

## SWWA Sponsorship

### Partnership Opportunities:

The Annual Saskatchewan Water & Wastewater Association Conference and Tradeshow is the “must go to” event for water and wastewater operators and individuals involved in collection and distribution as well as those involved in areas pertaining to or with interest in the industry.

### Why Sponsor the SWWA Annual Conference?

- Be seen as an industry leader to 500+ delegates and 250 suppliers expected from Saskatchewan representing rural and urban municipalities of small and large water utilities, collections and distribution and wastewater treatment systems. The SWWA also sees government representatives of the industry, some engineers, and industry and educational suppliers.
- The SWWA conference is a cost-effective sales and marketing tool that provides unlimited networking of new contacts and great exposure for your business bringing you face to face with your key customers and prospects.
- The ability to capture new prospects through your corporate profile to existing members.
- The opportunity to increase your brand recognition within the province with a decision-making audience.
- Exposure to your target market away from everyday distractions.
- Exposure throughout the year via social media (Facebook, Instagram and Linked In) and during the annual event along with exposure through four Pipelines, (the SWWA Magazine which is available via the website and Android and IOS apps), leading up to and after the event.
- Sponsors are recognized immediately upon your partnership through advertisement on the SWWA website.
- The SWWA launched a calendar in 2016 and each year it continues to get better and provides all those who attend the conference/tradeshow with a look at what SWWA and its members are up to on a yearly basis.
- Conference App – Only sponsors of the event have the opportunity to be featured in the conference app used by everyone who attends the conference. The app is scheduled to launch Feb. 4, 2019.

In 2018 we had 480 delegates attend the SWWA conference and 30 who were unable to attend due to emergencies. The SWWA tradeshow continues to be a must event that all those in the industry look forward to participating in. Through sponsorship the SWWA and its partners are able to provide an amazing and talked about experience for all who attend. Sponsors of the event are always given first choice of booths for the next year.

### If you wish to discuss sponsorship opportunities in greater detail please contact:

Calle Behnke  
SWWA Office Manager  
[office@swwa.ca](mailto:office@swwa.ca)  
306-668-1278

## Be recognized as an Industry Partner – Gold, Silver, and Conference Sponsors

Opportunities can be custom designed for your company and your individual's needs. Packages can be combined to attain Gold, and Silver, and Bronze. **The deadline for Gold, Silver, and conference sponsors is September 30, 2019 to ensure advertising in all conference advertising.** Sponsorships received at an earlier date will be recognized in all SWWA correspondence such as e-letters, social media and the Digital Pipeline.

### Bonus Items for Gold, Silver, and Conference include:

Booth space, sponsor ribbons for companies attending, and more options can be customized.

Industry Partners	Gold	Silver	Conference
	\$5000	\$2500	\$500-\$1500
Name and Logo in Conference Program	✓	✓	✓
Logo on Sponsor signs at venue	✓	✓	✓
Logo used on social media pages leading up to the conference	✓	✓	✓
One item inserted into the Delegate Bag (must be approved)	✓	✓	
Booth Space (If received before sell out)	✓	✓	✓
First choice on Booth Space for following year (Gold, Silver etc.)	First Choice	Second Choice	Third Choice
Banquet Sponsor – banquet tickets	4	0	0
Special Sponsorship Sign at Booth	✓	✓	✓
Recognition in SWWA Pipeline & E-letters	✓	✓	✓
Opportunity to Speak to the delegates	✓		
Recognition from Conference Chair at the Banquet	✓	✓	✓
Complimentary Tradeshow booth	✓		

## \$5000.00 Opportunities (Gold) - **SOLD**

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### Keynote Speaker

Be the exclusive sponsor of the annual keynote speaker. The keynote address takes place on the Thursday morning of the conference. The keynote is included in the delegate package and is part of the required CEU accumulation for the delegates looking to earn the 1.2 CEU. The sponsor will receive:

- Company name and Logo prominently displayed in the Keynote area
- Acknowledgement at the Keynote address by the Conference Chair
- Company Information available at the entrance to the Keynote address
- One reserved table at the Keynote (4 complimentary tickets to attend the keynote)
- Acknowledgement of conference sponsorship on the SWWA website and social media pages once received
- Acknowledgement on conference program
- Acknowledgement in SWWA Pipeline (4 Digital Editions)

### Tradeshow Beverages

Be the exclusive sponsor of the beverages served the Wednesday night of the tradeshow. Our tradeshow is a unique experience as we offer an open bar to all the participants. The tradeshow is part of the event and all delegates are encouraged to attend during the hours it is open.

