



2012

Sponsorship Program

SPONSOR PROSPECTUS

2012 Sponsorship Program

How to make the most of WEAO's 2012 Sponsorship Program!

There are a few basic steps to make the best use of WEAO's Sponsorship Program. We have tried to simplify the process for you by including the following information and example.

The individual events or Sponsorship Opportunities for the entire calendar year have been categorized under three general headings:

- General WEAO Sponsorship
- Conference Sponsorship
 - WEAO Events
 - Operations Challenge Sponsorship
- Committee Specific Sponsorships

Each opportunity will be associated with benefits that match the event in exposure and dollar value. A detailed listing as to what is included under each opportunity is presented in the following sections. The tables also include a brief description of the sponsorship, an approximate target audience, the number of opportunities available and the sponsorship amount for that event.

Sponsorship amounts will be cumulative for a single year and will result in additional benefits based on the total sponsorship amount or Levels of Excellence. The four levels have been established in order to better recognize the sponsor's annual contributions. The four Levels of Excellence are:

- Platinum (\$4,000 +)
- Gold (\$2,000-\$3,999)
- Silver (\$1,000-\$1,999)
- Bronze \$250-\$999)

A complete list of benefits for each level is detailed at the end of this program.

EXAMPLE

The following is an example to illustrate the simplicity of the program. If there are questions, please contact WEAO for further clarification at 416-410-6933 ext. 1.

Company A is interested in the following sponsorship opportunities and the exposures at each event:

(C3) Conference Icebreaker	\$ 350
(M1-C) WEAO/OWWA and NP Meet and Greet	\$ 500
(M2-C) Technical Seminar Lunch Sponsor	\$ 500
(M3-B) Lunch Sponsor for the Golf Tournament of the Special Events Committee	\$ 500
Total Package	\$1,850
Level of Excellence achieved – Silver (\$1,000 to \$1,999)	

In addition to the event specific benefits, Company A will also receive the following benefits as a Silver Sponsor:

- Company name and logo in one issue of INFLUENTS magazine (Post Conference issue);
- Company logo on the Sponsor's Page in the Official Conference Pocket Program;
- Company logo on the Sponsor's web page at www.weao.org.

In this example, if Company A is interested in being a Gold Sponsor (\$2,000 - \$3,999), all it takes is an additional \$150 of sponsorship money that can be put towards another event. The added benefit is the opportunity to now receive a business card advertisement in place of the company logo in the Conference Pocket Program and appear in two issues of INFLUENTS magazine.

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Conference Sponsorship Opportunities

C1: Conference Lanyard	# Available: 1	\$2,500
Target Audience: All conference attendees Sponsorship includes: Recognition on Lanyard and all other Gold Sponsorship level benefits		
C2: Keynote Speaker	# Available: 1	\$2,000
Target Audience: All conference attendees Sponsorship includes: Recognition at Opening Session and all other Gold Sponsorship level benefits		
C3: Icebreaker	# Available: Unlimited	Amount: \$350
Target Audience: over 400 WEAO members Event Specific Benefits: Recognition of company on Event Poster Board		
C4: Coffee Breaks	# Available: 6	Amount: \$1,750
Target Audience: All conference attendees Event Specific Benefits: Recognition of company on Event Poster Board		
C5: New Professional Game and Prize	# Available: 2	Amount: \$500
Target Audience: over 30 NP's and over 50 Industry Leaders Event Specific Benefits: Recognition of company on New Professionals Game Recognition of company on Event Poster Board		
C6: New Professionals Reception	# Available: 2	Amount: \$1,500
Target Audience: over 100 WEAO Members Event Specific Benefits: Recognition of company on Event Poster Board		
C7: Awards Luncheon - Monday	# Available: 1	Amount: \$3,000
Target Audience: over 400 WEAO members Event Specific Benefits: Opportunity to Address Luncheon Attendees Company Logo on Luncheon Program Recognition of company on poster board or projected slide at event		
C8: Operations Challenge (see table on page 4)	Event Specific	Amount: \$250-\$1,000
Target Audience: over 500 WEAO Members Event Specific Benefits: Recognition verbally by Operations Challenge Chair Recognition of company on Event Poster Board displayed in competition area Recognition in post conference issue of INFLUENTS magazine		

Conference Sponsorship Opportunities *continued*

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Operations Challenge General Sponsorship Opportunities (C8)

