



# PARTNERSHIP PROGRAM

The conference offers an ideal opportunity to showcase your organization to all the delegates from the Western Canada Water marketplace. Expected attendees include utility managers, operators, government representatives and consulting engineers.

## Why Sponsor WCW’s Annual Conference?

Be seen as an industry leader by more than 350 attendees expected from Saskatchewan, Alberta, Manitoba, Northwest Territories, and Nunavut, representing large and small municipal water utilities, commercial and industrial users, government, engineering and consulting firms, industry suppliers, and educational institutes.

The Western Canada Water Conference is an unrivalled and cost-effective marketing solution, providing you with new contacts and great exposure, culminating in an event that will bring you face-to-face with your key customers and prospects.

This year’s conference offers the following benefits:

- Network with industry colleagues and stakeholders.
- Capture new prospects while enhancing your corporate profile to existing clients.
- Increase your brand recognition in the region with a decision-making audience.
- Obtain exposure to your target market away from everyday distractions.
- Choose from the list of partnership opportunities which can be tailored to suit your individual commitment level interests.
- Be a part of this year’s 70<sup>th</sup> Anniversary celebrations!

Partnership opportunities for the WCW18 Conference have been categorized as Ocean, Lake, River, Stream and Creek. A sponsor may achieve a certain category by selecting one or a combination of partnering opportunities defined below, subject to availability. The Sponsorship Committee encourages new partnering opportunities, **please contact us to discuss any alternative ideas.**

	OCEAN	LAKE	RIVER	STREAM	CREEK
<b>TOTAL SPONSORSHIP</b>	<b>\$12,000</b>	<b>\$9,000</b>	<b>\$6,000</b>	<b>\$3,000</b>	<b>\$1,500</b>
Recognition in WCW Magazine <sup>1</sup>	Half Page	Logo	Name Listed	Name Listed	Name Listed
Logo & Link on Conference Website/ App	✓	✓	✓	✓	✓
Logo on Sponsor Signs at Venue	✓	✓	✓	✓	
Logo on Conference Media Screens <sup>2</sup>	✓	✓	✓	✓	✓
Complimentary 3-Day Registrations <sup>3</sup>	4	3	2	1	
Gala Tickets	4	3	2	1	
Sponsorship Badge	✓	✓			
Recognition at Opening Ceremonies	✓	✓			

Notes: 1 If received prior to magazine deadlines - June 1 2018

2 Size of ad will be based on level of sponsorship

3 Or equivalent single day registrations, a value of \$600 per 3-day registration or \$370 per single day registration.

## PARTNERSHIP OPPORTUNITIES

### ■ Opening Ceremonies/Awards

ONE OPPORTUNITY AVAILABLE

Be the exclusive sponsor of the Opening Session, Awards Presentations. This function is Wednesday morning, beginning with a Breakfast and ending with our Keynote Speaker. Special Award recipients will be honoured during the proceedings. This event is available to all conference registrants. Sponsor will receive:

- Company's name and logo prominently displayed in the breakfast area and acknowledgement cards on all the tables.
- Introduction of the keynote speaker by a representative of your organization.
- Company information at the entrance to the breakfast area.
- One reserved table (seats eight) at the breakfast.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost: \$12,000

**SOLD**

### ■ Nametag Lanyard

ONE OPPORTUNITY AVAILABLE

Utility badge holder (strap) will be attached to the delegate badges. Sponsor will receive:

- Company's name and logo on the utility badge holder (strap).
- Acknowledgement of sponsorship in Conference App and Conference Website.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost: \$12,000

**SOLD**

### ■ Gala Dinner

ONE OPPORTUNITY AVAILABLE

The Gala will be a celebratory event Thursday evening. Delegates must purchase tickets for this event, which includes a dinner and entertainment. Sponsor will receive:

- Company's name and logo prominently displayed at the Gala and acknowledgement cards on all the tables.
- Welcome address to Gala attendees by a representative of your organization.
- One reserved table (seats eight) at the Gala.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost: \$9,000

