



Water Education Colorado 2019-2020 Partner Menu

OUR MISSION

Water Education Colorado (formerly the Colorado Foundation for Water Education) is a 501c3 non-profit organization dedicated to reaching people across Colorado with quality information, publications, hands-on educational tools, learning experiences and leadership development programs focused on Colorado's most precious resource: Water! Since our founding in 2002, our mission has been to help Coloradans understand water as a limited resource and make informed decisions.

At Water Education Colorado, we work to create lasting change by providing community members and decision makers with well-researched, impartial information and connecting a broad-based community of peers, stakeholders and citizens to explore innovative and collaborative solutions. We work to ensure diverse perspectives are incorporated into water conversations by producing and disseminating compelling, relevant, quality information and by facilitating dialogue that considers differing value sets.

Ultimately, our work is focused on ensuring that community members and decision makers facing complex and important water resource challenges have the knowledge and skills needed to make informed decisions. We are the only non-profit in Colorado carrying out this mission of delivering impartial, non-advocacy water education to a statewide audience that includes the water-interested public, water professionals, elected officials, educators, community and state leaders, and other decision makers. We depend on the support of community partners to make our work possible.

2019-2020 Organizational Support and Sponsorship Opportunities

MEMBERSHIP SUPPORT

Organizational Membership

\$250-\$5,000+

Membership is the best foundation for your support for Water Education Colorado. Our most significant accomplishments are due to the generosity of our members. Membership also gives you access to extensive opportunities for engagement and involvement. All members of Water Education Colorado receive great membership benefits, along with the satisfaction that you are sustaining critical water education work! Membership benefits are available at the following organizational levels. Find the perfect level for your organization and team members:

Water Education Colorado Member Benefits	PERSONAL LEVELS							
	ORGANIZATIONAL LEVELS							
	Individual \$50	Water Educator Network \$65	Stream \$100-249	Tributary \$250-499	River \$500-999	Aquifer \$1000- 1999	Basin \$2000- 4999	Headwaters \$5000+
Annual subscription(s) to <i>Headwaters</i> magazine*	1	1	2	3	5	10	15	20
Receive HEADWATERS Pulse e-newsletter for timely updates on water issues	✓	✓	✓	✓	✓	✓	✓	✓
10% discount on Citizen's Guides	✓	✓	✓	✓	✓	✓	✓	✓
Advance notice and special member rate to select Water Education Colorado events	✓	✓	✓	✓	✓	✓	✓	✓
Recognition of your support in our annual report	✓	✓	✓	✓	✓	✓	✓	✓
Access to educator-specific e-newsletter		✓						
Access to educator networking group		✓						
Discounts on educator-specific trainings		✓						
Invitation to Annual Member Appreciation Lunch			✓	✓	✓	✓	✓	✓
Recognition of your support in <i>Headwaters</i>			✓	✓	✓	✓	✓	✓
\$50 credit for our Online Store				✓	✓	✓	✓	✓
Opportunity to highlight your organization in HEADWATERS Pulse e-news					✓	✓	✓	✓
Recognition on our website and social media						✓	✓	✓
Citizen's Guide set (each \$80 value)						1	2	5
VIP privileges at Water Education Colorado events							✓	✓
Special recognition at Annual Member Appreciation Lunch								✓

* Designate employees, board members, or other members of your network to receive *Headwaters*, or have the extra copies sent directly to your office.

EVENT SUPPORT

Annual President's Reception

\$500-\$5,000+

May, 2020 in Denver, at Balistreri Vineyards



Each May, Water Education Colorado hosts its annual President's Reception evening fundraiser and awards event, which recognizes individuals that have made a significant difference in our state as it relates to water. The *Diane Hoppe Leadership Award* is presented to a Coloradan who has shown great dedication to the field of water resources, made substantial contributions to the state, is highly regarded among peers, and demonstrates a sincere commitment to supporting water education. The *Emerging*

Leader Award honors work done by a Colorado young professional who has strengthened and improved water education throughout the state.

This signature event is attended by 200+ community members, leaders, and business professionals from across Colorado. This is also Water Education Colorado's largest fundraising event of the year. Sponsorship both demonstrates your support of the awardees' achievements and helps further our mission of water education and engagement.

