



# CORPORATE PARTNERSHIP OPPORTUNITY

“Water reminds us that we are all part of a greater whole, and collaboration allows us to tap into that collective strength.” - Unknown



# KRWA, By The Numbers



KRWA provides on-site technical assistance to operators, managers, and other utility personnel of drinking and wastewater utilities in Kentucky. Over 87,000 on-site technical assistance contacts have been made by KRWA personnel over the past 46 years. Let us be one of your best spokespersons by partnering with us today!



## SIZE

We are the largest utility organization in KY, representing over 98% of the public drinking and wastewater utilities.



## EXPOSURE

For over 45 years, 98,000 utility personnel have received various forms of training throughout the state.

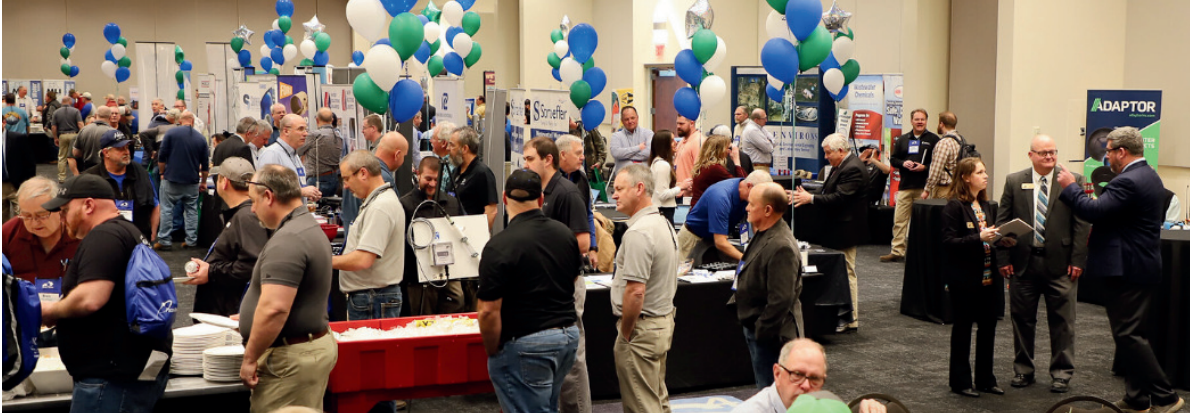


## PRESENCE

KRWA averages 4,000 participants during our three main conferences and other on-site training events.

# Exposure At Three Main Events

For nearly five decades, KRWA has been dedicated to providing unwavering support and strong representation to over 350 public water and wastewater utilities across Kentucky. We are excited to extend our platform to like-minded companies that share our passion and commitment.



**FEB**  
**19-20**

**Bowling Green, KY**

## 2025 Management Conference

Tailored for utility management and office personnel, this event offers specialized training and features an exhibit hall. With approximately 450-500 attendees on-site, it's an excellent opportunity for learning, networking, and exploring the latest industry innovations.

**MAY**  
**21-22**

**Glendale, KY**

## 2025 Operator Expo

Designed for operators and decision-makers, this outdoor event is our only one of its kind, providing hands-on training and live demonstrations. It draws approximately 400-450 attendees, making it a valuable opportunity for practical learning and networking.

**AUG**  
**18-21**

**Louisville, KY**

## 2025 Annual Conference & Exhibition

Rotating between Lexington and Louisville, this conference features a golf scramble, a large exhibit hall, training breakouts, and more. With an average attendance of 900-1,000, it's one of our most anticipated events.

# Help Us Set The Agenda

Each year, KRWA organizes a wide range of training sessions, including classroom instruction, customized on-site training, and online webinars, all tailored to the needs of water and wastewater utility personnel. We are eager to collaborate with our Corporate Partners to further enhance and diversify these training opportunities!



## Classroom / On-Site Training

In the previous year, we delivered more than 342 hours of both classroom and tailored on-site training to professionals working in water and wastewater utilities. In fact, KRWA provided training hours to over 3,400 attendees in the past year alone.



## Webinars & Virtual Events

Our training efforts include online courses and Zoom-based webinars, with strong participation from drinking water and wastewater operators. Last year alone, over 700 operators participated in our webinar events.



## Advocacy

The Association advocates for its members and rural utilities, working closely with regulatory agencies and lawmakers to ensure that the interests of rural water and wastewater utilities are considered in policy decisions and regulatory changes.

