A diverse group of people, including a Black woman, a man with a beard, a woman with glasses, an older man, a woman in a striped shirt, a man in a dark shirt, and a woman in a white top, are walking together in a grassy field. They are all smiling and looking towards the right. A large teal circle is overlaid on the image, containing the text 'sponsorship opportunities' and 'IMPACT. ENGAGEMENT. RETENTION.'.

# sponsorship opportunities

IMPACT. ENGAGEMENT. RETENTION.

**ecochallenge**  
dot org



## about echallenge.org.

**OUR VISION.** We believe a sustainable world is possible, where everyone has fresh air to breathe, clean water to drink, enough healthy food, and a stable climate to live in.

**OUR MODEL FOR CHANGE.** And we believe that our individual behaviors are essential in creating this world, one that is realized by everyday people raising voices and taking action together.

**OUR APPROACH.** We focus on solutions. Through our Echallenge Platform and Discussion Courses, we connect everyday changemakers with research-backed actions to positively affect our world. We show people – through the habits they make – how our collective behavior builds systems that forge the world we desire.

**OUR COMMITMENT TO JUSTICE & EQUITY.** Our solutions-focused work upholds and revitalizes just and equitable systems. We know a better shared future can only exist when we hold in earnest all inhabitants on this dot we call *home*.

**TOGETHER.** We are connecting the dots between our actions, our impact, and our capacity to create significant global change. Each time our dots are connected, we take another step forward. So here we are. Let's work together!



## impact + audience.

across public +  
private ecochallenges  
& discussion courses

246k  
ECOCHALLENGERS

2.4m  
ACTIONS TAKEN

within categories such as  
waste, food, energy, climate,  
transportation, social justice,  
healing & renewal, health,  
community, and more

spaces of business,  
spaces of learning,  
spaces of faith,  
and more.

4.5k  
ORGANIZATIONS

139  
COUNTRIES

along with students,  
educators, and general  
community members

60%  
PARTICIPANTS ARE  
EMPLOYEES / STAFF

70%  
PARTICIPANTS ARE  
20-59 YRS OLD

### OUR ONLINE COMMUNITY\*

email **74K**  
pageviews **10.2m**

facebook **6K**  
instagram **2.1K**  
twitter **2.5K**

\*as of Jan 2021

ECOCHALLENGE.ORG



# engagement.



## DEEPER ENGAGEMENT.

The Ecochallenge platform inspires deeper engagement and a stronger sense of community among folks within places of learning, business, faith – wherever people gather – than other behavior-change platforms.

## METRICS.

Every Ecochallenger builds better habits during an Ecochallenge, and can witness in real-time how their actions contribute to positive collective impact.



## BETTER HABITS.

8.5 out of 10 Ecochallengers sustain behaviors beyond an Ecochallenge, with newly-built habits that create more environmental + social good. 6.5 out of 10 also inspired not-yet-Ecochallengers to take action!



## BRAND LOYALTY.

Ecochallengers build trust with impact- and values-driven companies showcased within Ecochallenge Actions descriptions, Actions Resources, and Ecochallenge Categories.

