



WATER22

IT ALL STARTS HERE

"Water is the lifeblood of our State.

All Coloradans must work together to safeguard this precious resource."

Governor Jared Polis (Nov. 3, 2021)

Water '22 is an expansive statewide effort to raise public awareness about Colorado water, capitalizing on the urgency of drought and climate change and taking advantage of high-profile anniversaries and events. This multi-channeled campaign will reach 500,000+ Coloradans with exciting, high-visibility strategies that include public relations, media and events. Shared messaging will highlight the critical role water plays in Colorado's quality of life across all sectors and solutions for a sustainable water future with tangible actions that anyone can take.

The campaign is reliant on financial support from sponsors. 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.

Water '22 Campaign Highlights

Kickoff at CO Water Congress Convention

January 26 – 28, 2022

Campaign Toolkit for Sponsors & Partners

Available February 1, 2022

(Campaign Toolkit Resources include: Web banners, Print Ads, Email Templates, Press Release, TV + Radio PSA's, Flyers and Social Media graphics/posts)

Statewide Outreach Campaign

February 1 – December 31, 2022

Year-long campaign to include:

Statewide Speakers Bureau,
Book and Film Clubs, World Water Day,
Drinking Water Week promotions,
Volunteer Days, Student Showcases, a
Statewide Watershed Beer Competition,
and much more.

Engaging Coloradans to recognize the value of water and see themselves as water stewards that can collectively meet the urgency of the moment

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 processes and adopting sustainable water behaviors.

Some important 2022 milestones that will be highlighted by the campaign include the 100th anniversary of the Colorado River Compact, as well as the release of the Colorado Water Plan update. The updated plan draft is due out in June 2022, when it will be open for 90 days of public comment.

Water '22 messages will connect Coloradans to greater awareness of where their water comes from and foster a sense of pride regionally and statewide. We will also call upon Coloradans to activate for the future of Colorado water by taking a stewardship pledge with easily implementable actions.

* The campaign will not include any lobbying or advocacy activities.

Reliance on Partners:

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 more than 400 events and other activities that connected with the statewide campaign.

Similarly, the Water '22 campaign will rely on many partners working via a grassroots effort across the state to connect the campaign to their activities, including outreach events, anniversary celebrations, and more. Water '22's goal is to provide opportunities for Coloradans in every river basin to interact with the campaign.

About Water Education Colorado

Water Education Colorado is a 501c3 nonprofit providing policy-neutral news and informational resources, engaging learning experiences, and empowering leadership programs. Since 2002, we have been working statewide to ensure Coloradans are knowledgeable about key water issues and equipped to make smart decisions for a sustainable water future. We have a trusted reputation in and outside of the water sector, and are widely considered the leading organization for informing and engaging Coloradans on water.

Sponsorship Opportunity

Marquee Level | \$25,000

Marquee Level Benefits Include:

- Access to the Campaign Toolkit with opportunity to co-brand
- Logo on pop-up banner for events and behind speakers at photo/broadcast opportunities
- Logo on certain campaign promotional giveaways (e.g. T-shirts, beer openers, shower timers, etc.)
- Company name highlighted in all campaign press releases
- Company highlighted in TV PSAs and radio spots
- Monthly dedicated social media posts highlighting company support
- Opportunity to deliver remarks at Statewide Watershed Beer Competition event, statewide student showcase, and more
- Top-level placement of company logo in the following locations:
 - Water '22 campaign website and pledge form
 - Campaign event signage
 - Campaign information flyers and postcards
 - Other campaign collateral including statewide bookclub flyers and bookmarks, shared slides for statewide Speakers Bureau presentations
 - Signage at booth at campaign kickoff at Colorado Water Congress convention (600+ attending)
 - Water '22 insert to be published in Feb. 2022 issue of Headwaters magazine (reaching 7,500+)
 - All campaign and event update emails sent by Water Education Colorado (reaching 5,000+)