Annual River Basin Tour

\$500-\$3,500+

June 17 & 18, 2019 in the South Platte and Republican Basins

Each year, Water Education Colorado takes legislators and other public officials, water managers, attorneys, engineers, and members of the public on a multi-day tour of a river basin in Colorado. These fun and informative tours are a highly anticipated event, drawing attendees statewide. In addition to learning about the history, water management practices, and current challenges of the local watersheds, participants can take part in extra-curricular activities such as rafting or fly-fishing, dine at exclusive area ranches or open-space parks, and grow their network of peers.



Sponsors receive recognition before, during and after the event through numerous promotional channels, as well as free tour registration(s) for staff members and an opportunity to address participants during the tour, depending on the level of sponsorship chosen.

The Fork Not Taken: A Two Forks Retrospective

\$500-\$2,500+

March 8, 2019, History Colorado Center, Denver

To commemorate the 50th anniversary of the National Environmental Policy Act, and to provide a historical lens on several high profile water projects currently underway, Water Education Colorado will partner with Colorado Trout Unlimited and the One World One Water Center of Metro State University to offer a half-day educational event. The event will tell the story of the EPA's 1990 veto of one of the largest water projects in Colorado history, and how the Denver metro area has moved forward in the aftermath of the project's demise.

Sponsors will receive recognition before, during and after the event, free tickets to the event, and an opportunity to address event participants during the program, depending on the level of sponsorship chosen.

Corporate Stewardship and Innovation Event

\$500-\$2,500+

Summer 2019 Denver

In Summer 2019, Water Education Colorado will host a "social water series" event focused on Corporate Responsibility and Water. The event will be open to community leaders and members of the public as part of a free educational opportunity and social networking/mixer held after business hours. Attendees will hear featured panel speakers from different companies presenting about organizational water stewardship and sustainability initiatives. This event will showcase corporate investments in water innovation and sustainability both internal and external to business operations in an effort to highlight how corporate stewardship in the water space could affect the trajectory of Colorado's water future.

Partner sponsors will receive recognition before, during and after the event, through a variety of promotional and public relations outlets and activities surrounding the event. Depending on the level of sponsorship chosen, sponsors may have the opportunity bring promotional materials and to address participants during the event.

CONTENT SUPPORT

Fresh Water News

\$250-\$25,000 Underwriting Opportunities

In June 2018, WEco launched *Fresh Water News*, a news initiative providing in-depth, non-partisan coverage of water issues across Colorado and the West. Since its launch, *Fresh Water News* has published original reporting on a weekly basis. The purpose of *Fresh Water News* is to inform and educate Coloradans about top water issues so they can make informed decisions about this crucial resource. WEco has an existing audience of approximately 4,000 weekly subscribers and is actively working to expand readership in the water community and beyond so that readers turn to as their No. 1 source for Colorado water news.

Underwriting opportunities are currently being developed to showcase partner support in a number of ways, including by having your logo beside a weekly article, or, at the top-tier support level, being acknowledged in the tag line for every article for a full year. That's 52 weeks of being recognized for making this valuable service possible!

Headwaters Magazine

\$500-\$5,000 per issue

Headwaters magazine, produced 2-3 times per year, is Water Education Colorado's flagship publication, covering the most pressing water issues in Colorado with compelling, impartial reporting and storytelling. *Headwaters* is distributed throughout the state of Colorado and beyond, reaching over 7,500+ people with each issue. *Headwaters* reaches a diverse audience with one thing in common: a passion for understanding water issues. *Headwaters'* readership includes water professionals, community and business leaders, agricultural and environmental organizations, educators, government officials, policy makers, and more. Each magazine typically crosses multiple desks as it is circulated within offices and repeatedly referred back to. *Headwaters* issues are also available online at www.watereducationcolorado.org, where all past issues are archived, so your investment lasts for many years to come.



