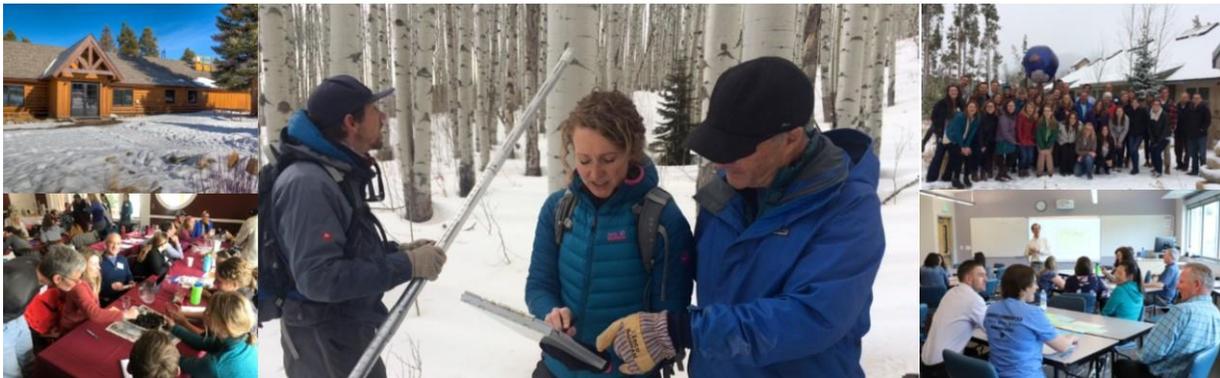




2021 WATER EDUCATOR NETWORK EVENTS

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.

Events Overview (Roaring Fork Valley, June 2021)

We are excited to offer water educators two days of professional development with a great lineup of speakers, a hands-on water science experience, and other educational activities appropriate for educators serving both youth and adult audiences.

Water Educator Network Symposium

The Water Educator Network (WEN) supports and connects Colorado's education and outreach professionals dedicated to advancing understanding about water through implementation of the Statewide Water Education Action Plan (SWEAP). This year's Annual WEN Symposium will focus on "Implementing a multi-channeled public relations and media campaign for water awareness," informed by numerous case studies, and with an eye toward planning for a statewide "Water '22" campaign in 2022, one of the strategies for awareness building in SWEAP.

Project WET Facilitator Workshop

This workshop will train new Project WET (Water Education Today) Facilitators through a hybrid "train the trainer" model, with pre/post virtual sessions and a full-day training offered in conjunction with the WEN Symposium. Successful participants will be certified as Project WET Facilitators and will leave equipped to train other educators in engaging, hands-on activities using curriculum recommended by the National Science Teachers Association and drawing connections to Colorado Academic Standards.

Event Sponsorship Benefits

In addition to the benefits below, all sponsors receive:

- Verbal recognition during the events
- Recognition on WEco's website registration page
- Acknowledgment in WEco's Annual Report

Event sponsorship showcases your support for water education and helps keep registration costs low and provides scholarships for water educators!!

Title Sponsor (Exclusive opportunity!) \$2,500

- A package of benefits including all of the benefits of our presenting sponsor plus additional customized benefits designed to meet your needs and an invitation to deliver remarks during welcome

Presenting Sponsor (Limited number available) \$1,500

- 2 full event registrations for your organization or as scholarships awarded in your name
- An invitation to distribute organizational materials to program day participants
- Brand recognition throughout the full program for both days through signage
- Logo placement on agenda, registration, handouts, and presentation title slide for both sponsored program days and virtual sessions
- Public brand recognition before, during and after program days through WEco's communications channels including Headwaters PULSE e-newsletter (reaching 5,000+), and social media, reaching an additional 1,000+, as well as other public media outlets
- Recognition on WEco's website, with a link to your website
- Recognition in follow-up e-mail communications to participants, with a link to your website

Lunch Sponsor (Limited number available) \$1,000

- 1 full event registration for your organization or as a scholarship awarded in your name
- Invitation to deliver remarks at lunch on your sponsored lunch day
- Logo placement on agenda, registration, handouts, and presentation title slide for both sponsored program days
- Sponsor signage displayed prominently at your sponsored lunch
- Organization logo displayed in event promotional materials and emails (reaching 5,000+)

Scholarship Sponsor (Unlimited) \$500

- Partial scholarship awarded in your organization's name to 1 event attendee
- Logo included on agenda, registration, handouts, and presentation title slide for both program days
- Organization listed in event promotional materials and emails (reaching 5,000+)

**Should COVID-19 restrictions impact the in-person WEN Symposium and Project WET Training, sponsor benefits will be evaluated and modified to fit a virtual format, as in 2020.*

Sponsorship Contact

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

Sami Miller, Membership & Engagement Officer: sami@wateredco.org, (303) 377-4433