Sponsor the Conference

The AZ Water Association provides value to our members by offering an annual three-day conference designed to provide professional development, continuing education, and technology transfer to support our vision “a vibrant Arizona through safe, reliable water.”

Your conference sponsorship will help AZ Water continue to develop quality education programs that serve our members, while keeping registration costs to a minimum. Sponsorships are used to help offset annual conference expenses such as the facility, exhibition, speakers, training materials, awards, luncheon programs, and other conference events.

Becoming a sponsor at the conference is the #1 way to differentiate your company from the competition! This year AZ Water is offering several different sponsorship opportunities, in addition to exhibiting, to help position your company as an industry thought leader and committed industry supporter.

Early sponsorship commitment by January 7, 2022 gives you the opportunity to select a sponsorship level that provides the most value to your company before sponsorship levels sell out and guarantees your company full sponsorship benefits. If this deadline is missed you will miss out on the pre-conference brochure that reaches 2,300 AZ Water members and industry stakeholders.

If commitment is received by February 22, 2022 your company will appear in the on-site conference program guide. If commitment is received after February 22, 2022 your company will still be listed on the AZ Water Conference website, and in the summer issue of the Kachina News magazine.

Sponsorship Questions:
Gretchen Baumgardner
P: (480) 229-7250 | E: sponsorship@azwater.org

Why get involved?
1. Increased exposure & awareness for your company
2. Opportunity to strengthen your brand awareness with attendees
3. Reinforce your position as a premier leader in the water community
4. Gets your name out if you aren’t exhibiting
5. More traffic to your booth

2019 Conference Attendee Profile

In 2019*, our Exhibition Hall included 256 exhibit booths from 196 exhibiting companies staffed by over 650 exhibitor participants.

*Data reflects most recent in-person conference
Sponsorship Levels

Copper – $500

• Company logo recognition in pre-conference brochure and on-site conference program guide (deadline applies).
• Company name listed on the AZ Water Conference website with a link to company website.
• Company logo recognized in the AZ Water summer Kachina News magazine. The Kachina News reaches 2,300 AZ Water members and industry stakeholders.

Silver – $1,500

Includes all Copper sponsor level benefits, logo recognition on AZ Water Conference website with link to company website, company logo recognition on signage at the conference, one full attendee conference registration (valued at $545), list of conference attendees, and choice of one of the following sponsorship options:

Conference Mobile App “Banner Ad”
Limited to 4 sponsors. Rotating banner will appear at top or bottom of the app screen.
• Banner graphic provided by sponsor (640 x 150 pixels and 552 x 150 pixels)

Conference Break (Tuesday, Wednesday, or Thursday)
Limited to 2 sponsors per break, morning or afternoon, for a total of 10 sponsors.
• Foam Core Sign (24” X 36”) displaying sponsor logo at break stations

Gold – $2,500

Includes all Copper sponsor level benefits, logo recognition on AZ Water Conference website with link to company website, company logo recognition on signage at conference, one full attendee conference registration (valued at $545), list of conference attendees, 1/4 page advertisement in the pre-conference brochure and on-site conference program guide (deadlines apply, valued at $800), and one of the following options:

Conference Dinner Social
Limited to 4 sponsors. 650 conference attendees expected. Held at Copper Blues/Stand Up Live at CityScape.
• Opportunity to provide pop-up banner to be displayed at venue entrance
• Opportunity to address attendees on stage
• Sponsor name and/or logo displayed on event advertisements in the pre-conference and on-site conference programs

Conference Breakfast (Tuesday, Wednesday, or Thursday)
Limited to 6 sponsors. A continental breakfast will be provided to attendees in the ballroom.
• Opportunity to provide four slides for the slideshow projected during breakfast
• Opportunity to provide vertical standing banner displayed near the buffet table

Manufacturer’s Receptions
Limited to 4 sponsors. Approximately 650 attendees expected to attend receptions held in the exhibition hall prior to evening events.
• Sponsor logo will appear on drink tickets
• Reception on Tuesday will feature the Student Poster Competition
• Reception on Wednesday will feature YP Raffle
• Opportunity to provide pop-up banner near reception food
• Opportunity to provide promotional item at bars
### Sponsorship Levels

**Platinum – $5,000**

Includes Copper sponsor benefits, logo recognition on AZ Water Conference website with link to company website, company logo recognition on signage at the conference, 2 full attendee conference registrations (valued at $1,090), list of conference attendees, 1/2 page advertisement in the pre-conference brochure and on-site conference program guide (valued at $2,000) and choice of one of the following options:

**Awards Reception**
Limited to 1 sponsor. Approximately 500 attendees attend reception at the Hyatt on Wednesday evening.
- Opportunity to provide pop-up banner to be displayed at venue entrance.
- Sponsor name and/or logo on event advertisements in the pre-conference brochure and onsite conference program.
- Opportunity to provide four slides for the slideshow projected prior to the start of the awards ceremony.

