SPONSORSHIP OPPORTUNITIES

September 26-29, 2022
Gaylord National Resort & Convention Center
National Harbor, MD

NRWA

WaterPro

Conference
Your Success Grows With Our

About NRWA
The National Rural Water Association is a non-profit organization dedicated to training, supporting, and promoting the water and wastewater professionals that serve small communities across the United States.

1 Million+
Total Social Media Reach

930,000+
NRWA.org Website Views

25,000+
Rural Water Wire Subscribers

1,500+
Professional Registrants

1,800
WaterPro Conference Programs

1,500+
Opening Session Attendees

9,200
Social Media Followers
ASSOCIATION

About WaterPro
Our annual conference, WaterPro, is the industry event of the year for water and wastewater professionals. Our 2021 WaterPro Conference attracted more than 1,500 attendees and exhibitors.

Type of Organization
- State Affiliate - 52%
- Rural Utility - 22%
- Municipal Utility - 9%
- Manufacturer/Supplier - 4%
- Government - 4%
- Engineering/Construction - 2%
- Other - 7%

Job Function
- State Affiliate Employee - 41%
- State Affiliate Board Member - 11%
- Utility Board Member - 10%
- Utility Manager/Staff Member - 19%
- Engineer/Contractor/Sales - 9%
- Other - 10%

Note: These numbers reflect a portion of our attendees at the 2021 WaterPro Conference. Not all attendees completed a survey.
ASSOCIATION SPONSOR

NRWA invites corporate members to show their commitment to rural and small utilities by becoming Association Sponsors. Becoming an Association Sponsor means that you are supporting our mission year-round at multiple NRWA events.

Your support helps ensure the continued funding of water and wastewater systems by supporting our grassroots movement. You are supporting the legislative efforts that keep Rural Water growing strong!

NRWA is fortunate to have exceptional sponsors who go above and beyond for our association. If your company wishes to be recognized at this level, please contact the NRWA office.

CONFERENCE SPONSOR

NRWA Conference Sponsors are Corporate Members that support rural and small utilities by sponsoring something at one of our events or conferences. These sponsors are essential to the success of our signature event, which directly benefits our attendees.

Our industry event of the year is not possible without the support of our generous conference sponsors.

Conference Sponsors can customize their sponsorship package for the WaterPro Conference. These items can be viewed on pages 5-7. Every company is different, so we offer something for every budget.
### Association Sponsorship Levels

#### DIAMOND
- **General**
  - Logo placement on websites
  - Logo on Rural Water Wire
  - Logo and article in members-only newsletter
  - Upgraded membership to NRWA Member Portal
  - 1 add’l webinar per year
  - Access to NRWA Career Center

- **Rural Water Rally**
  - Signage at Registration area
  - Logo at Welcome Reception
  - Logo on bags
  - 5 staff invitations to Saturday evening Board reception

- **In-Service Training**
  - Logo on registration materials
  - Signage at registration area

- **WaterPro Conference**
  - Logo on registration website & general session signage
  - Conference lanyards & bags
  - Early access to pre-registration email list for conference
  - Logo on WaterPro Conference App Splash Page
  - 4 complimentary exhibit booths
  - Early selection of exhibit hall location
  - 25 complimentary exhibit hall passes for guests and prospective clients
  - 1-3 minute promotional video produced by media company

#### PLATINUM
- **General**
  - Logo placement on websites
  - Logo on Rural Water Wire
  - Logo and article in members-only newsletter
  - Upgraded membership to NRWA Member Portal
  - 1 add’l webinar per year
  - Access to NRWA Career Center

- **Rural Water Rally**
  - Signage at Registration area
  - Logo at Welcome Reception
  - Logo on bags
  - 3 staff invitations to reception

- **In-Service Training**
  - Logo on registration area

- **WaterPro Conference**
  - Logo on registration website & general session signage
  - Conference lanyards & bags
  - Early access to pre-registration email list for conference
  - Logo on WaterPro App
  - 4 complimentary exhibit booths
  - Early selection of exhibit hall location
  - 20 complimentary exhibit hall passes
  - 1-3 minute promotional video produced by media company

#### GOLD
- **General**
  - Logo placement on websites
  - Logo on Rural Water Wire
  - Logo and article in members-only newsletter
  - Upgraded membership to NRWA Member Portal
  - 1 add’l webinar per year
  - Access to NRWA Career Center

- **Rural Water Rally**
  - Logo at Welcome Reception

- **In-Service Training**
  - Logo on Registration Materials
  - Signage at registration area

- **WaterPro Conference**
  - Logo on registration website & general session signage
  - Conference lanyards & bags
  - Early access to pre-registration email list for conference
  - Logo on WaterPro App
  - 4 complimentary exhibit booths
  - Early selection of exhibit hall location
  - 15 complimentary exhibit hall passes
  - 1-3 minute promotional video produced by media company

#### SILVER
- **General**
  - Logo placement on websites
  - Logo on Rural Water Wire
  - Upgraded membership to NRWA Member Portal
  - 1 add’l webinar per year
  - Access to NRWA Career Center

