



water for people
EVERYONE • FOREVER

2024 SPONSORSHIP OPPORTUNITIES

Please contact your Water For People relationship manager or Julie Kauffman, jkauffman@waterforpeople.org, with any questions or to reserve any of the following sponsorship opportunities.

Photo: Maria washes her hands outside her home in San Antonio Ilotenango, Guatemala.

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"DOUBLE YOUR IMPACT" MATCHES

Water For People seeks partners to help amplify our messaging and increase donations. By committing to a “Match” to be used during a set time frame, you will help drive an increase in donations, while raising awareness of your organization’s support for safe water and sanitation services.

How it works: Water For People will conduct a match campaign across social media, website, and email to promote that every dollar donated will be matched by sponsoring organizations up to the set amount for a defined timeframe. To increase the potential impact of matches, one match period may have more than one sponsor. The combined amount will be promoted to Water For People’s audiences. Water For People also encourages the matching partner to promote the match via their internal and external audiences – employees, clients, partners, and via social media.

Water For People will provide graphics and messaging that match partners can use to promote the match to both internal and external audiences.

The benefits vary, but can include:

- Graphics: Personalized for internal audiences, external audiences, and social media
- Messaging: To be used in outreach to staff, clients, or externally, including for emails and social media
- Communications: Water For People will develop a communications plan to promote the match that can include social media outreach, email, and/or website promotion
- Water For People will promote the match over a set period of time, dependent on the time of year, match amount, and number of partners

Please reach out to your contact or [Julie Kauffman](#) for specific information about the impact of each match level.

SPRING 2024

Deadline to receive benefits:
March 1, 2024

Dates:
TBD, tentatively April – June

Fundraising Goal:
\$250,000

Match Amount:
(suggested options)
\$30,000, \$25,000, or \$20,000

FALL 2024

Deadline to receive benefits:
July 1, 2024

Dates:
TBD, tentatively September

Fundraising Goal:
\$100,000

Match Amount:
(suggested options)
\$25,000, \$20,000, or \$15,000

END OF YEAR 2024

Deadline to receive benefits:
October 1, 2024

Dates:
November – December 31

Fundraising Goal:
\$1,000,000

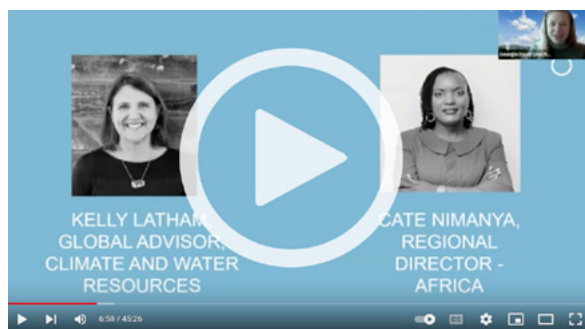
Match Amount:
(suggested options)
\$50,000, \$40,000, or \$30,000

TARGETED GROUP MATCHES

Help Water For People reach specific audience segments. You could provide a match to recruit new donors or expand the monthly giving program. Your targeted match will help Water For People grow the number of donors, which means more people getting access to water sooner. Please reach out to learn more about the impact you can help make through a targeted match.

Dates: Flexible **Match Amount:** *(suggested options)*
\$25,000, \$20,000 or \$15,000

OUTREACH AND VISIBILITY



WATERSIDE CHAT SERIES - PRESENTING SPONSOR

One sponsorship available

Deadline: January 15, 2024

Amount: \$7,500

In 2024, Water For People will host a quarterly Waterside Chat Town Hall series featuring Water

For People staff to discuss themes important to Water For People's work. Potential themes include sanitation, women and girls, hygiene, etc. We are looking for one sponsor to present the series for the year. Visibility is ongoing as Waterside Chats are posted for viewing [on-demand on our YouTube channel](#).

Sponsorship Benefits:

- Inclusion on email and social promotion of Waterside Chats
- Verbal recognition during Waterside Chats
- Logo on welcome slide



VIRTUAL IMPACT EXPERIENCE - PRESENTING SPONSOR

One sponsorship available

Deadline: April 1, 2024

Amount: \$20,000

In response to the inability to travel due to the COVID-19 pandemic, Water For People began hosting Virtual Impact Experiences in 2020. Even though travel is back, Water For People will continue to host these events that allow supporters to witness the impact their donations have through conversations and visits to benefiting communities. The Virtual Impact Experience will visit one country program and through video, interviews, and

discussion provide a first-hand look at the difference water and sanitation makes. Visibility is ongoing as Virtual Impact Experiences are posted for viewing on [Water For People's YouTube channel](#).

