

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

	LAND OF 10,000 LAKES \$11,842 <i>\$1 for each of MN's 11,842 lakes!</i>	HEADWATERS \$5,000	GREAT LAKES \$2,500	RIVER KEEPER \$1,000	STREAM \$500
Conference signage and program recognition	“Presented By “ recognition in all Premier front cover full-color logo	Front cover full-color logo	Front cover full-color logo	Front cover full-color logo	Full-color logo
Recognition in all conference promotions — print, digital, social*	“Presented By” recognition in all	Prominent recognition in all	Prominent recognition in all	Recognition in all	Recognition in all
Recognition from stage	Speaking opportunity Verbal & slideshow	Speaking opportunity Verbal & slideshow	Verbal & slideshow	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				

* 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/mgmt org 27%
Nonprofit, education org 24%
Lake assoc/improvement district, individual 20%
State agency 20%
Corporate/consultant/business 9%

Conference hosted by:

FRESHWATER

