



2024 WATER LEADERS 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.

Why Water Leaders?

Water Education Colorado's Water Leaders program positively impacts the Colorado water profession by developing a pipeline of dedicated, effective water leaders across diverse fields ready to chart the path forward to innovative and collaborative water solutions in an increasingly complex world. Participation is based on a competitive application process, in which 20 candidates are selected each year. The program has graduated over 240 leaders since 2006.

Why Become a Program Sponsor?

- ⇒ Move beyond networking and build meaningful relationships with tomorrow's Water Leaders.
- ⇒ Position your organization as an industry leader committed to the future of water in Colorado.
- ⇒ Bring value to your organization by supporting Colorado's premier leadership development program for the water sector.
- ⇒ Help WEco keep program fees low and make scholarships available to qualified applicants who otherwise would find it difficult to participate.

2024 PROGRAM

Session 1
April 25-26
Silverthorne

Session 2
June 13-14
Redstone

Session 3
August 28-29
Salida

Session 4
Oct. 17-18
Denver

2024 WATER LEADERS PROGRAM

Sponsorship Benefits

Sponsors develop relationships with tomorrow's water leaders, gain brand recognition inside and outside the water sector, and make a lasting impact on Colorado water!

Title Sponsor \$10,000

*Limited availability.

- WEco will award two scholarships (\$2,000 each) or one \$4,000 scholarship to program participants in your organization's name**
- Opportunity to host a two-day Water Leaders session at your organization's location, subject to coordination with program calendar
- Press release announcing your support prior to the program session date to local media outlets
- Invitation to be featured in an upcoming Water Education Colorado blog post
- Invitation to attend lunch and have a representative speak at one class program session of your choosing
- Invitation to distribute promotional materials at each class session to participants
- Recognition in Headwaters magazine announcing program graduates
- Organization logo on signage throughout each class session
- Recognition on WEco's social media channels in conjunction with each class session (4x)
- Organization recognized on WEco website, with a link to your website
- Organization logo on 2024 participant binder
- Opportunity to participate at final graduation celebration
- 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+
- Organization recognized in an email to the 242-person Water Leaders alumni network, welcoming the graduating class

Scholarship Sponsor

\$5,000

*Unlimited availability.

- WEco will award two scholarships (\$1,000 each) to program participants in your organization's name**
- Invitation to be featured in an upcoming Water Education Colorado blog post
- Invitation to attend lunch and have a representative speak at one program session of your choosing
- Invitation to distribute promotional materials to participants at kickoff session
- Organization logo on signage during kickoff session
- Recognition on WEco's social media channels 3x announcing scholarship support throughout duration of entire program (kickoff, mid-program, and graduation)
- Organization recognized on WEco website, with a link to your website
- Organization logo on 2024 participant binder
- Verbal recognition at final graduation celebration
- Organization logo and link to your website in all WEco communication directly to participants and all wider email promotions, reaching 5,000+
- Organization recognized in an email to the 242-person Water Leaders alumni network, welcoming the graduating class

Program Session Sponsor

\$2,500

**Availability limited. Exclusive opportunity for one organization per session. Inquire about available dates.*

- The invitation to attend lunch during your sponsored program session and to speak during a time slot of your choosing
- The invitation to distribute organizational materials to participants during sponsored session
- Organization logo on signage throughout your full sponsored program session
- Recognition on WEco's social media channels 1x in conjunction with your sponsored session
- Organization recognized on WEco website, with a link to your website
- Organization logo on 2024 participant binder
- Verbal recognition at final graduation celebration
- Organization logo and link to your website in all WEco communication directly to participants and all wider email promotions, reaching 5,000+
- Organization recognized in an email to the 242-person Water Leaders alumni network, welcoming the graduating class

Program Day Lunch Sponsor

\$1,000

**Availability limited. Exclusive opportunity for one organization per day. Inquire about available dates.*

- Invitation to attend and speak at your sponsored program day lunch
- Invitation to distribute organizational materials to participants at sponsored lunch
- Organization logo on signage during the day of your sponsored lunch
- Recognition on WEco's social media channels 1x in conjunction with sponsored program day
- Organization recognized on WEco website, with a link to your website
- Organization logo on 2024 participant binder
- Verbal recognition at final graduation celebration
- Organization logo and link to your website in all WEco communication directly to participants and all wider email promotions, reaching 5,000+
- Organization recognized in an email to the 242-person Water Leaders alumni network, welcoming the graduating class

***Program Tuition is \$4,750 in 2024, which includes four two-day training sessions, three virtual class meetings, numerous self-assessments, four hours of one-on-one executive coaching sessions, small group peer coaching, a customized mentorship experience, exclusive guest speakers, individual guidance from WEco staff, all program materials, and detailed program coordination. Tuition also covers all meals during the four in-person training sessions. Scholarships enable participants and organizations lacking the budgets to attend to benefit from this invaluable professional development opportunity.*

Sponsorship Contact

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