



water for people

2026

SPONSORSHIP OPPORTUNITIES

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

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“DOUBLE YOUR IMPACT” MATCHES

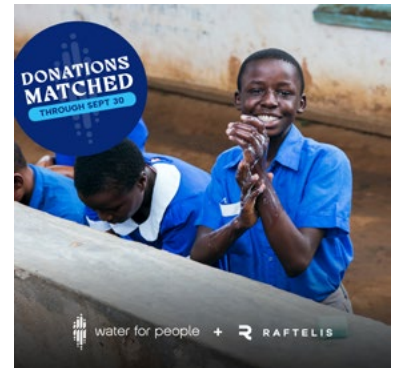
Water For People engages partners to help amplify our messaging and increase donations. By committing to a “Match” to be used during a set time frame, you will help drive an increase in donations, while raising awareness of your organization’s support for reliable, clean water and sanitation services.

How it works: Water For People will conduct a match campaign using social media, digital advertising, mail, website, and/or email to promote that every dollar donated will be matched by the sponsoring organizations up to the set amount for a defined time frame. The campaigns may focus on a specific theme, such as women and girls, health, or climate.

One match campaign may have multiple sponsors to increase the potential impact of matches. The combined amount will be promoted to Water For People’s audiences over a set time period. Water For People also encourages the matching partners to promote the match to their internal and external audiences – employees, clients, and partners – via social media, email, and other channels to maximize results.

Water For People will provide:

- **Graphics:** Personalized for internal audiences, external audiences, and social media
- **Campaign messaging:** To be used in outreach including for emails and social media
- **Communications planning:** Water For People will develop a communications plan to promote the match. Methods may include social media outreach, digital advertising, mail, email, and/or website content.



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

SPRING 2026

Theme: Climate

Deadline: January 15, 2026

Dates: April-May

Match Amount: *(suggested options)*

\$100,000, \$50,000, or \$40,000

FALL 2026

Theme: Health

Deadline: July 1, 2026

Dates: August-September

Match Amount: *(suggested options)*

\$35,000, \$25,000, or \$20,000

END OF YEAR 2026

Theme: TBD

Deadline: September 15, 2026

Dates: November-December 31

Match Amount: *(suggested options)*

\$200,000, \$100,000, or \$75,000

TARGETED AUDIENCE MATCHES

Help Water For People reach specific audience segments. You could provide a match to recruit new donors or expand the monthly giving program. For the first time, we’re looking for a match partner for our fall virtual event, the World Water Classic. Your targeted audience match will help Water For People increase the number of donors, allowing Water For People to make a bigger impact in improving water and sanitation access. Please reach out to learn more about the impact you can help make through a targeted group match.

Dates: Flexible

Match Amount: *(suggested options)*

Recruit new donors: \$25,000

Expand monthly giving: \$20,000

World Water Classic: \$30,000

ADDITIONAL OPPORTUNITIES



World Water Classic 6/60k

Deadline: June 1, 2026

Water rights are women's rights. 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 7th World Water Classic, a virtual walk/run/bike event held annually in October. This event encourages participants to run/walk 6k, bike 60k, or get creative to help provide improved water and sanitation services. The virtual format allows people to participate from wherever they are located.

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

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

Pitcher Sponsor - \$2,500

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

Fundraising Match Sponsor - \$30,000

(suggested amount)

World Water Classic participants have the option to fundraise as part of their participation and donations have averaged \$30,000 the past four years. We are looking for a sponsor to match donations made through the Classic.

Benefits:

- Logo on donation page of World Water Classic site
- Two dedicated emails highlighting match
- Logo inclusion on main World Water Classic site
- Five (5) complimentary registrations

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 year-round throughout the United States and Canada. You can see a sampling of these events on [our website](#). To learn more about Committee events, reach out to your Water For People contact or [Jessica Carner](#).

Get Creative

Do you have an idea for a sponsorship that isn't listed in this document? Want to promote a global awareness day or host an event? Share it with your Water For People contact or [Julie Kauffman](#)! We are open to new ideas that help further Water For People's work towards 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 September/October. We host a booth in the exhibit hall and a social event at each of these conferences.