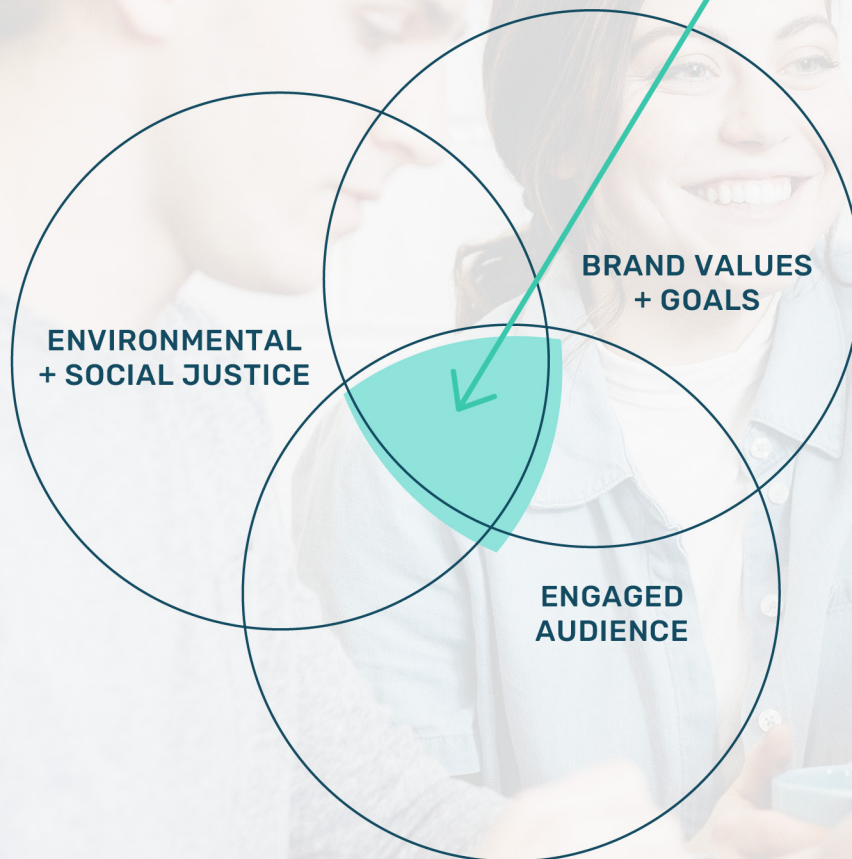


## brands we work with.





## the sweet spot.



### WE HELP BRANDS:

**SHOWCASE** your commitment to environmental and social justice.

**ENGAGE** your community in sustainability experiences that integrate your brand's values & goals to create a better shared world.

**SHARE** your story, optimize engagement with an audience of hundreds of thousands.

**MEASURE** culture change, behavior change. Explore impact metrics in real-time from actions taken. Strengthen your reputation externally, while boosting morale internally.



# sponsorship types

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## presenting sponsor.

**\$25,000** | AVAILABILITY: 1

**OFFER A MEMORABLE, TRANSFORMATIVE EXPERIENCE FOR YOUR NETWORK. CREATE AN ECOCHALLENGE WITH US.**

### **CONTENT CREATION**

- Inform Ecochallenge actions.

### **EXPOSURE**

- Logo displayed prominently across the Ecochallenge website (logo appears on all webpages, including prominently on the homepage).
- Sponsor name & logo in digital ads & on promotional collateral.
- Business name acknowledgements in marketing emails.
- Social media mentions before and throughout the event.

### **ENGAGEMENT SUPPORT**

- Premium Access to Platform support and reporting (\$1,000 total).
- Custom landing page for your Team(s)/Organization.
- Team reports including engagement and impact statistics.
- Event Summary for your organization. (See example.)
- A free Ecochallenge.org Discussion Course of your choice for up to twenty people (facilitation + books included).

### **OFFSETS**

- Offset carbon & water impact from the Ecochallenge (to double the impact).





## title sponsor.

**\$10,000** | AVAILABILITY: 4

**TAKE ADVANTAGE OF A UNIQUE OPPORTUNITY FOR MAXIMUM EXPOSURE WITH THOUSANDS OF PARTICIPANTS TAKING ACTION TO BENEFIT THEMSELVES, THEIR COMMUNITIES, AND THE PLANET.**

### **EXPOSURE**

- Logo displayed on Sponsors page and in marketing emails.
- Social media mentions before and throughout the event.

### **ENGAGEMENT SUPPORT**

- Premium Access to Platform support and reporting (\$1,000 total).
- Team reports including engagement and impact statistics.
- Event Summary for your organization. (See example.)
- A free Ecochallenge.org Discussion Course of your choice for up to twenty people (facilitation + books included).





## category sponsor.

**\$7,500 EXCLUSIVE | \$4,000 CO-SPONSOR**

**CONNECT YOUR ORGANIZATION'S VALUES AND WORK WITH THE PASSIONS AND INTERESTS OF PARTICIPANTS.**

### **EXPOSURE**

- Co-sponsor or exclusive sponsor of an Ecochallenge category.
- Logo displayed on the category's landing page; the category pages each averaged over 22,000 page views in 2020.
- Logo and name mention in at least one marketing email to Ecochallenge participants.
- Logo displayed on Sponsors page.

### **ENGAGEMENT SUPPORT**

- Premium Access to Platform support and reporting (\$750 total).
- Team reports including engagement and impact statistics.
- Event Summary for your organization. (See example.)





## supporting sponsor.

\$3,000

**EXHIBIT YOUR BELIEF IN THE POWER OF COLLECTIVE ACTION  
TO CREATE A HEALTHY, VIBRANT, AND SUSTAINABLE WORLD.**

### **EXPOSURE**

- Logo displayed on Sponsors page.
- Business name acknowledgements in one marketing email.

### **ENGAGEMENT SUPPORT**

- Premium Access to Platform support and reporting (\$750 total).
- Team reports including engagement and impact statistics.



# let's work together!

**LET'S HAVE A CONVERSATION!**

email: [liz@ecochallenge.org](mailto:liz@ecochallenge.org).

**FOR MORE DETAILS AND OTHER WAYS TO ENGAGE WITH US,**

visit: [ecochallenge.org/partners](http://ecochallenge.org/partners)