Sponsorship Benefits:

- Name/logo included on registration page
- Name/logo included on email and social promotion of Impact Experience
- Logo on welcome slide
- Opportunity to speak during the Virtual Impact Experience



6/60k world water classic

WORLD WATER CLASSIC 6/60K

Multiple sponsorships available

Deadline: August 1, 2024

Women and girls collectively spend 200 million hours each day collecting water. From a young age, every

aspect of a woman's life – schooling, physical safety, health, economic opportunity, safe childbirth – is impacted by the lack of access to safe water and sanitation. You can help change that by supporting Water For People's World Water Classic. This event encourages participants to run/walk 6k, bike 60k, or get creative to help provide improved water and sanitation services through Water For People's programs. The Classic is a virtual event that allows people to participate from wherever they are located.

Presenting Sponsor - \$7,500 (1 available)

- Logo inclusion on [World Water Classic website](#)
- Logo inclusion on virtual bib
- Logo inclusion on emails to participants
- Recognition on social media outreach
- Five (5) complimentary registrations

Bucket Sponsor - \$4,500

- Logo inclusion on [World Water Classic website](#)
- Logo inclusion on virtual bib
- Logo inclusion on emails to participants
- Four (4) complimentary registrations

Pitcher Sponsor - \$2,500

- Logo inclusion on [World Water Classic website](#)
- Logo inclusion on virtual bib
- Logo inclusion on emails to participants
- Two (2) complimentary registrations

Glass Sponsor - \$1,000

- Logo inclusion on [World Water Classic website](#)
- Logo inclusion on emails to participants



BRAND AWARENESS CAMPAIGN

Three opportunities available: 1 at \$100,000 and 2 at \$50,000

Deadline: Flexible

Brand awareness campaigns are high-level multi-faceted campaigns that focus on a region where we work and the impact of the water crisis and a crisis-adjacent issue (like climate, health, or gender). The goal is to “break through” to new audiences to get involved in the global water crisis (and eventually become donors!). These efforts involve high-quality content creation, media pitching, and digital marketing. See examples from [Runway for Water](#).



KEY AWARENESS DAYS

Multiple opportunities available

Deadline: One month prior to awareness day

Amount: \$7,500 per campaign

A campaign around key awareness days helps Water For People promote our name and message to a wider audience than our current base of donors. Typically tied into a Global Awareness Day*, Water For People will purchase digital advertising, paid social media, and use other methods to target potential donors. Your support will help us bring attention to the global water crisis.

As a key awareness day sponsor, your name and/or logo will be part of the landing page and other promotion.

***Key Awareness Days for Water For People in 2024:**

- World Water Day, March 22
- Global Handwashing Day, October 15
- World Toilet Day, November 19

Other potential days include: International Women's Day, World Health Day, Earth Day, Menstrual Hygiene Day, World Refugee Day, International Human Rights Day

ADDITIONAL OPPORTUNITIES

COMMITTEES

Water For People is the beneficiary of numerous events hosted by volunteer Committees, primarily through American Water Works Association Sections and Water Environment Federation Member Associations. Committees host events throughout the United States and Canada, year-round. You can see a sampling of events on the [events calendar](#). If you are interested in sponsoring a Committee event or learning if there is one in your area, please reach out to your Water For People contact or [Jessica Carner](#).

COUNTRY DIRECTED GRANTS

Want to support Water For People's work in a specific country? Consider making a gift of \$10,000 or more that is directed to a specific country. Your gift will directly impact Water For People's work providing water, sanitation, and hygiene as well as making an impact at a national level.

GET CREATIVE

Do you have an idea for a sponsorship that isn't part of these opportunities? Share it with your Water For People contact! We are open to new ideas that help further Water For People's work towards Destination 2030 and ending the global water and sanitation crisis.

CONFERENCES

Water For People attends two primary conferences each year, the American Water Works Association Conference (ACE) in June and the Water Environment Federation Conference (WEFTEC) in October. At both of these conferences, we have a booth in the exhibit hall and a social event.



KENNETH J. MILLER FOUNDERS' AWARD EVENT

Date & Time: Tuesday, June 4, 2024, Time TBD

Location: Virtual

Deadline to receive full sponsorship benefits: May 1, 2024

Water For People's Kenneth J. Miller Founders' Award Event honors our outstanding Committee and Workplace Giving Champions and celebrates the impact of their time, efforts, and generosity. The Miller Founders' Award Event will be held virtually a week before ACE with further recognition of the winners and sponsors at the conference.

