



# Water Education Colorado

## 2022 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 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 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 equips community members and decision makers facing complex and important water resource challenges with the knowledge and skills needed to make informed decisions. We are the only nonprofit in Colorado carrying out this mission of delivering trusted, policy-neutral 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. Thank you for considering how you can support our mission!

### MEMBERSHIP SUPPORT

Organizational Membership  
\$300-\$5,000+

Membership is the best foundation for your support for Water Education Colorado (WEco). 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 WEco 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:

 <b>ORGANIZATIONAL MEMBER BENEFITS</b>	Tributary \$300-599	River \$600-1199	Aquifer \$1200-2399	Basin \$2400-4999	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	✓	✓	✓	✓	✓
Recognition in one edition of HEADWATERS Pulse e-newsletter, reaching 5000+		✓	✓	✓	✓
Recognition on WEco website			✓	✓	✓
Citizen's Guide set (each \$80 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.

## WATER '22 PUBLIC AWARENESS CAMPAIGN SUPPORT

### Water '22 Campaign Sponsorship

\$2,500-\$25,000 Corporate/Public/Nonprofit



Water 2022 (Water '22 for short) is an expansive statewide project to raise public awareness around water, being led by WEco. The goal is to reach 500,000+ Coloradans statewide during 2022 with shared messaging around the critical role water plays in Colorado's quality of life, how it is currently threatened by drought and climate change, and solutions for a sustainable water future that include each and every one of us.

Water '22 will be modeled after the highly collaborative and successful Water 2012 campaign. More than 600 unique entities across the state participated in the grassroots effort 10 years ago, contributing through organizing events and other activities that connected with the statewide campaign.

## Water '22 Goals:

- Raise public awareness among Coloradans about how water supports our quality of life, as well as the threats to and potential solutions for a sustainable water supply.
- Connect Coloradans to existing and new opportunities to learn about water and how they can affect change.
- Highlight the interconnection between all water uses, and showcase exemplary models of cooperation and collaboration.
- Increase support for the diverse organizations and institutions responsible for management and protection of Colorado's water and waterways.
- Motivate Coloradans to become more proactive participants in Colorado's water future, including by participating in decision making process and adopting sustainable water behaviors.

*\* Importantly, the campaign will not include any lobbying or advocacy activities.*

The campaign is reliant on financial support from sponsors. Sponsors will have the opportunity to showcase their support for sustainable water management, highlighting themselves as being on the forefront of protecting and stewarding this resource for many future generations. All sponsors will receive access to the campaign toolkit, with opportunities for co-branding campaign materials. We encourage sponsors to use the campaign to amplify and call attention to their own efforts toward water sustainability.

## NEWS AND PUBLICATIONS 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.



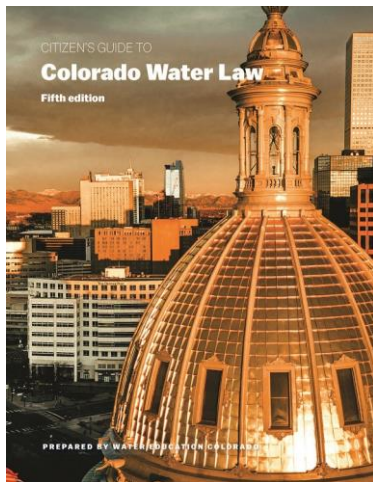
Our 2022 editorial calendar includes the following upcoming issues:

- **Spring 2022: Tribal water issues in Colorado and the West**
- **Summer 2022: On-Farm Sustainable Water Management Practices**
- **Fall 2022: 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 feature your logo on the magazine back cover and on the Water Education Colorado website, plus recognition through social media.

### Citizen's Guides in Spanish

\$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.

In 2022, Water Education Colorado will produce Spanish-language versions of two its most popular guides, to be determined based on input from a focus group about which guides will be most useful to Colorado's LatinX community.

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, and through social media.

In 2022, we will be producing two Spanish translations of existing guides, likely two out of the following three guides:

- **Citizen's Guide to Colorado Water Law, 5<sup>th</sup> Ed.**
- **Citizen's Guide to Where Your Water Comes From, 2<sup>nd</sup> Ed.**
- **Citizen's Guide to Colorado Water Quality Protection, 3<sup>rd</sup> Ed.**

### Fresh Water News

\$2,500-\$8,000 Underwriting Opportunities

Fresh Water News is an independent, nonpartisan news initiative launched by WEco in 2018 to provide timely, in-depth 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 Fresh Water News as their No. 1 source for Colorado water news. In addition to serving to inform email subscribers, Fresh Water News articles are republished by numerous media partners across Colorado.





Underwriting opportunities showcase partner support in a number of ways, including by having your logo or advertisement displayed on the Fresh Water News landing page and beside weekly articles on the website, as well as being showcased in the weekly email news report. Underwriters at the top-tier support level are exclusively acknowledged at the bottom of the email news report at least 1x/month for a full year. That's 12 weeks of being individually recognized for making this valuable service possible, reaching 5,000+ subscribers each week!

## EDUCATION PROGRAMS SUPPORT

### Annual River Basin Tour

\$500-\$5,000

*June 2022, Showcasing the Upper Colo. River and 1922 Colorado River Compact centennial*



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. Participants have the opportunity to learn about the history, water management practices, and current challenges of the local watersheds, while growing their network of peers.

As part of recognizing the 100<sup>th</sup> anniversary of the Colorado River Compact, WEco's 2022 tour will feature multiple Colorado river basins within the Upper Colorado River system. The tour will be longer than in most years, with three full days of in-field learning covering a broader geographic reach.

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.

### Water Educator Network

\$1,000-\$25,000

The Water Educator Network (WEN) 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.

WEco regularly convenes WEN affiliates, providing them with an opportunity to advance their collective practice, share resources, and advance collaborations. Increasingly WEN affiliates are organizing to achieve



collective impact on a series of 10 shared outcomes identified in the 2020-2025 Statewide Water Education Action Plan (SWEAP).

Sponsorship support includes full program partnership across all WEN and SWEAP events for the year and encompasses recognition and acknowledgement based on level of support.

The 2022 tentative schedule includes:

Water Festival Coordinators Gathering: November 2021, Virtual  
2022 Water Educator Network Symposium  
Project WET Trainings  
Teacher Professional Development Unit in Denver

## **LEADERSHIP PROGRAMS SUPPORT**

### **2022 Water Leaders Program**

\$1,000-\$10,000

April 14-15 (TBD), June 2-3 (Redstone), July 28-29 (Salida), Sept. 15-16 (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 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.

### **2022 Water Fluency Program**

\$1,000-\$15,000

*May-August 2022, Gunnison Basin Focus*

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 a combination of expert speaker presentations, peer discussion, reading assignments and intersession applications of learning. 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 regional focus that year. 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.

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

## EVENT SUPPORT

### Annual President's Reception

\$750-\$5,000

Sept. 8, 2022 in Denver, at Balistreri Vineyards

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. Over the past two years, the event has been held in both virtual and hybrid formats as we've learned how to transition the event when needed to be more accessible while preserving sponsor engagement, awardee recognition and the purpose of gathering as a community. Sponsorship both demonstrates your support of the awardees' achievements and helps further our mission of water education and engagement.

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

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

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