- **Rural Water Rally**
  - Logo at Welcome Reception

- **In-Service Training**
  - Logo at Welcome Reception

- **WaterPro Conference**
  - Logo on registration website & general session signage
  - Conference lanyards & bags
  - Early access to pre-registration email list for conference
  - Logo on WaterPro App
  - 1 complimentary exhibit booth
  - Early selection of exhibit hall location
  - 10 complimentary exhibit hall passes

- **BRONZE**
  - **General**
    - Logo placement on websites
    - 1 add’l webinar per year
    - Access to NRWA Career Center

  - **In-Service Training**
    - Logo at Welcome Reception

  - **WaterPro Conference**
    - Logo on registration website & general session signage
    - Logo on WaterPro App
    - 1 complimentary exhibit booth
    - Early selection of exhibit hall location
    - 5 complimentary exhibit hall passes
Conference Sponsor Opportunities

EVENTS

EXHIBIT HALL RIBBON CUTTING
$5,000 (exclusive) or $2,000 (co-sponsor)
-Logo recognition on Exhibit Hall Entryway
-Personnel presence at ribbon cutting event

MONDAY EVENING OPENING RECEPTION
$25,000 (exclusive) or $9,000 (3 co-sponsors)
-Logo recognition on Exhibit Hall Entryway
-Logo on drink tokens
-Recognition at event as reception Sponsor
-Recognition as reception sponsor on digital platforms
-One promotional item (exclusive level only)

TUESDAY EVENING RECEPTION
$25,000 (exclusive) or $9,000 (3 co-sponsors)
-Logo recognition on Exhibit Hall Entryway
-Logo on drink tokens
-Recognition at event as reception Sponsor
-Recognition as reception sponsor on digital platforms
-One promotional item (exclusive level only)

WOMEN IN RURAL WATER LUNCHEON
$10,000
-Logo on signage at luncheon
-Logo on luncheon bags
-Recognition at event as luncheon sponsor
-Recognition as luncheon sponsor on digital platforms
-Speaker introduction by company representative

WOMEN IN RURAL WATER LUNCHEON
$1,000 each (5 available)
-Logo on attendee bags
-Promotional item for attendee bags

WATERPRO PHOTO CONTEST
$3,500
-Logo present on voting app
-Logo signage in display area
-Recognition at event as contest sponsor
-Recognition as contest sponsor on digital platforms

CONFERENCE BRANDING

PROMOTIONAL VIDEO
$2,000
-Video produced at WaterPro Conference for your company by our media partner, Rogue Monkey Media

REGISTRATION ITEM
$500+
-Choose an item relative to the conference location from a list provided by NRWA that will be included in bags attendees receive at registration

REGISTRATION AREA
$5,000 (limit of 1 sponsor)
-Registration counter kick panel and header signage
-Express registration Kiosks
-Two (2) Double-Sided Meter Boards
**SEATED CHARGING STATION**
$3,500 (limit of 1 sponsor)
-Logo recognition on signage
-Provides 1 table and 6 chairs with convenient power at each seat

**ADDITIONAL SIGNAGE OPPORTUNITIES**
**CONTACT NRWA FOR PRICING INFORMATION**
-Can include, but not limited to; window clings, escalator clings, free standing signs at conference site, etc.

**SESSION ROOM SPONSOR**
$1,500 each (6 available)
-Logo signage at room entrance
-Option for company representative to introduce speakers

**VENUE BRANDING**

**CHERRY BLOSSOM SIGN COVERS**
$250 PER SIGN OR $1,000 FOR ALL
-Along Pre-Function Space to Cherry Blossom Ballroom (Board Meeting Space), Single-sided banners, 4 total signs

**CHERRY BLOSSOM LOBBY PLANTERS**
$400 PER PLANTER OR $4,000 FOR ALL
-Cherry Blossom Ballroom Lobby (Board Meeting & Board Reception)
-10 total planters, Each planter has 4 brandable sides

**NATIONAL HARBOR ESCALATORS**
$1,500 FOR THE ENTIRE EVENT
-Connects registration area with session rooms
POTOMAC LOBBY BANNERS
$2,000 PER SIGN FOR ENTIRE EVENT
- Overlooking the Stairs to Exhibit Hall
- 30’w x 10’h
- Double-sided banners

POTOMAC FOYER WINDOW CLINGS
$200 PER CLING
- Potomac Pre-Function Space (Opening Session Ballroom and Session Rooms)

FOYER MIRROR CLINGS
$200 PER FOYER
Located in pre-function areas of Maryland, Potomac, Chesapeake, National Harbor, and Annapolis (Session Rooms for WaterPro & StormCon)

PRINCE GEORGE’S EXPOSITION HALL ESCALATORS
$1,500 FOR ENTIRE EVENT
- Leads to exposition hall area
CONTACT INFORMATION

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Development Director

NATIONAL RURAL WATER ASSOCIATION