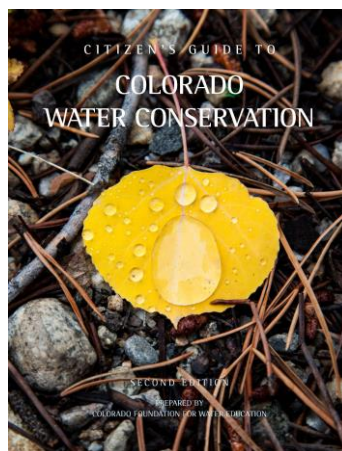
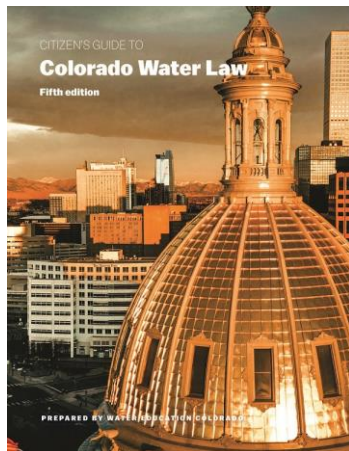




2024 COMMUNITY GUIDES Sponsorship Opportunities



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 Citizen/Community Guide Series

Water Education Colorado's high-quality reference series features 10 Citizen and Community Guides to critical water topics. Citizen's Guides feature in-depth, peer-reviewed information with high-quality infographics to help inform a diversity of audiences. They are used in a variety of personal and group educational settings, including workshops, seminars, and course curriculum and are widely distributed across Colorado, including to state legislators and participants in WEco's Water Fluency program. Each guide has a shelf-life of 5+ years. In addition to print guides, the guides are also accessible to read online.

Community Guides in Spanish

In Summer 2024, Water Education Colorado will update the Citizen's Guide to Colorado Water Conservation, last published in 2016, to a 3rd edition. Additionally, WEco will translate the updated guide into Spanish in order to produce the third Spanish-language version of these guides in our library. The guides are also slowly being renamed as Community Guides to improve accessibility by Spanish-speaking audiences.

Sponsorship will be vital to enabling production of both versions, and is available for one or both, separately.

Sponsorship Benefits

Sponsorship opportunities are available for each of the two guides at the following levels. In addition to the benefits listed below, all sponsors receive:

- The option to pre-order guides at a reduced price
- Sponsor recognition in Water Education Colorado's Headwaters Magazine, announcing the guide's availability
- Acknowledgment in WEco's Annual Report

Sponsors receive great brand recognition, help fund the ongoing production of these high-quality resources, and demonstrate their support for informed water decisions!

Publishing Sponsor **\$5,000**

- 75 free copies of the sponsored guide to distribute to your networks
- Logo featured on the back cover of the sponsored guide, in print and digital versions*
- Logo on the website store page for the sponsored guide, with a link to your website
- For one year, we will include your logo and website address on a flyer to be distributed with bulk copies of the sponsored guide
- Logo and sponsor thank you in promotional materials for the sponsored guide
- Recognition on WEco's social media channels 2x in conjunction with the guide's publication
- Invitation to submit a Your Water Colorado blog post (subject to WEco editorial rules)

Production Sponsor **\$2,500**

- 25 free copies of the sponsored guide distribute to your networks
- Logo featured on the back cover of the sponsored guide, in print and digital versions*
- Logo on the website store page for the sponsored guide, with a link to your website
- Logo and sponsor thank you in promotional materials for the sponsored guide
- Recognition on WEco's social media channels 1x in conjunction with the guide's publication
- Invitation to submit a Your Water Colorado blog post (subject to WEco editorial rules)

Distribution Sponsor **\$1,000**

- 10 free copies of the sponsored guide to distribute to your networks
- Logo featured on the back cover of the sponsored guide, in print and digital versions*
- Logo on the website store page for the sponsored guide
- Logo and sponsor thank you in promotional materials for the sponsored guide
- Invitation to submit a Your Water Colorado blog post (subject to WEco editorial rules)

Supporting Sponsor **\$500**

- 5 free copies of the sponsored guide to distribute to your networks
- Logo featured on the back cover of the sponsored guide, in print and digital versions*
- Organization listed on the website store page for the sponsored guide
- Sponsor thank you (organization listed) in promotional materials for this guide

**Logos will be featured in order according to sponsorship level*

Contact: Jayla Poppleton, Executive Director, jayla@wateredco.org