



2025 Water Fluency Program Sponsorship Opportunities



Water Education Colorado is a 501(c)(3) nonprofit dedicated to providing policy-neutral news, engaging learning experiences, and empowering leadership programs across the state. Our mission is to ensure that Coloradans are well-informed about critical water issues, enabling them to make smart decisions for a sustainable water future.

Water Fluency

The Water Fluency Program is designed to give participants a comprehensive understanding of Colorado's water resource challenges and their implications for local decision-making. Over four immersive sessions, participants engage in:

- Expert-Led Lectures: Learn from highly sought-after speakers in the water sector.
- Dynamic Discussions: Participate in thought-provoking conversations with peers and leaders.
- Exclusive Networking Opportunities: Connect with influential water sector leaders.
- Practical Assignments: Apply knowledge through inter-session tasks that reinforce learning.

2025 PROGRAM

Session 1
May 21
Virtual

Session 2
June 18
Virtual

Session 3
July 29 -30
*In-person,
location tbd*

Session 4
September 10
Virtual

**The program is a
hybrid format.*

With a class size capped at just 35 participants, attendees leave equipped with essential knowledge and a robust network of peers, empowering them to drive positive, lasting change in their communities.

Audience

Our primary audiences include local and state elected officials, special district staff and board members, local government and business leaders, agency and utility staff, agricultural and nonprofit leaders, and university professors. By sponsoring the Water Fluency Program, your brand will gain visibility among these key stakeholders who are committed to sustainable water management and policy.

Sponsors receive great brand recognition, gain the opportunity to interface with Water Fluency participants, and demonstrate their support for informed water decisions!

2025 WATER FLUENCY PROGRAM Sponsorship Levels and Benefits:

Title Sponsor (Limited Availability) \$10,000+

- Invitation to have one representative participate in the 2025 program for free, or award two 50% scholarships in your organization's name
- Ability to invite additional organizational representatives to select program days & events
- Invitation to be featured in an upcoming Water Education Colorado blog post
- Recognition in *Headwaters* magazine announcing program graduates
- Invitation to attend and speak during a class program session or event of your choosing
- Invitation to distribute organizational materials at each class session to participants
- Organization logo prominently featured on signage throughout program
- Recognition on WEco's social media channels 4x, in conjunction with each class session
- Organization recognized on WEco website, with a link to your website
- Organization logo included on class agendas for all program days
- Verbal recognition throughout the program, including kickoff and graduation
- Organization logo and link to your website (recognized as Title Sponsor) in all WEco communication directly to participants and all wider email promotions, reaching 5,000+

Water Fluency Program Session Sponsor \$5,000

- Invitation to attend and speak at your sponsored program session
- Invitation to distribute organizational materials to participants during sponsored session
- Organization logo on signage during sponsored session
- Recognition on WEco's social media channels 1x, in conjunction with sponsored session
- Organization recognized on WEco website, with a link to your website
- Organization logo on class agendas for all program days
- Verbal recognition at final graduation celebration
- Organization listed in all WEco communication directly to participants and all wider email promotions, reaching 5,000+

Local Host Sponsor (Limited Availability) \$2,500

- Opportunity to help host a local happy hour event in conjunction with local session

- Invitation to have a representative speak at the happy hour event as well as address/welcome the class during the following local program session
- Invitation to distribute organizational materials at the happy hour event and local session
- Organization logo prominently featured on signage at happy hour event
- Recognition on WEco's social media channels 4x, in conjunction with each class session
- Organization recognized on WEco website, with a link to your website
- Organization logo included on class agendas for all program days
- Verbal recognition throughout the program, kickoff and graduation
- Organization logo and link to your website in all WEco communication directly to participants and all wider email promotions, reaching 5,000+

Water Fluency Scholarship Sponsor \$2,000

- Invitation to award one 50% scholarship to a program participant in your organization's name
- Invitation to attend and speak during a class program session or event of your choosing
- Invitation to distribute organizational materials during one of the program sessions
- Organization logo on signage throughout program
- Recognition on WEco's social media channels 2x, in conjunction with kickoff and graduation
- Organization recognized on WEco website, with a link to your website
- Organization logo on class agendas for all program days
- Verbal recognition throughout the program, including kickoff and graduation
- Organization listed in all WEco communication directly to participants and all wider email promotions, reaching 5,000+

Sponsorship Contact

Contact: Lisa Strachan, Membership and Development Manager

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