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Our collaborations with various State and Federal agencies, including DOW, USDA, EPA, Homeland Security, and FEMA, provide extensive opportunities for exposure to any company that becomes a member of KRWA.



# Targeted Audience

KRWA's audience includes water and wastewater utilities, their staff, industry vendors, organizations, legislators, water-related agencies, and advocates for clean and sustainable water management practices in Kentucky. Leverage our extensive network to connect with key stakeholders and advance your goals.



## KRWA Membership

Our membership comprises over 375 utility members and 225 associate members, collectively representing more than 6,300 individuals.



## KRWA.org

KRWA's website portal serves 750 monthly users, offering event registration, invoice payments, and profile updates for members.



## Waterproof Magazine

Waterproof is published quarterly by KRWA and reaches over 2,500 of Kentucky's water and wastewater utilities, employees, legislators, agencies, and supporters.



## Weekly Newsletter

KRWA's weekly news-related content is shared with an audience of over 4,500 individuals, presenting numerous sponsorship and advertising possibilities for our partners.



## Social Media

Our social media presence is growing daily, and with a dedicated team member now focusing on engaging over 3K followers, we're more excited than ever about our progress.



## SAVANNAH GOAD

Marketing & Business Development Coordinator

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A KRWA Corporate Partner is an Associate Member who actively supports the Association by regularly attending KRWA events and maintaining up-to-date membership. Corporate Partners can choose from four levels of partnership, tailored to meet the needs of Associate Members: Platinum, Gold, Silver and Standard.

The Corporate Partner Program provides a way for Associates to choose their level of activity within the Association, that is right for their needs, with the convenience of writing one check.



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### Why Become a Partner?

- Recognition, Advertising, Rewards, Convenience & Support
- Allow us to spotlight your company to industry professionals, leaders, and decision-makers, paving the way for new business connections, collaborations, and potential clients.

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Kentucky Rural Water Association understands the importance of delivering exceptional service to our members at the most affordable rates. Partnering with us can aid in achieving this objective, all the while offering your company an exceptional platform to reach and engage with KRWA's extensive membership for maximum visibility and exposure.

# CORPORATE PARTNERSHIP

## BREAKDOWN

	PLATINUM	GOLD	SILVER	STANDARD
	\$12,500	\$7,500	\$3,500	\$550
<b>Membership Benefits</b>				
Annual Membership Fees	✓	✓	✓	✓
Simplified Invoicing (one check for everything)	✓	✓	✓	✗
Subscription to Quarterly "Waterproof" Magazine	✓	✓	✓	✓
Complimentary Conference Registration	✓	✓	✓	✗

### Marketing & Advertising

Sponsorship of all KRWA Training Events	✓	✓	✗	✗
Membership Directory Advertisement	✓	✓	✗	✗
Website Banner Advertisement (1 year)	✓	✓	✗	✗
Email Banner Advertisement (Weekly)	✓	✓	✗	✗
Quarterly Waterproof Magazine Ad ( <b>Full</b> Page)	✓	✗	✗	✗
Quarterly Waterproof Magazine Ad ( <b>Half</b> Page)		✓	✗	✗
One Featured Article on krwa.org	✓	✓	✗	✗
One Featured Article in "Waterproof" Magazine	✓	✗	✗	✗
Membership Directory Listing	✓	✓	✓	✓
Speaking Opportunities During KRWA Events	✓	✓	✓	✓
Premiere Logo Exposure on Promotional Items Offered	✓	✓	✗	✗
Recognition in Conference Program	✓	✓	✓	✗
Prominent Signage and Logo Placement	✓	✓	✗	✗

### KRWA Conferences

Management Conference Single Tabletop with Power	✓	✓	✓	✗
Number of Booth Representatives	5 Reps	3 Reps	2 Reps	✗
Operator EXPO Booth Space	✓	✓	✓	✗
Number of Booth Representatives	5 Reps	3 Reps	2 Reps	✗
Annual Conference Dual or Quad Booth with Power *	✓	✗	✗	✗
Number of Booth Representatives	10 Reps	✗	✗	✗
Annual Conference Single Booth with Power		✓	✓	✗
Number of Booth Representatives		5 Reps	2 Reps	✗
Reserved Booth Location For High Traffic Areas	✓	✓	✓	✗
Quad Booth Discount (Subject to differ each year)	✓	✗	✗	✗
Electronic Event Attendee List (available week prior to event)	✓	✗	✗	✗