### ■ Conference App

ONE OPPORTUNITY AVAILABLE

The app will be the mobile method for delegates to keep up to date at the conference. Sponsor will receive:

- Company's name and logo prominently displayed on opening screen of app.
- Company information tab (if desired) in app.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost: \$9,000

### ■ Event Greening Sponsorship

ONE OPPORTUNITY AVAILABLE

Support the conservation efforts of WCW and provide carbon offset credit for delegates traveling to the conference. Sponsor will receive:

- Company's name and logo prominently displayed at registration area and at recycle stations.
- Company information/booth (if desired) to be available in the registration area explaining the greening effort for the conference.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Sponsor will purchase carbon offset credits for registered delegates in the name of WCW (Approximate value of \$3,000).
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost \$6,000+ carbon offset credits

**SOLD**

### ■ WCS AWWA Breakfast

ONE OPPORTUNITY AVAILABLE

This special AWWA event will be held on Thursday and will be open to all conference registrants. This session provides attendees with the opportunity for networking and offers an opportunity to demonstrate hospitality to conference delegates. Sponsor will receive:

- Company's name and logo prominently displayed in the event area and acknowledgement cards on all the tables.
- Introduction of the speaker by a representative of your organization.
- Company information (if desired) to be available at the entrance to the event area.
- One reserved table (seats eight).
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost \$6,000

**SOLD**



## PARTNERSHIP OPPORTUNITIES

### ■ WCWEA Luncheon

**ONE OPPORTUNITY AVAILABLE**

This special WCWEA event will be held on Thursday and will be open to all conference registrants. This session provides attendees with the opportunity for networking and offers an opportunity to demonstrate hospitality to conference delegates. Sponsor will receive:

- Company's name and logo prominently displayed in the event area and acknowledgement cards on all the tables.
- Introduction of the speaker by a representative of your organization.
- Company information (if desired) to be available at the entrance to the event area.
- One reserved table (seats eight).
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost \$6,000

### ■ Water for People Breakfast

**ONE OPPORTUNITY AVAILABLE**

The Water for People Breakfast will be held Friday, September 21 to promote awareness of WCW's Charity of Choice. Delegates must purchase tickets for this event, which includes breakfast and a special speaker. Sponsor will receive:

- Company's name and logo prominently displayed in the Breakfast area and acknowledgement cards on all the tables.
- Introduction of the speaker by a representative of your organization
- Company information to be available at the entrance to the Breakfast area.
- One reserved table (seats eight) at the breakfast.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost: \$6,000

### ■ Gala Reception

**ONE OPPORTUNITY AVAILABLE**

The Gala Reception will be an event Thursday evening prior to the Gala Dinner. Delegates purchase tickets Gala and includes this cocktail hour reception. Sponsor will receive:

- Company's name and logo prominently displayed in the reception area.
- Company information/booth (if desired) to be available in the reception area for cocktail hour.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost: \$3,000

### ■ AWWA Water Taste Test

**ONE OPPORTUNITY AVAILABLE**

The AWWA 'Best of the West' Water Taste Test is a competition held on Wednesday during the Exhibition Luncheon. Utilities across Western Canada will compete. Sponsor will receive:

- Company's name and logo prominently displayed in the event area.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost \$3,000

### ■ Entertainment Night

**THREE OPPORTUNITIES AVAILABLE**

This function is Wednesday evening and is available to all conference registrants. Sponsors will receive:

- Company's name and logo prominently displayed in the event area and acknowledgement cards on all the tables. Special decoration is area of room tastefully dedicated to the music era sponsored (sponsor to organize and provide).
- Company information (if desired) to be available at the entrance to the event area.
- Sponsor an era:
  - 50's
  - 60's/70's
  - 80's/90's/2000's
- Cost \$3,000 per era

### ■ Refreshment Breaks

**FOUR OPPORTUNITIES AVAILABLE**

Morning and afternoon refreshment breaks will be provided during the Technical sessions. Sponsors will receive:

- Company's name and logo prominently displayed in the break area.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost \$1,500

### ■ Workshop Rooms

**TWO OPPORTUNITIES AVAILABLE**

Pre Conference day Workshops will run Tuesday. Sponsors will receive:

- Company's name and logo prominently displayed outside session room.



