

ECOCHALLENGE.ORG



2018 SPONSORSHIP PACKET

Events | Benefits | Levels



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OVERVIEW

NORTHWEST EARTH INSTITUTE

We envision a world where EcoChallengers live every moment with the hunger and power for positive action.

We believe the solutions to Earth's biggest challenges lie in the power of collective action. By taking action in our own lives and through the communities, schools, and organizations we are part of, we can contribute to a world of impact. For 25 years, NWEI has been "inspiring people to take responsibility for Earth." We have helped over 200,000 people around the world take many small steps that lead to big changes for the planet.

EcoChallenge is the way to live out your desire to better our world.

EcoChallenge gives schools, organizations, and communities the tools and inspiration to accomplish their sustainability engagement and action goals. Our digital platform elevates solutions, facilitates action, and visualizes impact. Participants and teams engage in fun and friendly competition while creating new habits that benefit communities and the planet. By incentivizing and celebrating both effort and impact, EcoChallenge gives aspiring leaders the resources and confidence to take on the world's biggest challenges.

REQUEST

Take the lead. Share your organization's value of sustainability.

EcoChallenge is the preeminent way to engage, educate, and activate students and professionals on issues of sustainability. This year we have two amazing opportunities for marketing your sustainability values to our growing audiences. We expect our spring and fall challenges to engage nearly 30,000 people. We are so grateful for our partners and sponsors who help make these challenges possible.

We'd like to invite your organization to consider sponsorship for spring and/or fall 2018 EcoChallenges. You'll be supporting a program which has already helped 40,000+ people take 530,000+ positive actions for communities and the planet.

Each year, the success of the EcoChallenge program continues to grow. This year we expect to exceed 40,000 participants across all EcoChallenge events. As a sponsor, we are also excited to work with you to help your organization accomplish your engagement goals during the EcoChallenges. Our expanded custom support and reporting will ensure that this event is a big success for your organization!

Thank you for your consideration. Please see the opportunities and sponsorship levels listed in the following pages. We look forward to hearing from you about being a sponsor this year.

2018 MAJOR EVENTS

DRAWDOWN CHALLENGE

APRIL 4-25

Engagement Goal: 12,000

We are thrilled to be partnering with Project Drawdown this year to offer the Drawdown Challenge! Drawdown is based on meticulous research that maps, measures, models, and describes the most substantive solutions to global warming that already exist. With the global spotlight of the climate movement on Drawdown solutions, this challenge will be an ideal opportunity to share your environmental values with the world.

OCTOBER CHALLENGE

OCTOBER 3-24

Engagement Goal: 15,000

For a 10th year straight, we'll be offering a sustainability challenge to schools, businesses, and communities across the world. This event has grown over the years from a few hundred people taking action in the northwest to over 12,000 people in 2,100 cities across 83 countries last year. With its broad focus, the October Challenge is the ideal opportunity to tie your brand to a part of the sustainability movement.

NEW YORK TIMES BESTSELLER

DRAWDOWN
THE MOST COMPREHENSIVE
PLAN EVER PROPOSED TO
REVERSE GLOBAL WARMING
EDITED BY PAUL HAWKEN



NORTHWEST EARTH INSTITUTE

2018 EcoChallenge

OCTOBER 3 - OCTOBER 24, 2014

[PARTICIPANTS](#)

[TEAMS](#) ▾

[SPONSORS](#)

[ABOUT](#) ▾

[DASHBOARD](#)

TAKE THE CHALLENGE!

EcoChallenge is a fun and social way to take action on the issues you care about. Take the challenge, and see how two weeks of action can add up to a lifetime of positive change.

TITLE SPONSOR

Being an EcoChallenge Title Sponsor is a unique opportunity for maximum exposure with thousands of participants taking action to benefit their communities and the planet.

CO-SPONSOR: \$10,000 (DRAWDOWN) | \$7,500 (OCTOBER) | \$12,000 (BOTH)