**Wi-Fi Access**
Limited to 1 sponsor. Wi-Fi will be available in lobbies and exhibit hall.
- Wi-Fi login page and access code will be designed to use your Company name, slogan or exhibit booth number.
- Social media post thanking Wi-Fi sponsor during the Conference.
- 1/2 page advertisement in conference program guide with Wi-Fi access instructions.
- Sponsor recognized when Wi-Fi is mentioned in print or by moderators.
- Logo on 3 Wi-Fi signs in exhibit hall and lobby (locations determined by AZ Water).

**Mobile App “Splash Page”**
Limited to 1 sponsor. Full-screen ad displayed on the conference mobile app when the app is launched and each time it is refreshed, giving the sponsor excellent brand visibility.
- Includes a banner ad that rotates at the bottom or top of the mobile app when in use by the attendees.
- Graphic should be provided at 640 x 150 pixels.

**Mobile Device Charging Lounge**
Limited to 1 sponsor. One charging station will be setup in the lounge area in the center of the exhibit hall.
- Overhead signage will display sponsor’s name and logo (8’W x 4’H).
- Sponsor name and/or logo on two sides of the station with custom graphic (3’W X 8’H).
- Sponsor brochures and/or signage placed on lounge tables (provided by sponsor).
- Social media post thanking sponsor during the conference.

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### Sponsorship Levels

**Kachina – $15,000**

As the exclusive Kachina Sponsor, this level of sponsorship showcases your company’s investment in the association and the industry by showing your company’s support of the largest water conference in Arizona! The benefits of this level of sponsorship include:

- Full page advertisement in the pre-conference brochure which is mailed to over 2,300 water professionals (valued at $975, deadline applies).
- Full page advertisement in the on-site conference program guide distributed to over 2,000 conference attendees (valued at $975, deadline applies).
- Logo recognition on the Conference lanyards and bags co-branded with AZ Water.
- Logo recognition in all pre- and post-conference e-blasts.
- Logo recognition on AZ Water Conference website with link to company website and on-site conference signage.
- 6 full attendee conference registrations (valued at $3,270).
- Overhead signage will display sponsor’s name and logo in the exhibition hall (8’W x 4’H).
- Exhibit booth to be placed in a premium location in the exhibition hall (valued at $1,250).
- Opportunity to address attendees at the conference opening plenary session.
- Recognition in the summer Kachina News publication.
- Opportunity to register two foursomes for the 95th Annual AZ Water Conference & Exhibition Golf Tournament being held at the Legacy Golf Resort on April 10, 2022 (valued at $2,500).
- Opportunity to customize benefits by contacting sponsorship@azwater.org.
**Sponsorship Levels**

**AZ Water OPS Competition Sponsorships**

Meter Mania, Hydrant Hysteria, Top Ops and the OPS Challenge Demonstration have become highly anticipated attractions in our exhibit hall throughout the conference. The competitions bolster morale and camaraderie between operators from different Water Services Agencies, resulting in an industry-wide pride unmatched by other industries.

These competitions need sponsors by active AZ Water supporters to help cover the travel costs and cost of supplies needed to compete at the national level by the winning state level teams or individuals. In-kind sponsorships will be considered.

### Silver - $4,000

The Silver level includes all the benefits of a Silver Conference sponsorship:

- Sponsor logos will appear on the AZ Water Ops Competition advertisement in the program guide
- Sponsor logo printed on t-shirts worn throughout conference by participants in the various competitions
- One 10 x 10 Exhibit Booth placed near the competitions area

For OPS Competition Sponsorships, contact Towanda Heape at 623-764-4439 or towanda.heape@peoriaaz.gov for more information. Register your sponsorship by visiting us at [https://www.azwater.org/store/ListProducts.aspx?catid=668252&ftr=](https://www.azwater.org/store/ListProducts.aspx?catid=668252&ftr=)

### Copper - $2,000

The Copper level includes all the benefits of a Copper Conference Sponsorship:

- Sponsor logos will appear on the AZ Water Ops Competition advertisement in the program guide
- Sponsor logo printed on t-shirts worn throughout conference by participants in the various competitions

**Sponsorship Overview**

<table>
<thead>
<tr>
<th>Level</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Copper</td>
<td>$500</td>
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<tr>
<td>Silver</td>
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<tr>
<td>Gold</td>
<td>$2,500</td>
</tr>
<tr>
<td>Platinum</td>
<td>$5,000</td>
</tr>
<tr>
<td>Kachina</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