- Operations Challenge – Totally Wasted Game Show
- Operations Challenge – Safety Event
- Operations Challenge – Collection System
- Operations Challenge – Lab Event
- Operations Challenge – Process Control Event
- Operations Challenge – Pump Maintenance Event
- Operations Challenge – Judge Shirts
- Operations Challenge – Commemorative Tee Shirt (sponsorship to cover cost with company logo)
- Operations Challenge – Commemorative Pins
- Operations Challenge – PWO Technical Session
- Operations Challenge – PWO Tour
- Operations Challenge – Generic (awards and miscellaneous event operational costs)
- Operations Challenge – Meet and Greet (See C12)

C9: Proceedings	# Available: 1	Amount: \$2,500
Target Audience: over 400 WEAO Members Event Specific Benefits: Company logo and Web Link on Proceedings CD		
C10: Conference Pocket Program	# Available: 2	Amount: \$4,000
Target Audience: over 500 WEAO Members Sponsorship includes: Platinum - Full page advertisement on inside front or back of Conference Pocket Program		
C11: Conference Lunch – Tuesday	# Available: 1	Amount: \$1,500
Target Audience: over 300 WEAO Members Event Specific Benefits: Recognition of company on lunch boxes or at buffet area Recognition of company on Event Poster Board		
C12: Operations Challenge Meet and Greet	# Available: 3	Amount: \$1,250
Target Audience: 70-80 WEAO Members Event Specific Benefits: Recognition of company at Meet and Greet Recognition of company on Event Poster Board Opportunity to address operators at Meet and Greet		
C13: Pre-Banquet Reception	# Available: 1	Amount: \$2,500
Target Audience: over 250 WEAO Members Event Specific Benefits: Opportunity to Address Banquet Attendees Company Logo on Banquet Program		
C14: Banquet Wine	# Available: 1	Amount: \$2,500
Target Audience: over 250 WEAO Members Event Specific Benefits: Opportunity to Address Banquet Attendees Company logo on Banquet Program		
C15: Banquet Entertainment	# Available: 2	Amount: \$1,250
Target Audience: over 250 WEAO Members Event Specific Benefits: Opportunity to Address Banquet Attendees Company logo on Banquet Program		
C16: Sponsor a student to the conference	# Available: Unlimited	Amount: \$500
Target Audience: over 300 WEAO Members Sponsorship includes: Recognition of company on Poster Board displayed at The Social Hour on Sunday		

WEAO Committee Sponsorship Opportunities

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M1: New Professionals Committee	Amount	Audience	Includes
A. Plant Site Tour	2 x \$250	Approx. 20-30 NPs & students	Sponsor's company name listed on event flyer/invitations
B. Technical Seminar	2 x \$250	Approx. 20-30 NPs & students	Sponsor's company name listed on event flyer/invitations
C. WEAO NP/OWWA YP Meet and Greet Social	1 x \$500	Approx. 20-30 NPs, students and 10-15 WEAO Leaders	Sponsor's company name listed on event flyer/invitations
D. WEAO NP/OWWA YP Holiday Bash	1 x \$500	Approx. 30-40 NPs & students	Sponsor's company name listed on event flyer/invitations
E. WEAO NP/OWWA YP St. Patrick's Day Social	1 x \$500	Approx. 30-40 NPs & students	Sponsor's company name listed on event flyer/invitations
F. Student Chapter Events	13 x \$250	Approx. 30-40 Students	Sponsor's company name listed on event flyer/invitations
G. Student Chapter Leadership Forum Annual event to exchange information and ideas amongst student chapter leaders and provide information to chapters	4 x \$250	Approx. 10-15 NPs and 30-40 Student Chapter Leaders	Sponsor's company name listed on event invitations and printed Forum materials and signage at the event
H. WEAO Student Design Competition Hands-on design problem for students at Ontario universities. Winning team competes at WEF	4 x \$500	Approx. 30 students and 20 WEAO members	Sponsor's company name listed on event poster board (or signage) at WEAO Conference. Recognition in NP Conference article in INFLUENTS
I. WEF Student Design Competition Sponsor travel for winning Team from WEAO SDC to compete in WEF SDC at WEFTEC	4 x \$1,500	Approx. 300 WEFTEC delegates including Profs. & students at North American universities	Sponsor's company name on Event poster board displayed at WEAO Conference. Recognition in NP Conference and SDC team articles in INFLUENTS

