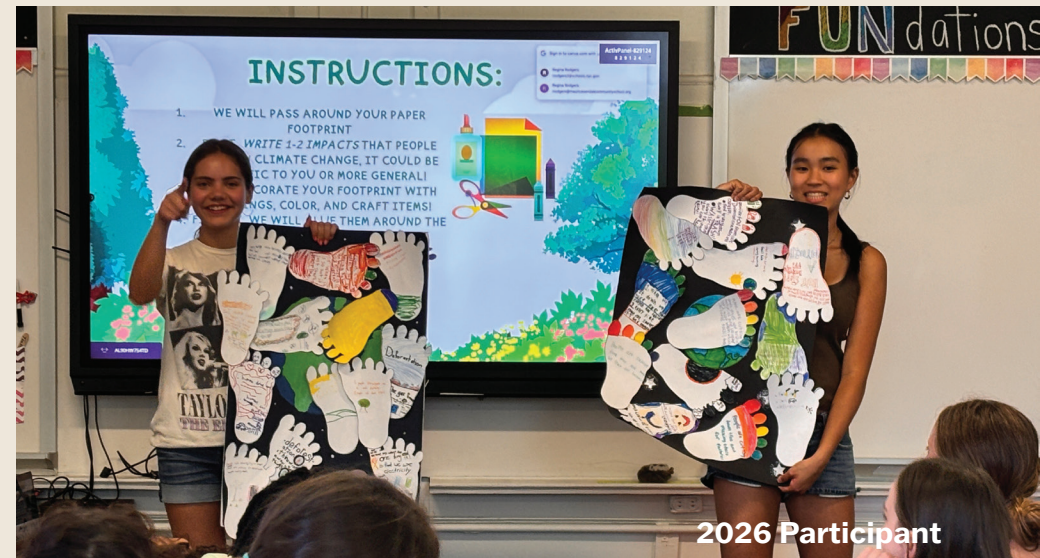
THANK YOU TO OUR SPONSORS OVER THE YEARS



SHANEMCCONKEY.ORG



2026 Blue Square 3rd Place



2026 Participant



2026 Participant



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

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2026 Blue Square 3rd Place



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