- Logo recognition in pre-conference brochure reaching all 2,300 AZ Water members and industry stakeholders (deadline applies) • X |
- Logo recognition in conference program guide reaching all registered attendees (deadline applies) • X |
- Logo recognition in the AZ Water summer Kachina News magazine reaching 2,300 AZ Water members and industry stakeholders. • X |
- Company name listed on the AZ Water website with link to company website • X |
- Logo recognition on AZ Water website with link to company website • X |
- Logo recognition on signage at the conference • X |
- 1/4 page advertisement in pre-conference brochure and on-site conference program guide valued at $800 (deadline applies, print-ready art required) • X |
- 1/2 page advertisement in pre-conference brochure and on-site conference program guide valued at $1,500 (deadline applies, print-ready art required) • X |
- Full page advertisement in pre-conference brochure and on-site conference program guide valued at $1,950 (deadline applies, print-ready art required) • X |
- One full attendee conference registration valued at $545 • X |
- Two full attendee conference registrations valued at $1,090 • X |
- Six full attendee conference registrations valued at $3,270 • X |
- List of conference attendees • X |
- Mobile App “Banner Ad” (limited to 4 sponsors) • X |
- Conference Break (limited to 2 sponsors per break) • X |
- Conference Dinner Social (limited to 4 sponsors) • X |
- Conference Breakfast (limited to 2 sponsors per breakfast) • X |
- Manufacturer’s Receptions (limited to 4 sponsors) • X |
- Awards Reception (limited to 1 sponsor) • X |
- Mobile Device Charging Lounge (limited to 1 sponsor) • X |
- Mobile App “Splash Page” (limited to 1 sponsor) • X |
- Conference Wi-Fi Access (limited to 1 sponsor) • X |
- Logo recognition on conference lanyards and bags co-branded with AZ Water • X |
- Logo recognition in all pre and post conference e-blasts • X |
- Exhibit booth premium location (valued at $1,250) • X |
- Two foursomes in the annual conference golf tournament (valued at $2,500) • X |
- Opportunity to address attendees at conference opening plenary session • X
Key Details to Remember

Sponsorship questions: Gretchen Baumgardner at 480-229-7250 or sponsorship@azwater.org

Advertisement Commitment Deadlines:
- Pre-Conference Brochure: January 7, 2022
- On-Site Conference Program Guide: February 22, 2022
- Advertisements/logos should be sent to sponsorship@azwater.org

Conference program advertisements included with Kachina, Platinum & Gold level sponsorship must be submitted by the above deadlines with print-ready art in PDF format (save PDF/X-1a:2001 resolution setting) or InDesign format. All fonts must be provided, images at 300 dpi at final size. Acceptable format for logos includes PNG (preferred), GIF, or JPG.

AZ Water 95th Annual Conference & Exhibition
Golf Tournament
April 10, 2022 @ The Legacy Golf Resort, Phoenix, AZ

Visit http://www.azwater.org/events to register as a golf sponsor.
Proceeds benefit the AZ Water scholarship fund and AZ Water Operator Competitions Fund.

Connect at the Conference

Follow us on Social Media

https://twitter.com/search?q=AZWater.org
https://facebook.com/AZWaterAssociation/

Download the 2022 Conference App

1. Access the App Store on iOS devices or the Play Store on Android devices.
2. Search for AZ Water Association. Once you’ve found the app, tap either Download or Install.
3. After installing, a new icon will appear on the homescreen.
Transportation and Accommodations

Airport and Public Transportation

Are you traveling from out of state to attend our conference? It couldn’t be easier with public transportation in Phoenix! There are 1,200 daily flights available at Phoenix Sky Harbor International Airport (PHX), and there is no need to rent a car with the PHX Sky Train®.

The PHX Sky Train® is an automated people mover that transports travelers between the airport terminals and the Valley Metro Rail at 44th and Washington streets. The PHX Sky Train® arrives and departs every 3-5 minutes and is free to the public. Once you connect to Valley Metro Light Rail, you can purchase a ticket for a direct ride to the Phoenix Convention Center and Hyatt Regency Phoenix, our conference hotel.

Downtown Parking

If you choose to drive or rent a car, parking fees will apply at all downtown parking garages. Fees are generally $12 per day.

Hotel Reservations

Hyatt Regency Phoenix – 122 N. 2nd St., Phoenix, AZ

AZ Water Group Rate: $205

Reservations must be made by March 22, 2022. The hotel will continue to accept reservations at the group rate after the cut-off date, but only if rooms are still available.

To receive the group rate, call 1-888-421-1442 and mention the AZ Water Conference or visit this link at the QR code to the right.

Hyatt Regency Phoenix Hotel Features:

- 693 guestrooms, with mountain or downtown views
- E-Concierge
- Area day tours
- Valet and self-parking
- Outdoor pool/Hot tub
- Spacious sun deck
- Garden Terrace Courtyard
- 24 hour StayFit™ gym
- Fast Board™
- Enterprise Car rental

Getting around downtown Phoenix is as easy as lacing up your shoes. Step outside and you’re just a short walk from a variety of dining, sports and nightlife options. Don’t feel like walking? Jump on the metro light rail, grab a pedicab or arrange for a sedan from your hotel concierge, hail a cab or use your ride-share app. You’ll find getting around downtown is hassle free and convenient.

The award-winning Phoenix Convention Center is located in the heart of Downtown Phoenix and just four miles from Phoenix Sky Harbor International Airport. The center is within walking distance of major convention hotels, shopping, entertainment, sports, theatre venues and has its own dedicated stop on Valley Metro’s Light Rail line.