

## 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 & Golf Tournament?

- Be seen as an industry leader to 500+ delegates and 99 supplier companies of the industry expected from Saskatchewan representing rural and urban municipalities of small and large water utilities, collections and distribution and wastewater treatment systems at the annual conference. 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 annual golf tournament is a smaller group setting that allows networking throughout the day on the course, during the supper that follows and before the golfing begins.
- 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 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 the partnership through advertisement on the SWWA website.
- E-newsletters are used monthly and through them we have been able to engage the SWWA members with targeted emails, as a sponsor you are given exposure through all e-letters leading up to the annual event from August to the beginning of November. All sponsors who commit to \$1000.00 or more in sponsorship are given the opportunity to have a targeted e-letter of the company product that will be sent out to all SWWA members as well as all delegates registered for the event. **Please check with the SWWA office for the information deadline to do this.**
- The SWWA is given out each year and it continues to get better and provides all those who attend the conference/tradeshow with a tool all members can use to find a supplier who can meet the needs of what they are looking for. The directory is also available on the Pipeline App and on the Pipeline section of the website.

Average delegate attendance for the SWWA conference is 450+. The SWWA tradeshow continues to be a must event that all those in the industry look forward to participating in. In 2019 the tradeshow sold out in March and booths that did open up were sold as quickly to those on the waiting list. Through sponsorship the SWWA and its partners are able to provide an amazing and talked about experience for all who attend.

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 Bronze**

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 Bronze sponsors is September 5, 2020 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 Bronze include:**

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

Industry Partners	Gold	Silver	Bronze
	\$5000	\$2500	\$1500
Name and Logo in Conference Program	✓	✓	✓
Logo on Sponsor signs at venue	✓	✓	✓
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) -**

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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)

## **\$2000.00 Opportunities**

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### **Banquet & Awards Ceremony**

Be the exclusive sponsor of the Banquet and Awards presentation. 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**

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 (3) Editions

## \$3500.00 Banquet Entertainment

Be the exclusive sponsor of the Banquet Entertainment. This function is Thursday evening and all delegates receive tickets as part of their delegate packages. The sponsor will receive:

- Company name and Logo prominently displayed in the Banquet Entertainment area
- Acknowledgement at the beginning of the Banquet Entertainment by the Conference Chair
- One reserved table at the Banquet and two complimentary tickets
- Acknowledgement of conference sponsorship on the SWWA website and social media pages once received
- Acknowledgement on conference program
- 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

The following areas are also sponsorship opportunities:

### **Thursday -Tradeshow Pizza Lunch - \$1500.00**

Pizza – is it not the best word in the English dictionary when you want something tasty, filling and easy to eat with your hands. There is enough variety to satisfy all taste buds!

### **Nacho Bar – Wednesday Tradeshow - \$2000.00**

Who does not love nachos?!! The best way to keep everyone on the floor during the tradeshow evening hours is to offer unique items that will keep them excited and sticking around to talk with those in the booths at the show.

### **Waffle Bar – Wednesday Tradeshow - \$2000.00**

Warm Sugar Waffles Dipped in Belgian Chocolate served with a Selection of Sweet Accoutrements & whipped cream. Can you say yummy in my mouth!! What a perfect way to end the night!

## Networking Event 2021:

In 2019 a networking event was added to the agenda for the Tuesday prior to the conference start, we knew this would end up being a fantastic way to meet others prior to the event, encourage people to come in early, and be a great way to get to know new people and renew old acquaintances and catch up with friends.

**Location Sponsors \$1000.00**

**Food Sponsors \$1000.00**

## **Golf Hole & Conference Coffee Sponsorship - \$1000.00**

The Annual Golf Tournament will be held at the Dakota Dunes Golf Course on August 20, 2021.

## **Annual SWWA Golf Tournament:**

**Golf Hole Sponsorship - \$300.00 w/sign \$400.00** (all signs made by the SWWA are kept by the SWWA office) if you supply the sign you are responsible for ensuring you pick it up before the tournament ends

**Golf lunch Sponsor - \$1500.00** a burger lunch is supplied prior to the starting the tournament at noon

**Golf Putting Hole Sponsor - \$500.00** – a practice area to brush up your skills prior to hitting the course will be supplied – you can also supply a prize for the best putt if you would like however you will need to provide someone to sit at the putt hole.

## *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.*

## Other Opportunities –

\$1000 -Lunches

\$1000 – Breakfast

\$750 - Coffee

Delegate Bags

Delegate Pens

Delegates note pads

## 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 Bronze 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.

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. Once the form is received an invoice will be sent out.