Kenneth J. Miller Founders' Award Event

Date & Time: Tuesday, June 3, 2026, Time TBD Location: Virtual

Deadline to receive full sponsorship benefits: May 1, 2026

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 before ACE. Further recognition of the winners and sponsor will occur at the conference.

Presenting Sponsorship - \$15,000

- Recognition on Awards Ceremony registration page
- Ad and quote in the event program, distributed digitally to attendees
- Opportunity to address attendees at virtual event
- Company logo displayed in Water For People's booth at ACE
- Recognition at Water For People's ACE Social Splash
- Ten (10) tickets to Social Splash at ACE

American Water Works Association (AWWA) Annual Conference and Exposition (ACE)

Date: Monday, June 22 – Wednesday, June 24

Location: Walter E. Washington Convention Center, Washington D.C.



Exhibitor Booth

Deadline to receive benefits: May 1, 2026

Help Water For People have a strong presence in the exhibit hall at ACE, where we have a chance to interact with 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
- Optional: Dedicated hour at booth to invite employees to learn about Water For People and partnership
- Four (4) tickets to Water For People's Social Splash event

Silver Sponsor – \$2,500

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

Water For People Social Splash

In Conjunction with ACE

Date & Time: Monday, June 22, 2026, 6-8 PM

Location: TBD, Washington D.C.

Deadline to receive benefits: March 15, 2026

Water For People will be partnering with local AWWA Committees for the 2026 ACE event. Please confirm with your contact or Julie Kauffman on the sponsorship levels before making a commitment. The amounts and benefits are subject to change until early 2026.

In Conjunction with WEFTEC

Date & Time: Monday, September 26, 6-8 PM CT

Location: TBD, New Orleans, LA

Deadline to receive benefits: August 1, 2026

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, our supporters, WEFTEC attendees, and Champions.

Gold Sponsor – \$10,000

- Twelve (12) complimentary tickets to the Social Splash + 25% discount on tickets purchased through the event's ticket website
- Recognition on Water For People ACE webpage & Social Splash ticket website
- Recognition on event signage
- Verbal recognition during event (if venue has the capacity)
- Opportunity to address attendees during the event (if venue has the capability)
- Recognition in Water For People's post-event thank-you email to Social Splash attendees

Silver Sponsor – \$5,000

- Eight (8) complimentary tickets to the Social Splash + 25% discount on tickets purchased through the event's ticket website
- Recognition on Water For People ACE webpage & Social Splash ticket website
- Recognition on event signage
- Vocal recognition during event (if venue has the capability)
- Recognition in Water For People's post-event thank-you email to Social Splash attendees

Bronze Sponsor – \$2,000

- Four (4) complimentary tickets to the Social Splash + 25% discount on tickets purchased through the event's ticket website
- Recognition on Water For People's ACE webpage & Social Splash ticket website
- Recognition on event signage



Water Environment Federation Technical Conference and Exhibition (WEFTEC)

Date: Monday, September 26 to Wednesday, September 28, 2026

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



Exhibitor Booth

Deadline to receive benefits: August 1, 2026

Help support Water For People have a strong presence on the exhibit hall floor during this exposition which attracts 19,000+ attendees.

Gold Sponsor – \$5,000

- Company logo on signage at Water For People’s booth
- Company recognition on Water For People’s WEFTEC webpage
- Recognition at all Water For People events throughout WEFTEC
- Optional: Dedicated hour at booth to invite employees to learn about Water For People and partnership
- Four (4) tickets to Water For People’s Social Splash event

Silver Sponsor – \$2,000

- 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 event

Organizations and Partners Referenced

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

ABOUT WATER FOR PEOPLE

Yolanda in Bolivia



Water For People's Digital Reach

 **LinkedIn**
44,200+ followers

 **Facebook**
59,000+ followers

 **Instagram**
16,600+ followers

 **Website**
26,000 average
monthly visitors

Water For People is a global nonprofit working across nine countries in Latin America, Asia, and Africa to address the global water crisis and equip communities with lasting access to clean water and sanitation services. 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. We ensure they have the training and tools they need to maintain those systems for generations.

Destination 2030 is our current strategic plan and the most ambitious one 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 people who still lack access to safe 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.