# PARTNERSHIP OPPORTUNITIES

- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost \$1,500

## ■ Tours

### TWO OPPORTUNITIES AVAILABLE

Tours are held on Wednesday afternoon. There are two opportunities to sponsor these tours and the sponsors will receive:

- Three seats on the tour.
- Opportunity for a company representative to speak to participants.
- Company information (if desired) to be available on Tour transportation vehicle.
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost \$1500

## ■ Technical Session Rooms

### FOUR OPPORTUNITIES AVAILABLE

Technical session will run Wednesday afternoon, all day Thursday, and Friday morning of the conference. Sponsors will receive:

- Company's name and logo prominently displayed outside session room.
- Company information (if desired) to be available in the session room.
- Opportunity to provide a moderator for the session (if desired).
- Acknowledgement of sponsorship in Conference App, Conference Website and event media screens.
- Cost \$1,500



# PARTNERSHIP COMMITMENT FORM

Maximize your company's visibility at the 2017 WCW Annual Conference and Exhibition by taking advantage of the sponsorship opportunities list below.

To apply for a sponsorship opportunity, please complete this form and return it with payment to:

Fax: 1.877.283.2007  
 WCW  
 Box 1708 Cochrane AB T4C 1B6

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Web URL: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

## Please indicate desired Sponsorship:

Ocean \$12,000    
  Lake \$9,000    
  River \$6,000    
  Stream \$3,000    
  Creek \$1,500

<input type="checkbox"/> Opening Ceremonies/Awards <b>SOLD</b>	\$12 000	<input type="checkbox"/> Gala Reception (one available)	\$3 000
<input type="checkbox"/> Nametag Lanyard <b>SOLD</b>	\$12 000	<input type="checkbox"/> Water Taste Test (one available)	\$3 000
<input type="checkbox"/> Gala Dinner (one available)	\$9 000	<input type="checkbox"/> Entertainment Night (three available)	\$3 000
<input type="checkbox"/> Conference App (one available)	\$9 000	<input type="checkbox"/> Refreshment Break (four available)	\$1 500
<input type="checkbox"/> Event Greening Sponsorship <b>SOLD</b>	\$6 000	<input type="checkbox"/> Tours (two available)	\$1 500
<input type="checkbox"/> WCS AWWA Breakfast <b>SOLD</b>	\$6 000	<input type="checkbox"/> Workshop Rooms (2 available)	\$1 500
<input type="checkbox"/> WCWEA Luncheon (one available)	\$6 000	<input type="checkbox"/> Technical Session Room (4 available)	\$1 500
<input type="checkbox"/> Water For People Breakfast (one available)	\$6 000		

By signing here, I am confirming that I am an authorized agent of the organization indicated above and have the authority to commit to this sponsorship on their behalf. I understand there will be no cancellation or refund after sponsorship form has been received and that payment in full is due at this time to confirm sponsorship. I also understand sponsorships are non-refundable and non-transferable and all promotional content must be pre-approved by WCW. I understand booth and exhibitor personnel costs are extra. I have read and agree to all deadlines and conditions.

We hereby agree to abide by all rules and regulations in this package.

Signature: \_\_\_\_\_ Print Name \_\_\_\_\_ Date \_\_\_\_\_

Total Sponsorship Commitment \$ \_\_\_\_\_

Method of Payment			
Credit Card: <input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Cheque (make payable to WCW)	<input type="checkbox"/> Please Invoice
Card Number	Expiry Date	Card Holder Name	Signature