- Company name and Logo prominently displayed in the bar area and upon entrance into the show
- Acknowledgement at the Opening ceremonies and banquet by the Conference Chair
- Company Information available at the entrance to the show
- One reserved table at the banquet (4 complimentary tickets to attend the banquet)
- Acknowledgement of conference sponsorship on the SWWA website and social media pages once received
- Acknowledgement on conference app
- Acknowledgement in SWWA Pipeline (4 Digital Editions) upon signed agreement of sponsorship

## \$2500.00 Opportunities - **Sold**

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### **Banquet**

Be the exclusive sponsor of the Banquet. This function is Thursday evening, beginning with cocktail hour, followed by the banquet meal and awards presentation. The banquet is included in the delegate package, which makes it available to all delegates. The sponsor will receive:

- Company name and Logo prominently displayed in the Banquet area (
- Acknowledgement at the banquet by the Conference Chair (
- Company Information available at the entrance to the banquet (
- One reserved table at the Banquet (
- Acknowledgement of conference sponsorship on the SWWA website and social media pages once received (
- Acknowledgement on conference program (
- Acknowledgement in SWWA Pipeline (4 Editions) (

### **Nametag Lanyards (Sold)**

Each delegate and tradeshow booth will receive lanyards to display name badges. The sponsor will receive:

- Company Name and logo along the lanyard (the SWWA reserves the right to choose the lanyard style)
- Acknowledgement of sponsorship on the SWWA website and social media pages along with the conference program
- Acknowledgement in SWWA Pipeline (4 Editions)

### **Delegate Bags**

The delegate bags are given out to each delegate who attends the event. Like a lanyard it is a great way to have your company visible to all delegates throughout the event.

- Company Name and logo on the bag
- Acknowledgement of sponsorship on the SWWA website and social media pages along with the conference program
- Acknowledgement in SWWA Pipeline (4 Editions)

### **Sundae Bar – SWWA Tradeshow**

Winter in our province means we eat ice cream. This bar will be open exclusively for a half hour only on the Wednesday night of the tradeshow. It will feature Vanilla ice Cream, 3 choices of topping sauces and nuts/sprinkles. A little something for everyone.

- Company name and Logo prominently displayed in the area
- Acknowledgement at the event
- Acknowledgement of the sponsorship through the conference app, SWWA website and social media pages

### **Acknowledgement in SWWA Pipeline**

### **\$1500.00 Opportunities:**

#### **WaterAid Breakfast**

The WaterAid breakfast is held Friday of the conference and it is held to promote awareness of the SWWA's Charity of Choice. All delegates receive tickets to the event as part of their package. The event includes breakfast and a special speaker representing WaterAid. The Sponsor will receive:

- Company name and Logo prominently displayed in the Breakfast area
- Acknowledgement at the event by the MC
- Company information (if desired) to be available at the entrance to the breakfast area
- One reserved table at the day's breakfast
- Acknowledgement of the sponsorship through the conference program, SWWA website and social media pages
- Acknowledgement in SWWA Pipeline

### **Banquet Entertainment - \$2000.00 - SOLD**

Be the exclusive sponsor of the banquet Entertainment This function is Thursday evening, following the banquet meal and awards presentation. The banquet is included in the delegate package, which makes it available to all delegates. The sponsor will receive:

- Company name and Logo prominently displayed in the Entertainment area (
- Acknowledgement at the banquet by the Conference Chair ((
- One reserved table at the Banquet (
- Acknowledgement of conference sponsorship on the SWWA website and social media pages once received (
- Acknowledgement on conference program (
- Acknowledgement in SWWA Pipeline (4 Editions) (

### **Nacho Cheese Bar – SWWA Tradeshow (Wed. Night)**

Who doesn't love nacho's and who doesn't want to see delegates spending the entire evening on the tradeshow floor. You asked, and we are giving it to you.

