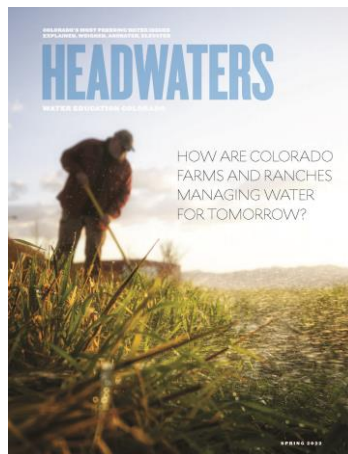
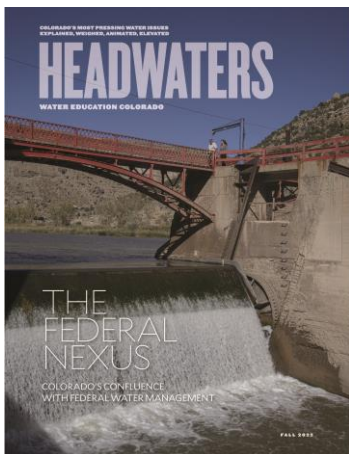




## 2023 HEADWATERS MAGAZINE Sponsorship Opportunities



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.

### **The magazine**

Published three times annually in glossy, four-color format, Headwaters magazine is Water Education Colorado's flagship publication, covering the most pressing water issues with compelling, impartial reporting and storytelling. By providing timely, accessible coverage that considers diverse perspectives and value sets, Headwaters helps advance the dialogue and fosters innovative and collaborative solutions for Colorado's water challenges.

### **Circulation**

Headwaters has a distribution of over 7,500 in Colorado and beyond. Each magazine typically crosses multiple desks as it is circulated within offices and repeatedly referred back to. Headwaters is handed out at numerous conferences and is also available online, where all past issues are archived.

### **2023 EDITORIAL CALENDAR**

**Spring 2023**  
CO Water Plan  
Update  
Release: April

**Summer 2023**  
Natural  
Infrastructure  
Release: July

**Fall 2023**  
One Water  
Concepts  
Release: Nov.

## HEADWATERS MAGAZINE 2023

### Sponsorship Benefits (per issue)

In addition to the benefits below, all sponsors receive:

- Rights to reprint or reuse articles/graphics from Headwaters, subject to certain limitations
- Acknowledgment in WEco's Annual Report

Sponsors receive great brand recognition, gain the opportunity to communicate with Headwaters' audience, and demonstrate their support for informed water decisions!

### Publishing Sponsor

**\$5,000**

- 100 copies of Headwaters magazine to distribute to your own networks
- Logo with top placement on back cover of Headwaters magazine in print and online
- Full-page, full-color ad in magazine, with priority placement for exposure
- Special call-out on Headwaters landing page for your sponsored issue
- Recognition on WEco's social media channels 3x in conjunction with the timing of sponsored issue's publication
- Invitation to have your organization or program featured in an upcoming Your Water Colorado blog post (subject to WEco editorial rules)

### Reporting Sponsor

**\$2,500**

- 50 copies of Headwaters magazine to distribute to your own networks
- Logo with near-top placement on back cover of Headwaters magazine in print and online
- One-third page, full-color ad in magazine, with priority placement for exposure
- Special call-out on Headwaters landing page for your sponsored issue
- Recognition on WEco's social media channels 1x in conjunction with the timing of sponsored issue's publication
- Invitation to have your organization or program featured in an upcoming Your Water Colorado blog post (subject to WEco editorial rules)

### Circulation Sponsor

**\$1,000**

- 25 copies of Headwaters magazine to distribute to your own networks
- Logo on back cover of Headwaters magazine in print and online
- Special call-out on Headwaters landing page for your sponsored issue
- Business card-sized, full-color ad in magazine
- Invitation to submit an upcoming Your Water Colorado blog post (subject to editorial rules)

### Supporting Sponsor

**\$500**

- 12 copies of Headwaters magazine to distribute to your own networks
- Logo on the back cover of Headwaters magazine in print and online

**Contact:** Jayla Poppleton, Executive Director: [jayla@wateredco.org](mailto:jayla@wateredco.org), 720-325-1448