Sponsor Kit


ecochallenge
dot org
A dot is a simple thing.

A simple thing that represents something else. Like an idea, or a person, or an action. Seen from the right distance, a dot can even represent a planet. Like our own.

A dot may be a simple thing, and when it starts to multiply, it can also represent infinite opportunity. All it takes is an understanding of its potential, and some means of connecting it with other dots. From there, anything is possible. Because that’s when dots inspire actions, unite people, and begin to reshape this world of ours for the better. If you do it right, you can actually measure the impact of each and every connection.

That’s what Ecochallenge.org does. And that’s what you do, when you support Ecochallenge.org. Because your simple act inspires other simple acts, and together we connect intentions with actions, hopes with real, measurable solutions. Creating a global community of advocates and change makers, each doing what we can, in ways that are most relevant to us, to make this great spinning dot we call Earth a healthier, more equitable, more sustainable place.

That’s when incremental changes produce exponential change. When small moments catalyze a larger movement that opens eyes, breaks down barriers, and warmly welcomes the participation of others. Personal revolutions of thought and deed that create micro-communities of purpose and inspiration and optimism and, yes, a little good-natured competition among peers. Right in our own backyards. In our own hometowns. In the places where we work and gather and share. Global change on a one-to-one, human scale.

Together, we have connected millions of dots since we began this effort together. And the numbers show that our efforts are having a lasting and life-changing impact. But there is so much more work to be done. So add your dots to ours, and let’s scale up and welcome each and every person ready to do this work. Sponsor us today, and together, we can connect the dots.
COLLECTIVE IMPACT SINCE 2016

Ecochallenge.org is the launchpad for participants to experience “a-ha” moments that lead to extraordinary individual, environmental, and social change.

325K participants
2M+ actions taken
4.5K schools & organizations
139 countries
484K unique website visitors

AUDIENCE PROFILES

All Ecochallenge participants share a broad spectrum of sustainability interests and solution-based approaches to creating change. Below are our typical audience profiles.

63% of participants identify as female
38% of participants identify as non-white
65% of participants are 18-39 years old
86% of participants found the event through a school/workplace

USER SUCCESS

Exit surveys consistently confirm that Ecochallenge participants are engaged and activated, and that behavior changes are sustained long-term.

8.1 average score by surveyed participants on referring Ecochallenge to friends
8.5 out of 10 surveyed participants sustain behaviors beyond the challenge
65% of surveyed participants inspired people outside the event to take action
OFFER A MEMORABLE, TRANSFORMATIVE EXPERIENCE FOR YOUR NETWORK.
Create an Ecochallenge experience with us.

**BENEFITS**

Content creation
- Inform program challenges and actions

Exposure*
- Logo displayed prominently as part of the template of the Ecochallenge website (logo appears on all pages of the site, including prominently on the homepage).
- Sponsor name & logo in all press releases & on promotional flyers
- Business name acknowledgements in newsletters & on website
- Social media mentions up to and throughout the event

Engagement Support
- A free Ecochallenge.org discussion course of your choice for up to twenty employees (books included)
- Premium Access to event support and reporting ($1,000 total)
- Custom landing page for your Team(s)/Organization
- Team reports including engagement and impact statistics
- Event Summary Report for your organization. (See example.)

Offsets
- Offset carbon and water impact from the event (to double the impact)

*Ecochallenge.org received over 2.5 million page views during and after the 2018 People’s Ecochallenge in October.
TAKE ADVANTAGE OF AN UNIQUE OPPORTUNITY
for maximum exposure with thousands of participants taking action to benefit themselves, their communities, and the planet.

BENEFITS

Exposure*
- Logo displayed prominently as part of the template of the Ecochallenge website (logo appears on all pages of the site)
- Sponsor name & logo included in all press releases & on promotional flyers
- Business name acknowledgements in newsletters & on website
- Social media mentions up to and throughout the event

Engagement Support
- A free Ecochallenge.org discussion course of your choice for up to twenty employees (books included)
- Premium Access to event support and reporting ($750 total)
- Team reports including engagement and impact statistics
- Event Summary Report for your organization. (See example.)

*Ecochallenge.org received over 2.5 million page views during and after the 2018 People’s Ecochallenge in October.
CONNECT YOUR ORGANIZATION’S VALUES AND WORK with the passions and interests of participants.

**BENEFITS**

**Exposure***
- Co-sponsor or exclusive sponsor of an Ecochallenge category
- Logo displayed on the category landing page; the category pages each averaged over 20,000 page views in 2018
- Logo and name mention in at least one email to Ecochallenge participants
- Logo displayed on Ecochallenge sponsor page

**Engagement Support**
- Premium Access to event support and reporting ($750 total)
- Team reports including engagement and impact statistics
- Event Summary Report for your organization (see example)

*Categories vary for each challenge. The overlapping categories include energy, food, and transportation. We will work with you to determine the best match.
EXHIBIT YOUR BELIEF IN THE POWER OF COLLECTIVE ACTION
to create a healthy, vibrant, and sustainable world.

BENEFITS

Exposure*
• Logo displayed on Ecochallenge sponsor page
• Business name acknowledgements in newsletters and on website

Engagement Support
• Premium Access to event support and reporting ($750 total)
• Team reports including engagement and impact statistics
WE’RE BETTER TOGETHER.
Being an Ecochallenge Nonprofit Partner is the perfect way to expand your network, gather valuable data, and connect participants to your mission.

Two levels of nonprofit partnership are available. Additionally, Title Partnership may be available depending on the challenge, and is by invitation only.

CATEGORY PARTNER

Benefits
- Co-sponsor or exclusive sponsor of an Ecochallenge category
- Option to propose new action and/or resource for the category
- Linked logo displayed on the category landing page; the category pages averaged over 20,000 page views each in 2018
- Logo, name, and brief description mentioned in at least one email to participants
- Logo displayed on Ecochallenge sponsor page and event summary report
- Premium Access to event support and reporting ($750 value)
- Team reports including engagement and impact statistics
- Event Summary Report for your organization (see example)

Expectations
- Partner is a nonprofit and has a mission aligned with the specific category
- Partner does not have the financial means for paid sponsorship
- Partner has a mailing list of at least 50,000 subscribers and a social media reach of at least 30,000 people (or other comparable outreach, please contact us with your ideas)
- Partner is committed to sharing the event in dedicated emails and social media posts
SUPPORTING PARTNER

Benefits

• Logo displayed on Ecochallenge sponsor page and event summary report
• Premium Access to event support and reporting ($750 value)
• Team reports including engagement and impact statistics

Expectations

• Partner does not have the financial means for paid sponsorship
• Partner has a mailing list of at least 20,000 subscribers and a social media reach of at least 5,000 people (or other comparable outreach, please contact us with your ideas)
• Partner is committed to sharing the event in dedicated emails and social media posts
Ready to connect the dots with us?

email Liz@ecochallenge.org for more details.