



# Water Education Colorado

## 2021 Partner Menu

### OUR MISSION

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

We work statewide 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 nonprofit 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.

### 2020-2021 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:



## ORGANIZATIONAL MEMBER BENEFITS

	Tributary \$250-499	River \$500-999	Aquifer \$1000-1999	Basin \$2000-4999	Headwaters \$5000+
Annual subscriptions to <i>Headwaters</i> magazine*	3	5	10	15	20
Receive WEco e-newsletters for timely updates on water issues	✓	✓	✓	✓	✓
10% discount on Citizen's Guides	✓	✓	✓	✓	✓
Employees receive advance notice and special member rate to select WEco events	✓	✓	✓	✓	✓
Invitation to Member Appreciation Event	✓	✓	✓	✓	✓
Recognition of your support in WEco annual report	✓	✓	✓	✓	✓
Annual recognition of your membership in <i>Headwaters</i>	✓	✓	✓	✓	✓
\$50 credit for WEco Online Store	✓	✓	✓	✓	✓
Opportunity to highlight your organization in HEADWATERS Pulse e-news		✓	✓	✓	✓
Recognition on WEco website			✓	✓	✓
Citizen's Guide set (each \$74 value)			1	2	5
VIP privileges at select WEco events				✓	✓
Special recognition at Member Appreciation Event					✓

\* 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

\$750-\$5,000

Sept. 9, 2021 in Denver, at Balistreri Vineyards (with possibility of transitioning to virtual)



Each year, 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-\$5,000

June 2021 in the Lower Arkansas River Basin (with possibility of transitioning to virtual)



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.

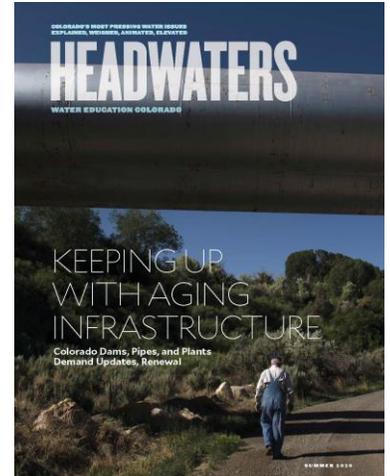
Sponsors receive recognition before, during and after the event through numerous promotional channels, as well as free tour registration(s) for staff members and an opportunity to address participants during the tour, depending on the level of sponsorship chosen.

## CONTENT SUPPORT

### Headwaters Magazine

\$500-\$5,000 per issue

*Headwaters* magazine, produced three 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.wateredco.org](http://www.wateredco.org), where all past issues are archived, so your investment lasts for many years to come.



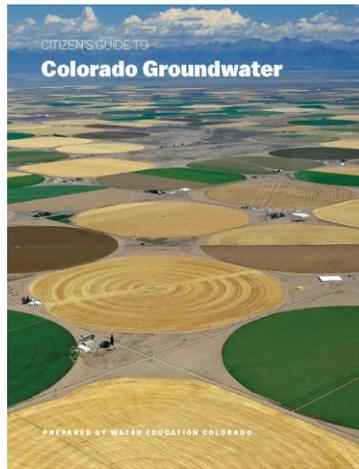
Our 2020-2021 editorial calendar includes the following upcoming issues:

- **Spring/Summer 2021 (May 2021):** Water Storage
- **Fall 2021 (Oct. 2021):** TBD

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 ten 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 2020-2021, we will be producing two guides:

- **Citizen's Guide to Colorado Water Law, 5<sup>th</sup> Ed. (Dec. 2020)**
- **Citizen's Guide to Interstate Compacts, 3<sup>rd</sup> Ed. (May 2021)**

## Fresh Water News

\$500-\$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 5,200 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 showcase partner support in a number of ways, including by having your logo beside a weekly article on the website, or, at the top-tier support level, being acknowledged at the bottom of the email news report for a full year. That's 52 weeks of being recognized for making this valuable service possible, reaching 5,000+ subscribers each week!

## LEADERSHIP PROGRAM SUPPORT

### 2021 Water Fluency Program

\$1,000-\$25,000

*May-September 2021, Yampa-White-Green Basin (with possibility of transitioning to virtual)*

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.



The program tackles topics of statewide and regional importance, and includes case studies with a local lens based on the region where the program is being hosted.

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.

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.

### **2021 Water Leaders Program**

**\$1,000-\$25,000**

*Dates and locations, TBD (This will likely be an all, or mostly, virtual program in 2021)*



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 program for the water community. Sponsors can choose to be either Program Day Sponsors, Session 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

\$500-\$25,000

The Water Educator Network is an affiliate 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.

The 2021 tentative schedule includes:

2021 Water Educator Network Symposium: June 2021, Basalt or Redstone

2021 Project WET Training: June 2021, Basalt or Redstone

2021 Water Festival Coordinators Gathering: November 2021, Virtual

**THANK YOU FOR YOUR GENEROUS SUPPORT FOR WATER EDUCATION COLORADO!**

**For more information or to arrange a sponsorship, please contact:**

**Sami Miller, Membership and Engagement Officer: (e): [sami@wateredco.org](mailto:sami@wateredco.org), (o): 720-325-1088**