- Company name and Logo prominently displayed in the area
- Acknowledgement at the event
- Acknowledgement of the sponsorship through the conference app, SWWA website and social media pages
- Acknowledgement in SWWA Pipeline

### **Perogy Bite bar – SWWA Tradeshow (Wed. Night)**

When in Saskatchewan you need to taste some of the greatness and here, we are starting with a perogy bar with all your favourite toppings. You will love this addition to the tradeshow and so will the delegates.

- Company name and Logo prominently displayed in the area
- Acknowledgement at the event
- Acknowledgement of the sponsorship through the conference app, SWWA website and social media pages
- Acknowledgement in SWWA Pipeline

### **Pizza Lunch – SWWA Tradeshow (Thursday)**

We want you to get the most out of having the delegates on the tradeshow floor, so we are ending the show with a pizza lunch. We all love pizza!!!

- Company name and Logo prominently displayed in the area
- Acknowledgement at the event
- Acknowledgement of the sponsorship through the conference app, SWWA website and social media pages
- Acknowledgement in SWWA Pipeline

The following areas are also sponsorship opportunities:

\$1500 – Friday Breakfast

\$500 - Coffee (10 available) throughout the event

500 - Delegate Folders for conference material – Company logo is stickered on to each package that the delegate items are placed in.

Delegate Pens – supplied by company by Sept. 1, 2019

Delegate note pads – supplied by company by Sept. 1, 2019

## Create a Sponsorship:

This is for companies who would like to sponsor the annual event but do not see an area that reflects on them as unique groups. Once an area has been requested for a sponsorship a price will be determined based on what the sponsor is interested in putting towards the item for sponsorship. Interested sponsorship groups please contact Calle at the SWWA office at (306) 668-1278 or by email at [office@swwa.ca](mailto:office@swwa.ca) to talk about opportunities you would like to create.

## WaterAid

WaterAid Canada is a registered Canadian charity dedicated to providing clean water, basic sanitation, and hygiene education to the world's poorest people.

In conjunction with the Annual Conference and Tradeshow a silent auction is held for WaterAid. All Donations to this worthwhile cause will be recognized in the conference Pipeline.

- Business card attached to items for viewing
- Bidding sheet for the items will acknowledge the company
- Cash donations are also accepted
- Acknowledgement of sponsorship on all conference materials, the SWWA website, and the SWWA Pipeline

For further information contact the SWWA Office at ☎(306)668-1278 or by email [office@swwa.ca](mailto:office@swwa.ca)

**In appreciation of our Sponsorship Partners:**

All sponsor partners of SWWA will be contacted to choose a booth for the following year as a special thank you for partnership. Gold, Silver, and conference sponsors will be given first choice of booths the remaining choices will be available for all other conference sponsors.

**SWWA Sponsorship Application Form**

Maximize your company's visibility at the Annual SWWA Conference and Tradeshow by taking advantage of the sponsorship opportunities. The SWWA is looking for partners willing to assist in creating an incredible experience for all at the annual event.

To apply for sponsorship opportunities, please fill out the form below and return to the email listed.

Or Email: [office@swwa.ca](mailto:office@swwa.ca)

Company Name: _____	
Contact Person: _____	Title: _____
Address: _____	City: _____
Province: _____	Postal Code: _____
Contact Phone: _____	Company URL: _____
Contact Email: _____	
Sponsorship Amount _____	

By signing here, I am confirming that I am an authorized agent of the above-indicated organization 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 SWWA. I understand booth and tradeshow 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: \_\_\_\_\_

Payments can be made by cheque, Visa or MasterCard. All sponsorships will be invoiced, and payment is due upon receipt of invoice.

**Please be sure to include your company logo in a high-resolution image for signs and advertising.**