Presenting Sponsorship - \$15,000

- Recognition on registration page
- Ad and quote in the event program distributed digitally to attendees
- Opportunity to address attendees at virtual event
- Company logo displayed on presentation during the event and at ACE Booth
- Recognition at Water For People's ACE social event
- Ten (10) tickets to social event at ACE



AMERICAN WATER WORKS ASSOCIATION (AWWA) ANNUAL CONFERENCE & EXPOSITION (ACE)

Date & Time: Monday, June 10 – Thursday, June 14, 2024

Location: Anaheim Convention Center, Anaheim, CA

Exhibitor Booth

Deadline to receive benefits: May 1, 2024

Help support Water For People have a strong presence at ACE on the exhibit hall floor that attracts 12,000+ attendees.

Gold Sponsor – \$5,000

- Company logo on signage at Water For People booth
- Company recognition on Water For People ACE webpage
- Recognition at Water For People events throughout ACE
- Recognition on social media outreach
- Four (4) tickets to Water For People's social event

(AWWA Exhibitor Booth sponsorships continued)

Silver Sponsor – \$2,500

- Company logo on electronic signage at Water For People booth
- Company recognition on Water For People ACE webpage
- Two (2) tickets to Water For People's social event

Water For People will provide sponsorship information regarding the ACE social event in early 2024.



**WATER ENVIRONMENT FEDERATION
TECHNICAL EXHIBITION & CONFERENCE
(WEFTEC)**

Date & Time: Sunday, October 6 – Wednesday October 9, 2024

Location: Ernest N. Morial Convention Center, New Orleans, Louisiana

Exhibitor Booth

Deadline to receive benefits: August 15, 2024

Help support Water For People have a strong presence on the exhibit hall floor during the exposition that attracts 15,000+ attendees.

Gold Sponsor – \$5,000

- Company logo on signage at Water For People booth
- Company recognition on Water For People WEFTEC webpage
- Recognition at all Water For People events throughout WEFTEC
- Recognition on social media outreach
- Four (4) tickets to Water For People's Social Splash

Silver Sponsor – \$2,500

- Company logo on signage at Water For People booth
- Company recognition on Water For People WEFTEC website
- Two (2) tickets to Water For People's Social Splash



WATER FOR PEOPLE SOCIAL SPLASH

Date & Time: Monday, October 7, 6-8 PM

Location: TBD, New Orleans

Deadline to receive benefits: August 15, 2024

Water For People looks forward to hosting this special event for our supporters and champions in the New Orleans area. Tickets will be available to the general public for purchase. A presenting sponsorship to host your event in conjunction with the Social Splash is available. Please reach out to your Water For People contact or [Julie Kauffman](#) to discuss.

(Social Splash sponsorships continued)

Gold Sponsor – \$10,000

- Twelve (12) complimentary tickets to the Social Splash + 25% discount on tickets purchased through the event ticket sale website
- Recognition on Water For People WEFTEC webpage & Social Splash ticket sale website
- Recognition on event signage
- Recognition on social media outreach
- Vocal recognition during event
- Opportunity to address the attendees during the event (if feasible at venue)
- Recognition in Water For People post-Social Splash email to attendees

Silver Sponsor – \$5,000

- Eight (8) complimentary tickets to the Social Splash + 25% discount on tickets purchased through the event ticket sale website
- Recognition on Water For People WEFTEC webpage & Social Splash ticket sale website
- Recognition on event signage
- Vocal recognition during event
- Recognition in Water For People post- Social Splash email to attendees

Bronze Sponsor – \$2,000

- Four (4) complimentary tickets to the Social Splash + 25% discount on tickets purchased through the event ticket sale website
- Recognition on Water For People WEFTEC webpage & Social Splash ticket sale website
- Recognition on event signage
- Recognition in Water For People post- Social Splash email to attendees

Organizations and Partners Referenced

- AWWA – American Water Works Association
- WEA – Water Environment Association
- WEF – Water Environment Federation
- Committees – volunteer groups organized under AWWA Sections and WEA/WEF Member Associations

ABOUT WATER FOR PEOPLE



Water For People is a global nonprofit that helps people bring clean water and sanitation solutions to their communities for generations to come. Our goal is to bring water, sanitation, and hygiene services to everyone, and to make sure those solutions last forever.

We are working toward this ambitious goal by partnering with local community members, businesses, and governments, helping them bring sustainable water and sanitation systems to their communities. Then we ensure they have the training and tools they need to maintain those systems for generations.

Destination 2030 is our most ambitious plan yet. It is our shared vision and strategy for accelerating and expanding our work to provide access to safe water and sanitation services for millions of people across the globe. By 2030, we aim to serve 20 million at the local level, to reach 200 million at the national level, and to influence change globally, thus helping close the gap for the over 2 billion who still lack water.

Together, we can end the global water crisis for Everyone Forever.

OUR VISION

A world where every person has access to reliable and safe water and sanitation services.

OUR MISSION

Water For People exists to promote the development of high-quality drinking water and sanitation services, accessible to all, and sustained by strong communities, businesses, and governments.

Learn more at waterforpeople.org.