



water for people

2025

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.



SUMMARY

“Double Your Impact” Matches

- Spring 2025
- Fall 2025
- End of Year 2025
- Targeted Group Matches

Outreach and Visibility

- Spring 5k
- World Water Classic 6/60K
- Key Awareness Days
- Committees

Conferences

- American Water Works Association (AWWA) Annual Conference & Exposition (ACE)
- Water Environment Federation Technical Exhibition & Conference (WEFTEC)
- Water For People Social Splash
- Kenneth J. Miller Founders’ Award Event

Get Creative

“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 organization 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.

To increase the potential impact of matches, one match period may have multiple sponsors. The combined amount will be promoted to Water For People’s audiences over a set time period, dependent on the amount of the match and time of year. Water For People also encourages the matching partner 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 2025

Deadline: January 15, 2025

Dates: April-May

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

FALL 2025

Deadline: July 1, 2025

Dates: August-September

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

END OF YEAR 2025

Deadline: September 15, 2025

Dates: November-December 31

Match Amount: *(suggested options)*
\$75,000, \$50,000, 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 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.

Deadline: January 15, 2025

Dates: April-May

Match Amount: *(suggested options)*

\$30,000, \$25,000, or \$20,000

OUTREACH AND VISIBILITY

Spring 5k

Deadline: February 15, 2024

Help us raise awareness about the global water crisis at our inaugural 5k on World Water Day 2025. The United Nations has declared 2025 as the International Year of Glaciers' Preservation, aiming to increase awareness about the importance of glaciers, snow, and ice in the climate system, and to encourage action to preserve them.

Our virtual 5k event will invite participants to walk or run wherever they are located on World Water Day, Saturday, March 22.

Presenting Sponsor - \$5,000 (1 available)

- Logo inclusion on virtual bib
- Logo inclusion on Spring 5k website
- Logo inclusion on emails to participants
- Five (5) complimentary registrations

Bucket Sponsor - \$2,500

- Logo inclusion on Spring 5k website
- Logo inclusion on emails to participants
- Four (4) complimentary registrations

Pitcher Sponsor - \$1,500

- Logo inclusion on Spring 5k website
- Logo inclusion on emails to participants
- Two (2) complimentary registrations

World Water Classic 6/60k

Deadline: June 1, 2025

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 World Water Classic, a virtual walk/run/bike event held annually in September. 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



Key Awareness Days

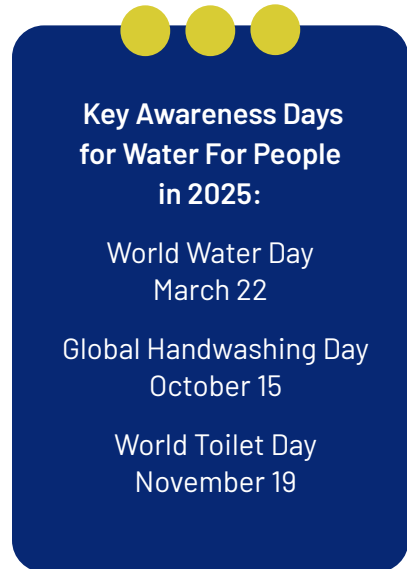
Multiple opportunities available

Deadline: One month prior to awareness day

Amount: \$7,500 per campaign

Campaigns around key awareness days help Water For People promote our name and awareness of the global water crisis beyond our current base of donors. The campaigns are tied to a Global Awareness Day and often involve promoting an action such as signing a pledge to reduce water usage. For these campaigns, Water For People will purchase digital advertising 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 promotions.



**Key Awareness Days
for Water For People
in 2025:**

World Water Day
March 22

Global Handwashing Day
October 15

World Toilet Day
November 19

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](mailto:jcarner@waterforpeople.org) at jcarner@waterforpeople.org.

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.

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

Date and time: Monday, June 9 – Wednesday, June 11

Location: Colorado Convention Center, Denver, CO



Exhibitor Booth

Deadline to receive benefits: May 1, 2025

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’s booth
- Company recognition on Water For People’s ACE webpage
- Recognition at Water For People events throughout ACE
- Four (4) tickets to Water For People’s Social Splash event

Silver Sponsor – \$2,500

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

Water Environment Federation Technical Exhibition & Conference (WEFTEC)

Date and time: Sunday, September 28 – Wednesday, October 1, 2025

Location: McCormick Place, Chicago, IL



Exhibitor Booth

Deadline to receive benefits: August 15, 2025

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
- Four (4) tickets to Water For People’s Social Splash event

Silver Sponsor – \$2,500

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



Water For People Social Splash

Water For People looks forward to hosting this special event for our supporters and champions in the area. Tickets will be available to the general public and our supporters and Champions.