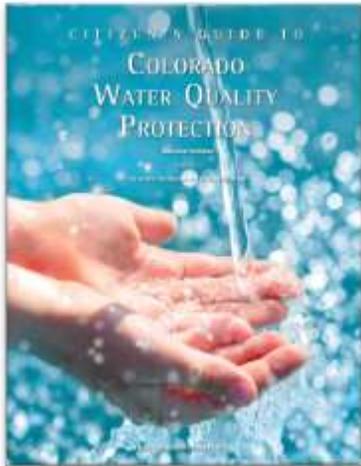
Our 2019-2020 editorial calendar includes the following planned issues:

- Summer 2019 (June): Permitting
- Fall 2019 (October): Colorado River Drought Plan
- Winter/Spring 2020 (February): Aging Infrastructure
- Summer 2020 (June): Environmental Justice

Sponsorship support options include free copies of the issue, plus the opportunity to showcase your organization's support through advertising space in the magazine, as well as featuring your logo on the magazine back cover and on the Water Education Colorado website, in Headwaters Pulse e-news, and through social media.

Citizen's Guides Series

\$500-\$5,000+ per guide



Water Education Colorado's high-quality reference guide series boasts nine guides to different water topics, which are used in a variety of educational settings, including workshops, seminars, member events, community programming, college curriculums, and more. Each edition has a shelf life of 5+ years. Guides are also available to read online for free. More than 2,500+ guides are distributed each year.

Sponsorship support options include free copies of the guide, plus the opportunity to showcase your organization's support on the guide's back cover, as well as on the Water Education Colorado website, Headwaters Pulse e-news, and through social media.

In 2019, we will be producing 3 guides:

- Citizen's Guide to Where Your Water Comes From, 2nd Edition (Summer 2019)
- Citizen's Guide to Colorado Water Quality, 3rd Edition (Summer 2019)
- Citizen's Guide to Colorado Groundwater, NEW (Summer 2019)

LEADERSHIP PROGRAM SUPPORT

2019 Water Fluency Course

\$1,000-\$25,000

July 22-23, Thornton; August 28, Aurora; September 24, Littleton

The Water Fluency course is a "boot-camp" for non-water professionals. This four-session course immerses local community and business leaders in the language and concepts of water to help them better analyze water's influence on the issues they deal with every day and evaluate creative solutions. Participants of the 30-person class learn through site visits; in-person classroom days; and reading assignments including online coursework presented in partnership with Colorado State University's online water courses.

Sponsorship support ranges from meal sponsorship to full program partnership. Current program partners include CoBank, the Colorado Municipal League, the Special District Association of Colorado, and the Colorado Water Resources and Power Development Authority.

Sponsors will have the opportunity to receive extensive recognition through promotional and public relations activities, commensurate with the level of sponsorship support provided.

Water Leaders Program

\$500-\$25,000

April 11-12, Pueblo; May 20-21, Redstone; June 24-25, Steamboat; August 8-9, Denver



By sponsoring Water Leaders, your organization will build relationships with tomorrow's water leaders, gain brand recognition inside and outside the water community, and make a lasting impact on Colorado water. The Water Leaders Program positively impacts the Colorado water profession by developing a pipeline of skilled water leaders across diverse fields ready to chart the path forward to innovative and collaborative water solutions in an increasingly complex world.

Position your organization as an industry leader committed to the future of water in Colorado and bring value to your organization by supporting Colorado's premier leadership development course for the water community. Sponsors can choose to be either Lunch or Dinner Sponsors, Program Day Sponsors, or Full Program Sponsors and, depending on scheduling, may have the opportunity to host a session at your own location.

Sponsors will have the opportunity to receive extensive recognition through promotional and public relations activities, commensurate with the level of sponsorship support provided.

Water Educator Network

\$2,500-\$25,000

The Water Educator Network is a professional development program intended to increase the capacity of local water educators by providing them with tools, trainings and collaborations that are relevant to their work, easily accessible, and simple to implement. Strong and effective water education programs have the potential to grow the knowledge, change the attitudes, and increase the involvement of tens of thousands of Colorado youth and adults annually.



Sponsorship support ranges from supporting a local workshop in your own community to full program partnership. Past and current primary corporate partners include Xcel Energy and CoBank. We currently have the following planned in 2019:

- *March 4, 2019: Water Festival Coordinators Workshop*
- *June 5, 2019: Water Educator Network Symposium – a conference for educators*
- *June 6, 2019: Project WET Training*

THANK YOU FOR YOUR GENEROUS SUPPORT FOR WATER EDUCATION COLORADO!

For questions or to secure your support for any of these programs, please contact:
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