BENEFITS

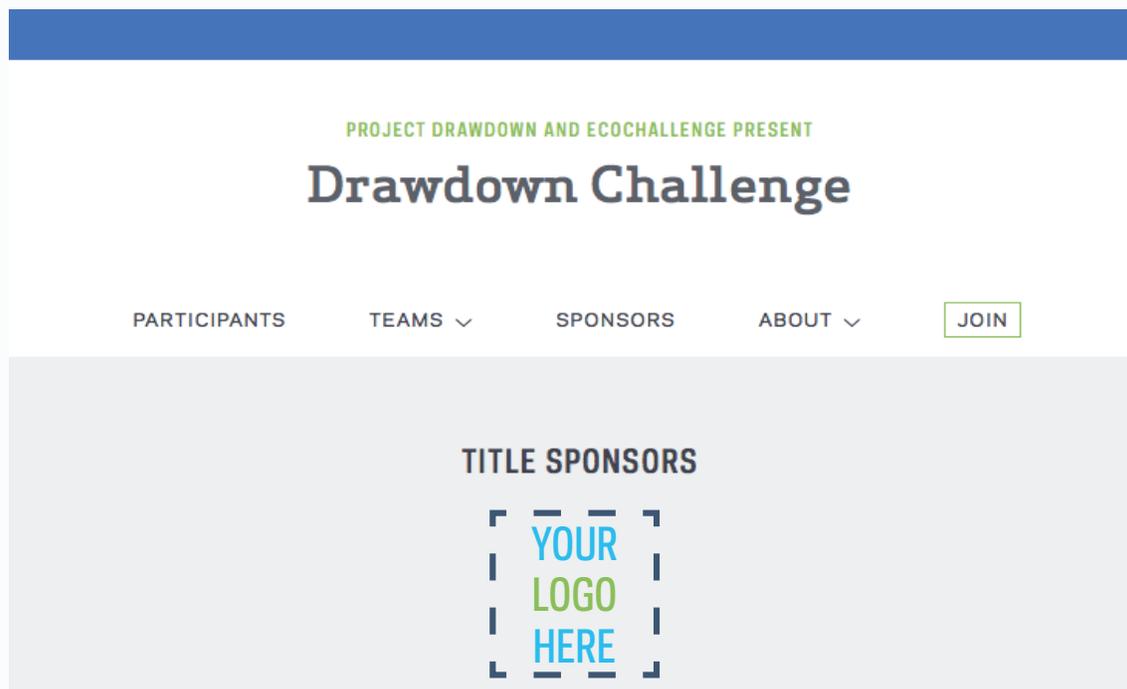
Exposure*

- 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 and logo included in all press releases and on promotional flyers
- Business name acknowledgements in NWEI newsletters and on NWEI's website
- Acknowledgements through NWEI's social networks up to and throughout the event

Engagement Support

- A free NWEI discussion course of your choice for up to twenty employees (books included)
- [Premium Access](#) to event support and reporting (\$500 value)
- Team reports including engagement and impact statistics
- Event Summary Report for your organization ([see example](#))

*EcoChallenge.org received over 1.5 million page views during and after the 2017 event



CATEGORY SPONSOR

Being an EcoChallenge Category Sponsor* is the perfect way to connect your organization's values and work with the passions and interests of participants.

EXCLUSIVE: \$7,500 (DRAWDOWN) | \$5,000 (OCTOBER) | \$10,000 (BOTH)
CO-SPONSOR: \$5,000 (DRAWDOWN) | \$3,500 (OCTOBER) | \$6,000 (BOTH)

*Many categories are related in each challenge. The categories overlapping directly include energy, food, and transportation.

BENEFITS

Exposure

- Co-sponsor or exclusive sponsor of an EcoChallenge category
- Logo displayed on the category landing page; the category pages averaged over 20,000 page views each in 2017
- Logo and name mention in at least one email to EcoChallenge participants
- Logo displayed on EcoChallenge sponsor page
- Business name acknowledgement on the NWEI website and in the NWEI newsletter

Engagement Support

- **Premium Access** to event support and reporting (\$500 value)
- Team reports including engagement and impact statistics
- Event Summary Report for your organization ([see example](#))

The screenshot shows the 'DRAWDOWN DRAWDOWN CHALLENGE' website for the period 'JULY 1 - JULY 1, 2018'. The navigation menu includes 'DASHBOARD', 'TEAMS', 'COMPETITIONS', 'PARTICIPANTS', 'IMPACT', 'FEED', and 'ADMIN'. The main content area is titled 'FOOD' and features a 'BACK TO ALL CHALLENGES' link. A large dashed box contains the text 'YOUR LOGO HERE' and 'Challenge Sponsor'. Below this are four challenge cards:

- #3 REDUCED FOOD WASTE**: I will cook 0 meal(s) with zero waste each day. [LEARN MORE]
- #4 PLANT-RICH DIET**: I will enjoy 2 meatless meal(s) per day. [LEARN MORE] **✓ SELECTED**
- #9 SILVOPASTURE**: I will research and learn about silvopasture. [LEARN MORE] **SELECT**
- #11 REGENERATIVE AGRICULTURE**: I will explore the Regeneration International website. [LEARN MORE] **SELECT**



SUPPORTING SPONSOR

Being an EcoChallenge Supporting Sponsor shows that your organization believes in the power of collective action to create a healthy, vibrant, and sustainable world.

CO-SPONSOR: \$1,500 (DRAWDOWN) | \$1,500 (OCTOBER) | \$2,500 (BOTH)

BENEFITS

Exposure

- Logo displayed on EcoChallenge sponsor page
- Business name acknowledgement on the NWEI website and in the NWEI newsletter

Engagement Support

- **Premium Access** to event support and reporting (\$500 value)
- Team reports including engagement and impact statistics



NEXT STEPS

Ready to be part of the EcoChallenge in 2018? Email liz@nwei.org for more details.



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