M2: All Technical Seminars	Amount	Audience	Includes
Asset Management, Residuals & Biosolids, Wastewater Collection Systems, Stormwater Issues, Wastewater Treatment & Technologies, Environmental Health, Environmental Health, Safety & Security Committees and other specialty Seminars			In addition to the specific recognitions, all sponsors will also be recognized through: - Sponsor's name on event signage - Special thanks at seminar - Recognition in INFLUENTS
A. Breakfast Sponsor	2 x \$300	Approx. 80-100 WEAO members	Thank-you slide for sponsorship during breakfast
B. Coffee Break Sponsor	1 x \$300	Approx. 80-100 WEAO members	Thank-you slide for sponsorship during coffee break
C. Lunch Sponsor	4 x \$500	Approx. 80-100 WEAO members	Thank-you slide for sponsorship during lunch
D. Proceedings	1 x \$300	Approx. 80-100 WEAO members	Recognition in the proceedings

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WEAO Committee Sponsorship Opportunities

M3: Promotions & Events Planning Committee	Amount	Audience	Includes
<i>Golf Tournament</i>	<i>See below</i>		All sponsors will be recognized in the Fall edition of INFLUENTS Magazine
A. Hole Sponsorship	14 x \$100 3 x \$150 3 x \$250	Approx. 100 WEAO members	Company name on event sponsorship sign. Company name on sponsorship signs at premium holes (1, 10 & 18). Company name on sponsorship sign at hole-in-one site x 3.
B. Lunch Sponsor	2 x \$500	Approx. 100 WEAO members	Company name on sponsorship sign displayed at lunch.
C. Dinner Sponsor	\$1,500	Approx. 100 WEAO members	Company name and logo on sponsorship sign displayed at dinner and an opportunity to speak to the audience.
<i>WEFTEC Great Canadian Icebreaker</i> D. IceBreaker sponsor	10 x \$500	Over 250 WEAO/WEF and other WEF MA members	Recognition in INFLUENTS magazine, post WEFTEC edition, company name on flyer and signage at the event.

M4: Public Education Committee		
A. <i>Canadian Stockholm Junior Water Prize</i>	# Available: Unlimited	Amount: \$500
<p>Share in the prestige of this award by sponsoring the Canadian Stockholm Junior Water Prize winner. The winner will represent Canada at the International Stockholm Junior Water Prize competition in Sweden.</p> <p>Target Audience: over 2500 WEAO, WEF, OPCEA, and other MA members</p> <p>Sponsorship includes: Recognition in one edition of INFLUENTS magazine Recognition at the Annual Conference</p>		
B. <i>World Water Monitoring Day Kits</i>	# Available: Unlimited	Amount: \$250
<p>World Water Monitoring Day™ is an international outreach program that builds public awareness and involvement in protecting water resources around the world.</p> <p>Officially celebrated on September 18 each year, the program encourages communities to monitor the condition of local rivers, streams, estuaries and other water bodies anytime from March 22 (the U.N.'s World Water Day) until December 31.</p> <p>Target Audience: Ontario Schools, Boys & Girls organizations from Ontario are given this unique experience of water quality monitoring.</p> <p>Sponsorship includes: Recognition in INFLUENTS magazine published at U.N. World Water Day</p>		

M5: Water For People Canada Committee	Amount	Audience	Includes
Monday evening event at WEAO conference	<i>See below</i>	Approx. 100	Sponsor's company name listed on event flyer and site recognition
A. Venue	2 x \$500		
B. Dinner	4 x \$500		
C. Entertainment	3 x \$500		

Levels of Excellence

Platinum Sponsorship Level	\$4,000 +
<p>Platinum Level Benefits:</p> <ul style="list-style-type: none"> Company name and logo on general sponsorship poster board Recognition of company by Conference Chair in two INFLUENTS editions (Pre and Post Conference Editions) Company name and logo in the Official Conference Brochure Full page advertisement in Conference Pocket Program Company logo on the Sponsors web page at www.weao.org 	
Gold Sponsorship Level	\$2,000 - \$3,999
<p>Gold Level Benefits:</p> <ul style="list-style-type: none"> Company name and logo on general sponsorship poster board Company logo in two INFLUENTS editions (Pre and Post Conference Editions) Company logo on the Sponsor's Page in the Official Conference Brochure Company business card advertisement in Conference Pocket Program Company logo on the Sponsors web page at www.weao.org 	
Silver Sponsorship Level	\$1,000 - \$1,999
<p>Silver Level Benefits:</p> <ul style="list-style-type: none"> Company name and logo in one INFLUENTS edition (Post Conference Edition) Company logo on the Sponsor's Page in the Official Conference Brochure Company logo in the Conference Pocket Program Company logo on the Sponsors web page at www.weao.org 	
Bronze Sponsorship Level	\$250 - \$999
<p>Bronze Level Benefits:</p> <ul style="list-style-type: none"> Company name on the Sponsor's Page in the Official Conference Brochure Company name in the Conference Pocket Program Company name listed on the Sponsors web page at www.weao.org 	