A **presenting sponsorship** is available (at WEFTEC only) if you would like to host your client event in conjunction with the Social Splash. Please reach out to your Water For People contact or Julie Kauffman to discuss options.

In Conjunction with ACE

Date and time: Monday, June 9, 2025 6-8 PM MDT

Location: TBD, Denver, CO

Deadline to receive benefits: March 15, 2025

In Conjunction with WEFTEC

Date and time: Monday, September 29, 6-8 PM CDT

Location: TBD, Chicago, IL

Deadline to receive benefits: August 15, 2025

Platinum Sponsor – \$15,000 (ACE only)

- Twenty (20) complimentary tickets to the Social Splash + 25% discount on tickets purchased through the event ticket sale website
- Recognition on Water For People ACE webpage and Social Splash ticket sale website
- Recognition on event signage and at Water For People ACE booth
- Vocal recognition during event
- Opportunity for short address to attendees during event
- Recognition in reminder email to attendees
- Recognition in Water For People post-Social Splash email to attendees

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's ACE webpage and Social Splash ticket website
- Recognition on event signage
- Vocal recognition during event
- Opportunity to address attendees during the event
- 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's ACE webpage and Social Splash ticket website
- Recognition on event signage
- Vocal recognition during event
- 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 and Social Splash ticket website
- Recognition on event signage

Copper Sponsor – \$1,000

- Two (2) complimentary tickets to the Social Splash + 25% discount on tickets purchased through the event's ticket website
- Recognition on event signage

Kenneth J. Miller Founders' Award Event *(in conjunction with ACE)*

Date and time: Tuesday, June 3, 2025, Time TBD **Location:** Virtual

Deadline to receive full sponsorship benefits: May 1, 2025

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

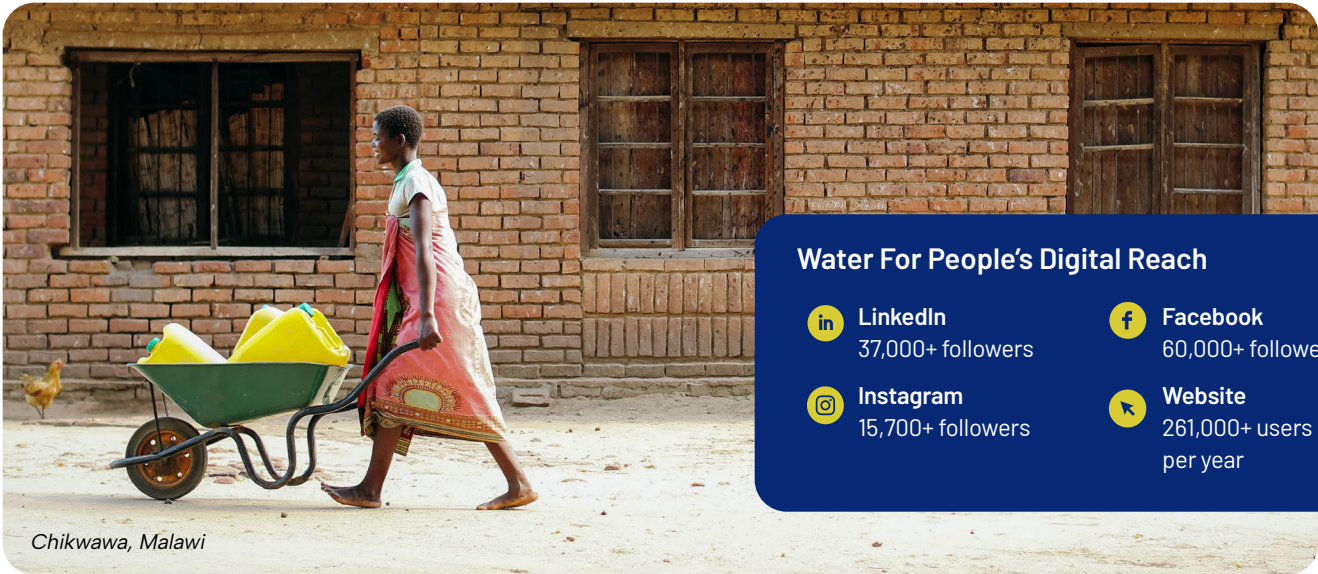
Presenting Sponsorship - \$15,000

- 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





Get Creative

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

ABOUT WATER FOR PEOPLE



Water For People's Digital Reach

 LinkedIn 37,000+ followers	 Facebook 60,000+ followers
 Instagram 15,700+ followers	 Website 261,000+ users per year

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.