

ECOCHALLENGE.ORG



2019 SPONSORSHIP PACKET

Events | Benefits | Levels



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OVERVIEW

ECOCHALLENGE.ORG

Everyday actions with a **big** impact.

For over 25 years, we've inspired, educated and activated individuals around community-based change. To date, Northwest Earth Institute has engaged over 240,000 individuals and 4,500 organizations through solutions-focused programs. Our approachable and ready-to-use social and digital tools provide a unique framework for talking about our relationship with the world and sharing new ways to listen, live, and create positive action. They provide the launchpad for participants to experience "ah-ha" moments that lead to extraordinary environmental and social change.

EcoChallenge.org is the way to live out your desire to better our shared 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.org is the preeminent way to engage, educate, and activate students and professionals on issues of sustainability. This year we have two opportunities for marketing your sustainability values to our growing audiences. We expect our spring and fall challenges to engage over 50,000 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 2019 EcoChallenges. You'll be supporting a program which has already helped 72,500 people take over 1.5 million positive actions for communities and the planet.

Each year, the success of the EcoChallenge program continues to grow. This year we expect to exceed 100,000 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.

2019 MAJOR EVENTS

DRAWDOWN ECOCHALLENGE

APRIL 3-24

25,000 Participant Goal
100,000+ Unique Visitors Goal

We are thrilled to be partnering with Project Drawdown again this year to offer Drawdown EcoChallenge! 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 on Drawdown solutions, this challenge is an ideal opportunity to share your environmental values with the world.

OCTOBER ECOCHALLENGE

OCTOBER 2-23

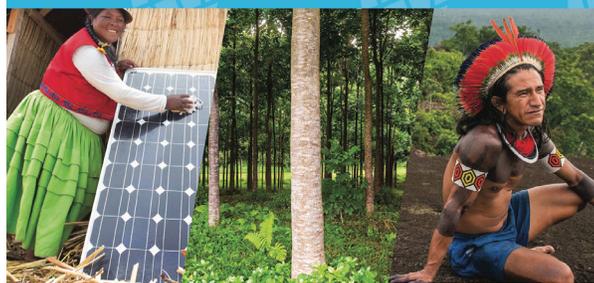
30,000 Participant Goal
125,000+ Unique Visitors Goal

Our annual sustainability challenge engages 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 16,000 people in 2,400 cities across 78 countries last year. With its broad focus, the October Challenge is a perfect opportunity to tie your brand to the ever-growing sustainability movement.

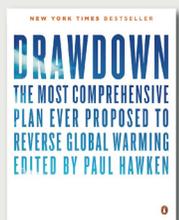


APRIL 3-24, 2019

DRAWDOWN ECOCHALLENGE



CAMPUSES, COMMUNITIES, & WORKPLACES
PUTTING SOLUTIONS INTO ACTION



NEW YORK TIMES BESTSELLER
DRAWDOWN
THE MOST COMPREHENSIVE
PLAN EVER PROPOSED TO
REVERSE GLOBAL WARMING
EDITED BY PAUL HAWKEN

Drawdown EcoChallenge is a fun and social way to learn about and take measurable action on the most substantive solutions to global warming. Take the challenge, stretch your limits, and see how three weeks of learning and action adds up to a lifetime of change for you, your community, and the planet!

Registration opens February 15th.

DRAWDOWN.ECOCHALLENGE.ORG



2018.ECOCHALLENGE.ORG

OCTOBER ECOCHALLENGE



CAMPUSES COMMUNITIES WORKPLACES

TOGETHER FOR CHANGE

THE POWER OF COLLECTIVE ACTION

EcoChallenge is a fun and social way to take measurable action on the environmental and social issues you care about. Take the challenge, and see how three weeks of learning and action can add up to a lifetime of positive change for you, your community, and the planet!

Join now, registration is open.

2018.ECOCHALLENGE.ORG

IMPACT AND AUDIENCE DATA

COLLECTIVE IMPACT SINCE 2016

EcoChallenge.org is the launchpad for participants to experience “ah-ha” moments that lead to extraordinary environmental and social change.

63K participants

1.2M actions taken

4.5K schools and organizations

85 countries



427K
PLASTIC ITEMS NOT
USED



242K
SUSTAINABLE MEALS
CONSUMED



381K
MILES OF
ALTERNATIVE
TRANSPORTATION

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 or 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
(scale from 1 - not likely at all, to 10 - extremely likely)

8.5 out of 10 surveyed participants sustain behaviors beyond the challenge

65% of surveyed participants inspired people outside the event to take action

“Knowing caring people are out there in the thousands was a powerful boost to my own personal efforts. Onward!

