2020 State of Water Conference
Sponsorship Opportunity

"The State of Water Conference is the premier gathering of local caretakers, government and private agencies, and individuals working (and learning) how to win this critical battle of ensuring there is clean water for future generations." — Francisco Ollervides, River Alliance

About the Conference
State of Water Conference
April 30 – May 1, 2020
Grand Casino Mille Lacs
Onamia, MN

For nearly 20 years, hundreds of Minnesotans from across the state have convened at the biennial State of Water Conference to connect, learn from others, contribute their own stories and ideas, and become further equipped to protect Minnesota’s waters. Attendees include over 250 people representing community groups, local governments, state agencies, private businesses, and nonprofits who join to network and learn from one another, and leave better equipped to take clear action for clean water. Learn more at www.freshwater.org.

What we do
Freshwater is a 501(c)3 nonprofit organization working to inspire and empower people to value and preserve our freshwater resources. We specialize in policy and education programs that ensure Minnesota’s drinking water is sustainable and prevent polluted runoff from contaminating our lakes and streams. Your sponsorship is tax deductible to the fullest extent of the law.

Why sponsor?
Sponsor partners like you find countless benefits for their organization, employees and community. They receive generous marketing promotions and visibility in print, digital and social media promotional materials that reach thousands of individuals before, during and after the event. Depending on investment level, sponsors receive a vendor booth with abundant interaction with attendees. In addition to marketing value, your sponsorship also demonstrates to your employees a company culture that values giving back.

"I had an excellent experience as a sponsor of State of Water. Sign me up for 2020!

I enjoyed being in the same room as the food and keynote speaker. It made it easy for people to just pop over and ask questions. The passport activity was great, too!"
# Sponsorship Investment Levels

**“I have been inspired every time I have come.” — 2018 attendee**

<table>
<thead>
<tr>
<th>LAND OF 10,000 LAKES</th>
<th>HEADWATERS</th>
<th>GREAT LAKES</th>
<th>RIVER KEEPER</th>
<th>STREAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>$11,842</td>
<td>$5,000</td>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
</tr>
<tr>
<td>$1 for each of MN's 11,842 lakes!</td>
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- **Conference signage and program recognition**
  - “Presented By” recognition in all
  - Premier front cover full-color logo
- **Recognition in all conference promotions — print, digital, social**
  - “Presented By” recognition in all
  - Prominent recognition in all
  - Recognition in all
- **Recognition from stage**
  - Speaking opportunity
  - Verbal & slideshow
  - Slideshow
- **Event registration**
  - Five registrations
  - Three registrations
  - Two registrations
  - One registration
- **Exhibit booth**
  - Premier placement
  - Prominent placement
  - Included
  - Included
- **Recognition on table signage**
  - Full-color logo
  - Full-color logo
  - Full-color logo
- **Customizable benefits**
  - Pick two
  - Pick one
- **Naming rights to reception or social**
  - Sponsor preference

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* Including invitations, website, and social media, etc. in digital and print. Logo placement and dimensions commensurate with level.

** Options include promotional item at each seat, volunteer opportunity for your employees, or a Freshwater talk at your workplace.

Contact Mary Salisbury at 651-313-5817 or msalisbury@freshwater.org.
Exhibit booths available for purchase.
Deadline to sign up is Friday, April 10, 2020.

## MARKETING REACH
- Facebook/Twitter: 3K+
- Email invites: 8K
- Newsletter/blog: 3K+
- Annual report: 5K

## ATTENDEES
- County, SWCD, watershed district/management org: 27%
- Nonprofit, education org: 24%
- Lake assoc/improvement district, individual: 20%
- State agency: 20%
- Corporate/consultant/business: 9%