



# 2026 SPONSORSHIP PROSPECTUS

August 4 - 6, 2026 | Chicago, IL

**ALLIANCE FOR WATER EFFICIENCY**  
[allianceforwaterefficiency.org](http://allianceforwaterefficiency.org) | 773.360.5100





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Dear Members and Partners,

On behalf of the Alliance for Water Efficiency, I invite you to partner with us for the 2026 *Water Efficiency & Conservation Symposium*, taking place August 4–6, 2026, in Chicago.

Now in its 4th year, the Symposium has become the premier North American gathering for water efficiency professionals across sectors. Each year, we bring together utilities, manufacturers, researchers, advocates, and policy leaders to exchange ideas, showcase innovation, and drive practical solutions to today's water challenges.

**By sponsoring the Symposium, your organization will:**

- Reach an influential audience of North American decision-makers and practitioners
- Demonstrate leadership in water efficiency, conservation, and climate resilience.
- Build connections with peers, customers, and partners who shape the industry's future.

We have designed a range of sponsorship opportunities to fit your goals, from high-visibility branding to hands-on engagement with attendees. Your investment directly strengthens the Symposium experience and fuels the resources, research, and advocacy our members rely on year-round.

Together, we can make measurable progress toward water security, affordability, and environmental stewardship. We would be honored to have your organization as a sponsor at this year's Symposium. Thank you for your leadership and your commitment to advancing water efficiency and conservation.

We look forward to working together to make the 2026 Symposium our most impactful yet.

Ron Burke  
President & CEO  
Alliance for Water Efficiency





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## ABOUT 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](https://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: 1,750

AWE Wider Email List: 3,350

Average Open Rate: 41%

Average Click Rate 19%

- **AWE Website** –

Annual Website Traffic: 500,000 views

- **LinkedIn** –

2.5k followers, 60k impressions/year

- **Twitter/X** –

6.5k followers, 32k impressions/year

### BY THE NUMBERS

#### AWE'S ANNUAL SYMPOSIUM

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

- **Program Sessions** – 20 dynamic sessions featuring topics including demand forecasting, water shortages, data centers, best practices, CII water use, water affordability, & more

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



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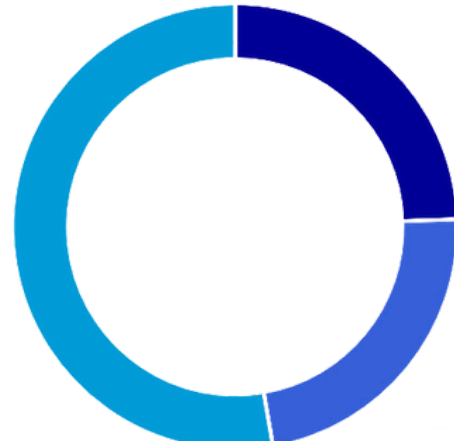
## PRIOR SYMPOSIA ATTENDEE SNAPSHOT

Primary Role/Job Title



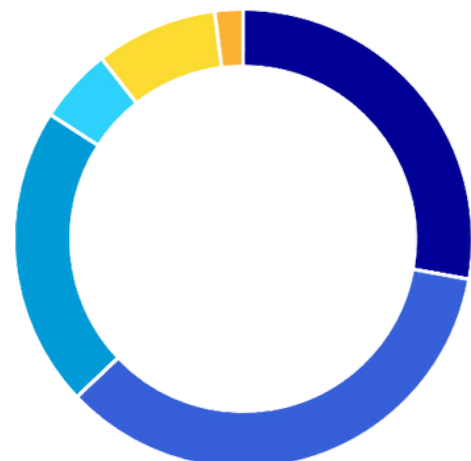
- Water Conservation Manager
- Environmental & Sustainability
- Sales, Marketing, & External Affairs
- Leadership & Executive Roles
- Research, Policy, Advocacy
- Education & Outreach

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

"Events like AWE's Symposium are a powerful reminder that water efficiency isn't just about conservation — it's about partnerships, policy, and practical solutions that shape stronger, more resilient communities."

- Nicholas Benz, Sensor Industries





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| BENEFITS  | PLATINUM<br>\$15,000 | GOLD<br>\$10,000 | SILVER<br>\$5,000 | BRONZE<br>\$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   | ✓                    | ✓                | ✓                 | ✓                 |
| Opportunity to provide small, branded giveaway items  | ✓                    | ✓                | ✓                 | ✓                 |
| Complimentary attendee registrations  | 6                    | 4                | 2                 | 1                 |
| Sponsorship spotlight in AWE's weekly email   | ✓                    | ✓                | ✓                 | ✓                 |
| 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                        | ✓                    | ✓                | ✓                 | ✓                 |
| Guaranteed ad space in the printed Symposium agenda   | ✓                    | ✓                | ✓                 | ✓                 |
| Opportunity to make brief remarks during the Welcome Reception & Opening Session              | ✓                    | ✓                | ✓                 | ✓                 |
| Logo included on event swag   | ✓                    | ✓                | ✓                 | ✓                 |



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| ALA CARTE OPTIONS   | COFFEE & WIFI<br>SPONSOR<br>\$2,500 | LUNCH<br>SPONSORS<br>\$2,000 | BREAKFAST<br>SPONSORS<br>\$1,500 | REFRESHMENT<br>SPONSORS<br>\$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   | ✓                                   | ✓                            | ✓                                | ✓                                  |
| Logo and company name listed on all printed and digital WIFI signage                      | ✓                                   | ✓                            | ✓                                | ✓                                  |
| Signs with logo and company name displayed during coffee, mealtime, or refreshment breaks | ✓                                   | ✓                            | ✓                                | ✓                                  |

\* Note: These packages are set at a member price. Please email [contact@a4we.org](mailto: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 company's needs!

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





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THANK YOU TO OUR 2025 EVENT SPONSORS



**KOHLER** **LIXIL**



**MOEN**  
SMART WATER NETWORK



**Hunter**



THE **Scotts Miracle-Gro**  
COMPANY



**Valley Water**  
Clean Water • Healthy Environment • Flood Protection

**amwua**  
ONE FOR WATER



**Whirlpool**  
CORPORATION

**CAVANAUGH**



CITY OF SANTA FE



**NMWCA**  
New Mexico Water Conservation Alliance



**RWA**  
Regional Water Authority  
BUILDING ALLIANCES IN NORTHERN CALIFORNIA