~ 2018 EcoChallenge Participant

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.

\$7,500 Drawdown or October

\$12,000 Both EcoChallenges

BENEFITS

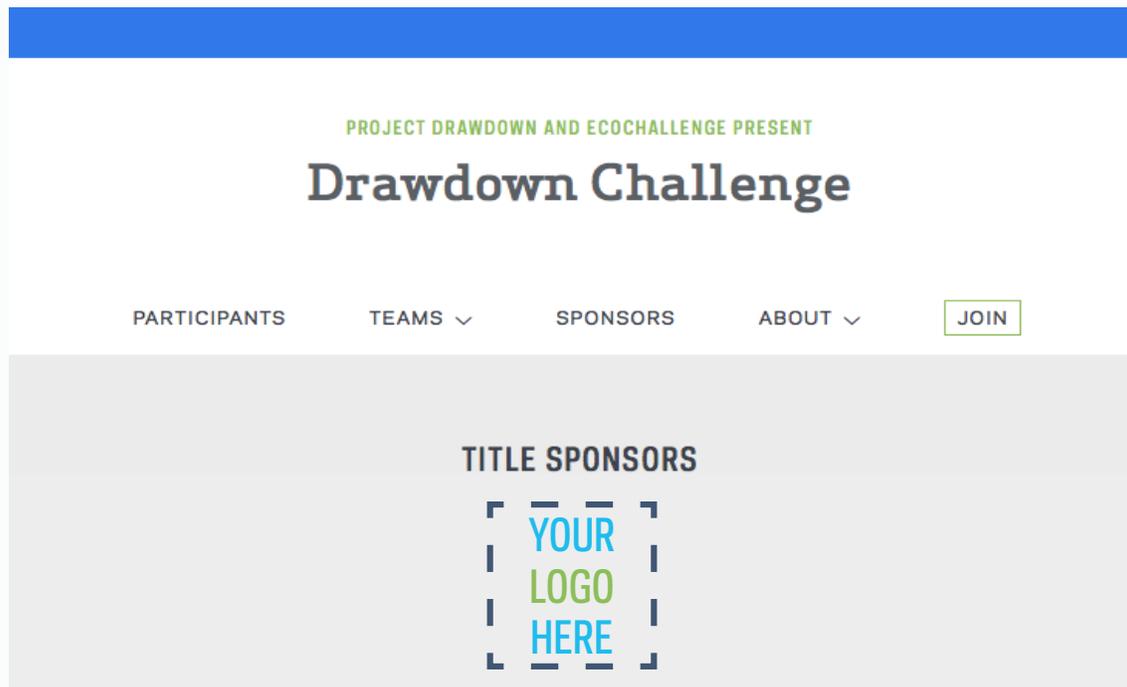
Exposure*

- 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 newsletters and on website
- Social media mentions 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 (\$750 value)
- 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 October 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 \$5,000 (Drawdown or October) or \$8,000 (Both)
Co-Sponsor \$3,500 (Drawdown or October) or \$6,000 (Both)

*Categories vary for each challenge. The overlapping categories include energy, food, and transportation. We will work with you to determine the best match.

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 2018
- Logo and name mention in at least one email to EcoChallenge participants
- Logo displayed on EcoChallenge sponsor page
- Business name acknowledgements in newsletters and on website

Engagement Support

- **Premium Access** to event support and reporting (\$750 value)
- Team reports including engagement and impact statistics
- Event Summary Report for your organization ([see example](#))

The screenshot shows the 'DRAWDOWN CHALLENGE' website for July 1 - July 1, 2018. The navigation bar includes 'DRAWDOWN', 'DRAWDOWN CHALLENGE', 'JULY 1 - JULY 1, 2018', 'DASHBOARD', 'TEAMS', 'COMPETITIONS', 'PARTICIPANTS', 'IMPACT', 'FEED', and 'ADMIN'. The main content area is red and features a 'FOOD' category icon and a 'BACK TO ALL CHALLENGES' link. A large dashed box in the center 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.

\$1,500 Drawdown or October
\$2,500 Both EcoChallenges

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 value)
- Team reports including engagement and impact statistics



NEXT STEPS

Ready to be part of the EcoChallenge in 2019? Email liz@nwei.org for more details.



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NONPROFIT PARTNER

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 outlined below. 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 financials 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 financials 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 be part of EcoChallenge? Email liz@nwei.org for more details.