



# **SPONSORSHIP** PROGRAM



*A 501c3 organization with more than 2,400 members, five staff members and over two hundred volunteers. These individuals are committed to protecting public health and all water resources by advancing technology, education, science, management and government policies by leveraging the collective leadership of the over 50,000 members of our association the American Water Works Association (AWWA).*

*Our membership represents the full spectrum of the total water community: public and privately owned water and wastewater systems, environmental advocates, scientists, academicians, equipment and supply manufacturers, consultants and others who hold a genuine interest in water, our most important resource.*

## BY THE NUMBERS

- **Membership –**
  - 2,400 ISAWWA Members
  - Almost half (47%) of our members work in both water supply and wastewater.
- **Email Distribution –**
  - 5,500 Member Communication
  - 10,300 Training Opportunity
  - Average 23% open rate
- **WATERCON –**
  - 1,400 attendees
  - 90+ educational sessions
  - 170+ exhibit booths
- **ISAWWA 365 App –**
  - 930 Unique Users

## STRATEGIC PRIORITIES

- Increase engagement of our membership across our diverse industry
- Raise awareness of the total water cycle to promote positive public perception
- Impact state legislation and regulations through education, collaboration and advocacy
- Build the next generation of total water industry professionals

## SPONSORSHIP PACKAGES

- |                                                                                                     |                                                                                                         |
|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
|  <b>PLATINUM</b> |  <b>BRONZE</b>     |
|  <b>GOLD</b>     |  <b>À LA CARTE</b> |
|  <b>SILVER</b>   |                                                                                                         |

Your financial support has a direct impact to our members. The education and networking events that ISAWWA provides remains at a low cost to our members and allows our staff to focus on our strategic priorities and mission.

The sponsorship program allows your organization exclusive benefits and recognition at a variety of events and through our communications – all with a one time purchase.

We look forward to working more closely with you in 2023! If you have any questions, contact **Annie Storey, Executive Director**, at [annie@isawwa.org](mailto:annie@isawwa.org) or **866-521-3595 ext. 1**.

# PLATINUM LEVEL \$10,000

## WEBSITE

- Logo Featured in Banner Ad  
(\$500 Value)
- Company name/logo on home page of ISAWWA website as Platinum Partner  
(\$1000 Value)

## SOCIAL MEDIA/ISAWWA 365 APP

- One customizable social media Banner Ad in ISAWWA 365 App to run one month (*Non-WATERCON month*)  
(\$250 Value)
- One customizable Splash Ad in ISAWWA 365 App one month (*Non-WATERCON month*)  
(\$250 Value)
- Mention on *Facebook, Twitter, and LinkedIn* once a year  
(\$250 Value)

## E-NEWSLETTER

- Logo with link featured in member e-news as Platinum partner once a year  
(\$250 Value)
- Spotlight in member e-newsletter with Logo, link and 140 characters once a year  
(\$500 Value)

## NO WATER NO BEER/WINE EVENTS

- Logo in promotional materials and onsite signage for 3 events  
(\$450 Value)
- Four complimentary tickets to 3 events  
(\$300 Value)

## ANNUAL WFP GOLF OUTING

- Two Foursome and hole sponsor with signage  
(\$900 Value)
- One additional hole sponsor with signage  
(\$150 Value)

## ANNUAL CONFERENCE

- Three Complimentary Registrations  
(\$1200 Value)
- Sponsor highlight in promotional email with Logo, link and 140 characters  
(\$500 Value)
- Recognition during opening session and ISAWWA business meeting  
(\$250 Value)
- Logo featured on all onsite signage and in the conference program  
(\$500 Value)
- Banner Ad and Splash Ad in conference App and one push notification during conference  
(\$750 Value)
- Complimentary participation in WATERCON App Challenge  
(\$200 Value)
- One complimentary 2023 WATERCON Exhibit Booth  
(\$950 Value)
- 2024 WATERCON Early Booth Selection

## EDUCATION EVENTS

- Hosted Webinar includes 55 minutes of content and 5 min/4 slides of promotional information  
(\$1000 Value)
- Four complimentary event registrations to Annual Regulatory Update  
(\$600 Value)

## ADDITIONAL EVENTS - Choice of 2

- One Total Water U Event
- No Water No Hockey Sponsor
- WATERCON Contest Sponsor with Logo
- Section Celebration (signage only)
- Additional No Water No Beer/Wine Event  
(\$250 Value each)

# GOLD LEVEL \$7,500

## WEBSITE

- Logo Featured in Banner Ad  
(\$500 Value)
- Company name/logo on home page of ISAWWA website as Gold Partner  
(\$1000 Value)

## SOCIAL MEDIA/ISAWWA 365 APP

- One customizable social media Banner Ad in ISAWWA 365 App to run one month (*Non-WATERCON month*)  
(\$250 Value)
- One customizable Splash Ad in ISAWWA App one month (*Non-WATERCON month*)  
(\$250 Value)
- Mention on *Facebook, Twitter, and LinkedIn* once a year  
(\$250 Value)

## E-NEWSLETTER

- Logo with link featured in member e-news as Gold partner once a year  
(\$250 Value)
- Spotlight in member e-newsletter with Logo, link and 140 characters once a year  
(\$500 Value)

## NO WATER NO BEER/WINE EVENTS

- Logo in promotional materials and onsite signage for 2 events  
(\$300 Value)
- Four complimentary tickets to 2 events  
(\$200 Value)

## ANNUAL WFP GOLF OUTING

- One Foursome and hole sponsor with signage  
(\$450 Value)
- One additional hole sponsor with signage  
(\$150 Value)

