



2025 SPONSORSHIP PROSPECTUS

August 6 - 8, 2025 | Chicago, IL





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Dear Members & Supporters,

Since launching the *Water Efficiency & Conservation Symposium* in 2023, we've been inspired by the enthusiasm the event has generated. Combining hands-on learning, networking, and professional development, the Symposium has earned praise from sponsors and attendees alike for its quality and impact. Many have noted that it is one of the premier events they look forward to attending each year.

As we plan for the 3rd annual *Water Efficiency & Conservation Symposium* on August 6-8, 2025, in Chicago, we invite you to join us as a sponsor. This is a unique opportunity to connect with leaders in water efficiency, strengthen your organization's visibility, and showcase your commitment to advancing efficiency and conservation efforts across North America.

The following pages outline our 2025 sponsorship packages designed to provide meaningful engagement and exposure. Your support will help us grow the event's impact and continue fostering collaboration and innovation in the field.

Thank you for your ongoing dedication to water efficiency and conservation. We look forward to the opportunity to partner with you as a 2025 event sponsor. Please don't hesitate to reach out with any questions.

Sincerely,

A handwritten signature in blue ink that reads "Ron Burke".

Ron Burke
President & CEO
Alliance for Water Efficiency





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ABOUT ALLIANCE FOR WATER EFFICIENCY (AWE)

Alliance for Water Efficiency is a nonprofit dedicated to the efficient and sustainable use of water. AWE supports water conservation practitioners from over 550 member organizations, including water and wastewater utilities, consulting firms and product manufacturers, government agencies, nonprofits, and universities, to advance the adoption of water-efficient practices, appliances, and programs across North America. Learn more at a4we.org

ABOUT THE SYMPOSIUM

The *Water Efficiency & Conservation Symposium* is the only event laser-focused on water efficiency topics and practitioners for North America. The Symposium features three days of interactive sessions, peer-to-peer collaboration, and meaningful networking opportunities. Its success reflects an increasing recognition that water efficiency, conservation, and demand reduction are crucial strategies for addressing current and future water challenges.

BY THE NUMBERS

AWE'S DIGITAL REACH

- **Email Distribution** –

AWE Weekly Email List: 1,530

AWE Quarterly Newsletter List: 3,420

Average Open Rate: 41%

Average Click Rate 19%

- **LinkedIn** –

2k followers, 32k impressions/year

- **Twitter/X** –

6.5k followers, 32k impressions/year

- **Facebook** –

2.7k followers, 10k impressions/year

BY THE NUMBERS

AWE'S ANNUAL SYMPOSIUM

- **Attendees** – 200 expected water efficiency practitioners and leaders from across the US, Canada, & the UK

- **Program Sessions** – 20 dynamic sessions featuring topics including demand forecasting, DEI, water shortages, best practices, CSR/ESG, water affordability, & more

- **Social Events** – Multiple opportunities to connect socially at the welcome reception, restaurant roundup, pre-event workshop, & post-event field trip



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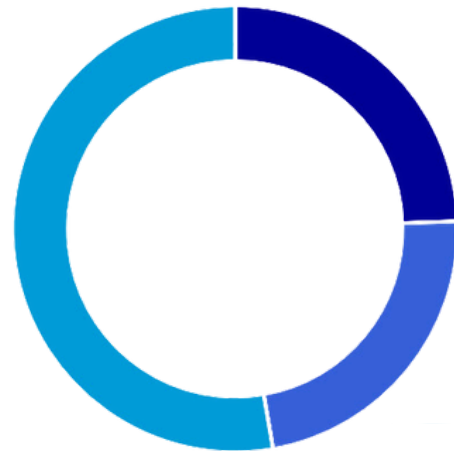
2024 ATTENDEE SNAPSHOT

Primary Role/Job Title



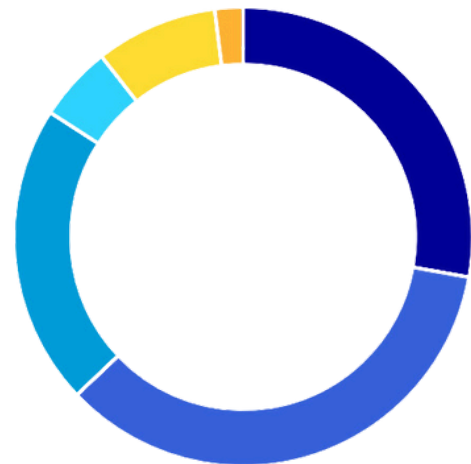
- Water Conservation Manager
- Leadership & Executive Roles
- Environmental & Sustainability
- Research, Policy, Advocacy
- Sales, Marketing, & External Affairs
- Education & Outreach

Type of Organization



- Business & Industry
- Affiliates & Government
- Water Supplier

Attendee Location



- West Coast
- Southwest
- Midwest
- Southeast
- Northeast
- Outside of the U.S.

WHAT PEOPLE ARE SAYING

"Connecting with diverse stakeholders passionate about water efficiency and conservation – from utilities and NGOs to academia and industry – at the Symposium was truly enlightening. It's clear we're shaping a bright future for water!"

- Erica Pinto, Whirlpool Corporation

"I love the energy at the Symposium of being with people who share a passion for developing and delivering extraordinary conservation solutions. And Chicago is a delightful backdrop to host this coveted time together."

- Candice Rupprecht, City of Tucson



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BENEFITS	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000
Promotion prior to and during the event via email, website, and social media	✓	✓	✓	✓
Sponsor recognition with company logo included in event program	✓	✓	✓	✓
Logo included on event welcome signs	✓	✓	✓	✓
Recognizing your company, by name, at the event	✓	✓	✓	✓
Sponsorship recognition in AWE's quarterly newsletter	✓	✓	✓	✓
Complimentary attendee registrations	6	4	2	1
Individual poster featuring your company at the event	✓	✓	✓	✓
Exclusive sponsor of a session of your choice and opportunity to briefly speak at the session	✓	✓	✓	✓
Sponsor spotlight featuring your company in AWE's Weekly Roundup email	✓	✓	✓	✓
Logo on introductory slide at every session	✓	✓	✓	✓
Opportunity to make brief remarks during the Welcome Reception & Opening Session	✓	✓	✓	✓
Logo included on event swag	✓	✓	✓	✓



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ALA CARTE OPTIONS	FIELD TRIP SPONSOR \$2,500	LUNCH SPONSORS \$2,000	BREAKFAST SPONSORS \$1,000	REFRESHMENT SPONSORS \$1,000
Promotion prior to and during the event via email, website, and social media	✓	✓	✓	✓
Sponsor recognition with company logo included in event program	✓	✓	✓	✓
Logo included on event welcome signs	✓	✓	✓	✓
Recognizing your company, by name, at the event	✓	✓	✓	✓
Opportunity to give brief remarks to participants during the Field Trip outing	✓	✓	✓	✓
Sponsorship recognition in AWE's quarterly newsletter	✓	✓	✓	✓

* Note: These packages are set at a member price. Please email contact@a4we.org for non-member pricing.

** Interested in creating a custom sponsorship package above Platinum? Please [email](#) us to explore creating a package that fits your organization's needs!

Ready to take the next step? [Email us](#) to secure your sponsorship package today!



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THANK YOU TO OUR PAST EVENT SPONSORS



THE METROPOLITAN WATER DISTRICT OF SOUTHERN CALIFORNIA

