



2021 ARKANSAS RIVER BASIN TOUR - JUNE 3 Sponsorship Opportunities



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.

Tour Overview

In 2021, our annual river basin tour will focus on the Lower Arkansas River in an exciting, new virtual format! The re-envisioned tour will be held via Zoom, expanding the accessibility and reach of our typical audience that includes water professionals, ag producers, educators, elected officials, and interested community members. The tour will include sites between Pueblo Reservoir, John Martin Reservoir and beyond, giving participants an up-close look at regional water-related activities and attributes. The itinerary will showcase water quality projects, agricultural operations, alternative transfer methods (ATMs), interstate compact considerations, the Fryingpan-Arkansas Project, municipal, environmental and recreational priorities, and more. There will also be an interactive Q&A opportunity with tour speakers, and a post-tour networking event.

Tour Goals

- Illustrate strategies from the Arkansas Basin Implementation Plan and their broader application to statewide issues in Colorado's Water Plan;
- Showcase the nexus between water and local economies, values and priorities;
- Convey the importance of partnerships and collaborations in water resource management, water supply planning, and habitat restoration;
- Help elected officials, community leaders and interested community members gain a well-rounded, objective look at regional water management considerations so they leave feeling more equipped to engage in local and statewide water conversations and to approach leadership and decision-making roles with confidence.

Tour Sponsorship Benefits

In addition to the benefits below, all sponsors receive:

- Verbal recognition during tour
- Recognition on WEco's event webpage
- Recognition on digital event program
- Acknowledgment in WEco's Annual Report

Tour sponsorship showcases your support for water education and the region we're touring, helps keep registration costs low, and provides scholarships!

Title Sponsor (Exclusive opportunity) \$3,500

- A package including all of the benefits of our presenting sponsor plus additional customized benefits designed to meet your needs

Presenting Sponsor (Two available...only one left!) \$2,500

- 2 free tour registrations for your organization
- Invitation to deliver remarks during tour kick-off (via a 60-second pre-recorded video)
- Logo and full-page full color ad in digital event program
- Logo prominently displayed on welcome screen as registrants arrive to virtual tour and during program breaks via sponsor slides
- Opportunity to deliver remarks at the networking event associated with the tour
- Recognition on WEco's social media channels leading up to the event (2X, May & June)
- Organization logo displayed in tour promotional materials and emails (reaching 5,000+)

Virtual Bus Sponsor (Four available...only one left!) \$1,500

- 1 free tour registrations for your organization
- Opportunity to have a 30-second video play during a program break
- Logo plus ½ page full color ad in digital event program
- Logo displayed on welcome screen as registrants arrive to virtual tour and during program breaks via sponsor slides
- Organization logo displayed in tour promotional materials and emails (reaching 5,000+)

Break Sponsor (Ten available) \$1,000

- 1 free tour registration for your organization
- Logo plus ¼ page full color ad in digital tour program
- Logo displayed on welcome screen as registrants arrive and during program breaks via sponsor slides
- Organization logo displayed in tour promotional materials and emails (reaching 5,000+)

Scholarship Sponsor (Unlimited) \$500

- Partial scholarship assistance awarded in your organization's name to 1 tour attendee
- Business-card sized full color ad and listing in digital event program
- Organization listed on welcome screen as registrants arrive and during program breaks via sponsor slides
- Organization listed in tour promotional materials and emails (reaching 5,000+)

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