Sponsorship Opportunities of Water '22 are available at many levels of commitment with great benefits

please reach out with inquiries to either:

Steve Sander | President, Sander Marketing at steve@sandermarketinggroup.com

Jayla Poppleton | Executive Director, Water Education Colorado at jayla@wateredco.org

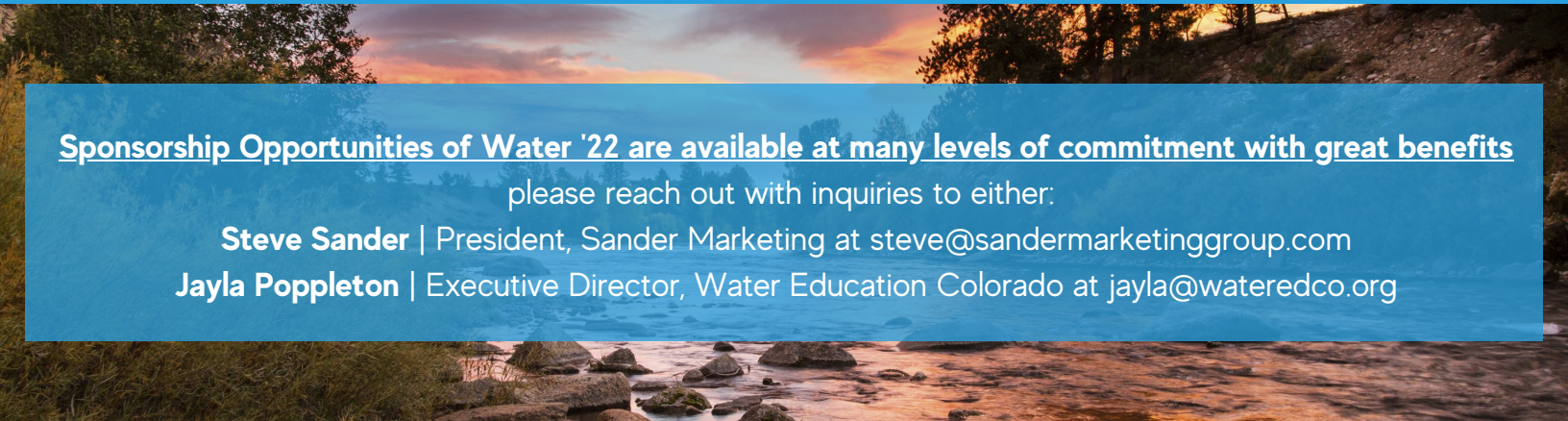


Sponsorship Opportunity

Presenting Level | \$10,000

Presenting Level Benefits Include:

- Access to the Campaign Toolkit with opportunity to co-brand
- Logo on certain campaign promotional giveaways (e.g. T-shirts, beer openers, shower timers, etc.)
- Company name highlighted in all campaign press releases
- Monthly dedicated social media posts highlighting company support
- Opportunity to participate and be recognized at Statewide Watershed Beer Competition event, statewide student showcase, and more
- High-level placement of company logo in the following locations:
 - Water '22 campaign website and pledge form
 - Campaign event signage
 - Campaign information flyers and postcards
 - Other campaign collateral including statewide bookclub flyers and bookmarks, shared slides for statewide Speakers Bureau presentations
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Jayla Poppleton | Executive Director, Water Education Colorado at jayla@wateredco.org



Sponsorship Opportunity

Sustaining Level | \$5,000

Sustaining Level Benefits Include:

- Access to the Campaign Toolkit with opportunity to co-brand
- Monthly shared social media posts highlighting company support
- Opportunity to participate and be recognized at Statewide Watershed Beer Competition event, statewide student showcase, and more
- Mid-level placement of company logo in the following locations:
 - Water '22 campaign website and pledge form
 - Campaign event signage
 - Campaign information flyers and postcards
 - Other campaign collateral including statewide bookclub flyers and bookmarks, shared slides for statewide Speakers Bureau presentations
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