



2022 UPPER COLORADO RIVER BASIN TOUR - SUMMER 2022 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.

About the 2022 Upper Colorado River Basin Tour

WEco's tours are an opportunity for decision makers, water professionals and interested citizens to see water management in action and to get an up-close look at the projects, challenges and opportunities in a given region. Tours regularly hit capacity, and generally one-half of tour attendees are individuals new to WEco. The Colorado legislature's interim water resources review committee typically attends the annual multi-day river basin tour each year, along with congressional staff, water professionals and educators from across the state.

As part of recognizing the 100th anniversary of the Colorado River Compact, WEco's 2022 tour will feature multiple Colorado Western Slope watersheds 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.

Sponsor Support

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.

Tour Sponsorship Benefits

In addition to the benefits below, all sponsors receive:

- Verbal recognition during tour
- Recognition on WEco's website registration page
- Sponsor identification on representative's nametag
- 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!) \$5,000

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

Presenting Sponsor (Limited availability) \$3,500

- 2 free tour registrations for your organization
- Invitation to deliver remarks during tour kick-off or at evening reception on Day 1 of tour
- The invitation to provide promotional items in tour notebooks
- Organization logo and full-page full color ad in tour program (possible digital program)
- Organization logo on sponsor signage prominently displayed at tour registration
- Opportunity to invite 2 additional guests to evening reception on Day 1 of tour
- Recognition on WEco's social media channels 2x leading up to the tour
- Organization logo included in tour promotional materials
- Organization logo and website link included in promotional emails (reaching 5,000+)

Bus Sponsor (Limited availability) \$2,000

- 1 free tour registration for your organization
- Invitation to deliver remarks on bus
- Organization logo plus ½ page full color ad in tour program
- Organization logo on sponsor signage displayed prominently on bus throughout the tour
- Recognition on WEco's social media channels 1x leading up to the tour
- Organization logo included in tour promotional materials
- Organization logo and website link included in promotional emails (reaching 5,000+)

Lunch Sponsor (Limited availability) \$1,250

- 1 free tour registration for your organization
- Invitation to deliver remarks at lunch on your sponsored lunch day
- Organization logo plus ¼ page full color ad in tour program
- Organization logo on sponsor signage displayed prominently at your sponsored lunch
- Organization logo displayed in tour promotional materials and emails (reaching 5,000+)

Scholarship Sponsor (Unlimited) \$750

- Partial scholarship assistance awarded in your organization's name to 1 tour attendee
- Business-card sized full color ad in tour program
- Organization listed in tour promotional materials and emails (reaching 5,000)

Sponsorship contact: Jayla Poppleton, Executive Director, 720-325-1448, jayla@wateredco.org