## ANNUAL CONFERENCE

- Two Complimentary Registrations  
(\$800 Value)
- Recognition during opening session and ISAWWA business meeting  
(\$250 Value)
- Logo featured on all onsite signage and in the conference program  
(\$500 Value)
- Banner Ad and Splash Ad in conference App and one push notification during conference  
(\$750 Value)
- Complimentary participation in WATERCON App Challenge  
(\$200 Value)
- One complimentary 2023 WATERCON Exhibit Booth  
(\$950 Value)
- 2024 WATERCON Early Booth Selection

## EDUCATION EVENTS

- Hosted Webinar includes 55 minutes of content and 5 minutes/4 slides of promotional information  
(\$1000 Value)
- Three complimentary event registrations to Annual Regulatory Update  
(\$450 Value)

## ADDITIONAL EVENTS - Choice of 1

- One Total Water U Event
- No Water No Hockey Sponsor
- WATERCON Contest Sponsor with Logo
- Section Celebration (*signage only*)
- Additional No Water No Beer/Wine Event  
(\$250 Value each)

# SILVER LEVEL \$5,000

## WEBSITE

- Company name/logo on home page of ISAWWA website as Silver Partner  
(\$1000 Value)

## SOCIAL MEDIA/ISAWWA 365 APP

- One customizable social media Banner Ad in ISAWWA 365 App to run one month (*Non-WATERCON month*)  
(\$250 Value)
- Mention on *Facebook, Twitter, and LinkedIn* once a year  
(\$250 Value)

## E-NEWSLETTER

- Logo with link featured in member e-news as Silver partner once a year  
(\$250 Value)

## NO WATER NO BEER/WINE EVENTS

- Logo in promotional materials and onsite signage for 1 event  
(\$150 Value)
- Four complimentary tickets to 1 event  
(\$100 Value)

## ANNUAL WFP GOLF OUTING

- One Foursome and hole sponsor with signage  
(\$450 Value)
- One additional hole sponsor with signage  
(\$150 Value)

## ANNUAL CONFERENCE

- One Complimentary Registration  
(\$400 Value)
- Recognition during opening session and ISAWWA business meeting  
(\$250 Value)
- Logo featured on all onsite signage and in the conference program  
(\$500 Value)
- Banner Ad in conference App and one push notification during conference  
(\$500 Value)
- One complimentary 2023 WATERCON Exhibit Booth  
(\$950 Value)
- 2024 WATERCON Early Booth Selection

## EDUCATION EVENTS

- Two complimentary event registrations to Annual Regulatory Update  
(\$300 Value)

## ADDITIONAL EVENTS - Choice of 1

- *One Total Water U Event*
- *No Water No Hockey Sponsor*
- *WATERCON Contest Sponsor with Logo*
- *Section Celebration (signage only)*
- *Additional No Water No Beer/Wine Event (\$250 Value each)*

# BRONZE LEVEL \$2,500

## WEBSITE

- Company name/logo on home page of ISAWWA website as Bronze Partner  
(\$1000 Value)

## SOCIAL MEDIA/ISAWWA 365 APP

- Mention on *Facebook*, *Twitter*, and *LinkedIn* once a year  
(\$250 Value)

## E-NEWSLETTER

- Logo with link featured in member e-news as Bronze partner once a year  
(\$250 Value)

## NO WATER NO BEER/WINE EVENTS

- Logo in promotional materials and onsite signage for 1 event  
(\$150 Value)
- Four complimentary tickets to 1 event  
(\$100 Value)

## ANNUAL WFP GOLF OUTING

- Hole sponsor with signage  
(\$150 Value)

## ANNUAL CONFERENCE

- Recognition during opening session and ISAWWA business meeting  
(\$250 Value)
- Logo featured in all onsite signage and promotional material  
(\$500 Value)
- Banner Ad in conference App  
(\$250 Value)

## EDUCATION EVENTS

- One complimentary event registration to Annual Regulatory Update  
(\$150 Value)

# À LA CARTE OPTIONS

## WATERCON SPONSORSHIPS

### SUPPORTER – \$500

- Logo placed on WATERCON website, signage at event and in conference program and push notification in ISAWWA App

### SECTION CELEBRATION – \$250

- Logo placed on the signage for the event in conference program and mention during the event

### CONTEST SPONSOR – \$250

- Includes logo at the contests and in conference program. Choose which contest you would like to sponsor:
  - Hydrant Hysteria
  - Meter Challenge
  - Pipe Tapping
  - Top Ops
  - Water Tower Building

### CONTEST SUPPORTER – \$500

- Includes WATERCON contest sponsor and logo placed on ACE competitors shirts

### TOTAL WATER U – \$750

- Sponsorship for the 2023 summer program includes the opportunity to have young professional representatives join us for the kick off professional development event and be part of the program for our capstone event (*Anticipated Sawyer Plant tour in 2023*)

## HOSTED WEBINAR – \$1000

- Host a webinar in 2023 with 55 minutes of educational content and 5 minutes/4 slides of your organization's information. Includes your logo in the email marketing and on the website, reaching over 10,000 emails

## NO WATER NO BEER/WINE – \$250

- Hosted throughout the year and state. These events are a great way to meet our members! Sponsorship includes your logo in the event promotion and onsite and four tickets to the events

## ADDITIONAL EVENTS\*

- *No Water No Hockey Sponsor*
- *WFP Golf Outing*
- *Scholarship Fundraisers*

*\*Stay connected with us to learn how you can be involved!*