



2022 Water Fluency Program 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.

Water Fluency

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 four full program days with highly sought-out lectures, discussions, exclusive access to water sector leaders, breakout networking opportunities, and intersession assignments. They leave equipped with new knowledge and a network of peers to help create lasting, positive change in their communities. Class size is capped at 35.

Audience

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.

2022 PROGRAM

Session 1
May 11
Virtual

Session 2
June 8
Virtual

Session 3
July 13
Gunnison

Session 4
Aug. 10
Virtual

**The program is a hybrid format.*

2022 WATER FLUENCY PROGRAM

Sponsorship Levels and Benefits:

Sponsors receive great brand recognition, gain the opportunity to interface with Water Fluency participants, and demonstrate their support for informed water decisions!

Title Sponsor (Limited Availability) **\$10,000+**

- Invitation to have one representative participate in the 2022 program for free, or award two 50% scholarships in your organization's name
- Ability to invite additional organizational representatives to select program days & events
- Invitation to be featured in an upcoming Water Education Colorado blog post
- Recognition in *Headwaters* magazine announcing program graduates
- Invitation to attend and speak during a class program session or event of your choosing
- Invitation to distribute organizational materials at each class session to participants
- Organization logo prominently featured on signage throughout program
- Recognition on WEco's social media channels 4x, in conjunction with each class session
- Organization recognized on WEco website, with a link to your website
- Organization logo included on class agendas for all program days
- Verbal recognition throughout the program, including kickoff and graduation
- Organization logo and link to your website (recognized as Title Sponsor) in all WEco communication directly to participants and all wider email promotions, reaching 5,000+

Local Host Sponsor (Exclusive Opportunity) **\$2,500**

- Opportunity to help host a local happy hour event in conjunction with local session
- Invitation to have a representative speak at the happy hour event as well as address/welcome the class during the following local program session
- Invitation to distribute organizational materials at the happy hour event and local session
- Organization logo prominently featured on signage at happy hour event
- Recognition on WEco's social media channels 4x, in conjunction with each class session
- Organization recognized on WEco website, with a link to your website
- Organization logo included on class agendas for all program days
- Verbal recognition throughout the program, kickoff and graduation
- Organization logo and link to your website in all WEco communication directly to participants and all wider email promotions, reaching 5,000+

Scholarship Sponsor **\$1,750**

- Invitation to award one 50% scholarship to a program participant in your organization's name
- Invitation to attend and speak during a class program session or event of your choosing
- Invitation to distribute organizational materials during one of the program sessions
- Organization logo on signage throughout program
- Recognition on WEco's social media channels 2x, in conjunction with kickoff and graduation
- Organization recognized on WEco website, with a link to your website
- Organization logo on class agendas for all program days
- Verbal recognition throughout the program, including kickoff and graduation
- Organization listed in all WEco communication directly to participants and all wider email promotions, reaching 5,000+

Program Session Sponsor

\$1,000

- Invitation to attend and speak at your sponsored program session
- Invitation to distribute organizational materials to participants during sponsored session
- Organization logo on signage during sponsored session
- Recognition on WEco's social media channels 1x, in conjunction with sponsored session
- Organization recognized on WEco website, with a link to your website
- Organization logo on class agendas for all program days
- Verbal recognition at final graduation celebration
- Organization listed in all WEco communication directly to participants and all wider email promotions, reaching 5,000+

**Locations, dates and program details are subject to change. Sponsor benefits can be modified to accommodate program needs and WEco will work with sponsors to provide relevant and meaningful alternatives if needed.*

Sponsorship Contact

**For more information or to arrange a sponsorship, please contact:
Jayla Poppleton, Executive Director: jayla@wateredco.org, (303) 377-4433**