



## Water Fluency Program 2020 Sponsorship Opportunity



Water Education Colorado is a 501c3 nonprofit providing policy-neutral news and informational resources, engaging learning experiences, and empowering leadership programs. We work statewide to ensure Coloradans are knowledgeable about key water issues and equipped to make smart decisions for a sustainable water future.

### **Water Fluency**

The Water Fluency program provides participants with a practical understanding of Colorado water resource issues and the related implications to local decision-making processes. Participants learn through four in-person classroom days with combined instruction and discussion, guided tours of infrastructure and project sites, reading assignments and online coursework. Participants leave equipped with new knowledge and a network of peers to help create lasting, positive change in their communities. The class is capped at 35.

### **Audience**

Primary audiences include local and state elected officials, special district staff and board members, local government and business leaders, agency and utility staff, agricultural and nonprofit leaders, and university professors.

### **2020 PROGRAM**

**June 23-24**  
Durango

**Sept. 2-3**  
Cortez

\*Participants  
attend both  
sessions

WEco will  
observe state  
COVID-19  
protocols and  
may host the  
June session  
virtually

## A variety of sponsorship opportunities are available for 2020, with associated benefits:

Sponsors receive great brand recognition, gain the opportunity to interface with Water Fluency participants, and demonstrate their support for informed water decisions!

### Title Sponsor **\$10,000+**

- Invitation to have one representative be a participant in the 2020 program for free, or award a 50% scholarship to a program participant in your organization's name
- Invitation to have a representative speak at one class program session or event of your choosing
- Invitation to have a representative publicly recognized at the Opening Session
- Invitation to distribute promotional materials at each class session to participants & event attendees
- Ability to invite additional organizational representatives to select program days & events
- Organization name & website link on Water Fluency page of Water Education Colorado's website
- Logo included on class agendas for all in-classroom program days
- Recognition along with other title sponsors in *Headwaters* magazine announcing program graduates
- Recognition as a title sponsor in program promotional communications, reaching thousands
- Logo & website link included in emails to Water Fluency participants throughout the 2020 program
- Social media recognition during Opening Kick-Off session of the Water Fluency Program on Water Education Colorado's Facebook and Twitter pages
- Invitation to be featured in an upcoming Water Education Colorado blog post

### Opening Session Dinner Sponsor **\$2,500**

- Invitation to have 3 representatives attend the Opening Session Dinner for free
- The invitation for a representative to speak at the Opening Session Dinner
- Logo prominently featured on signage at Opening Session Dinner
- Public recognition at Opening Session Dinner
- Invitation to have promotional materials displayed at the Opening Session Dinner
- Logo featured on the program for the Opening Session Dinner
- Organization name & website link on Water Fluency page of Water Education Colorado's website
- Organization name included on class agendas for all in-classroom program days
- Organization name listed as a sponsor in Water Fluency Program promotions

### Program Scholarship Sponsor **\$2,000**

- Invitation to award one 50% scholarship to a program participant in your organization's name
- Invitation to have a representative speak at a class program session or event of your choosing
- Invitation to have a representative publicly recognized at the Opening Session
- Invitation to distribute promotional materials at Opening Kick-Off Session
- Organization name & website link on Water Fluency page of Water Education Colorado's website
- Organization name included on class agendas for all in-classroom program days
- Organization name listed as a sponsor in Water Fluency program promotions

### Day Lunch Sponsor **\$1,000**

- Logo featured prominently on signage at your sponsored lunch
- The invitation for a representative to speak during your sponsored lunch
- Invitation to have promotional materials displayed/distributed at your sponsored lunch
- Public recognition on your sponsored lunch day
- Organization name listed as a sponsor on Water Fluency page of Water Education Colorado's website
- Organization name included on class agendas for all in-classroom program days
- Organization name listed as a sponsor in Water Fluency program promotions

For more information or to arrange a sponsorship, please contact:  
Jayla Poppleton, Executive Director: (e): [jayla@wateredco.org](mailto:jayla@wateredco.org), (o): 720-325-1448