



2026 ANNUAL SPONSORSHIP & EXHIBITOR PROSPECTUS





INFORMATION

FOR SPONSORS & EXHIBITORS

WHO IS THE URBAN WATER INSTITUTE?

The Urban Water Institute (UWI) was incorporated as a nonprofit public education organization in the State of California in 1993.

Our mission is to provide non-partisan information of timely and pertinent interest to the water resource industry, incl. public agencies and private firms, with a particular emphasis on water economics, management and resource policies as they affect consumers and the general economy.

ANNUAL SPONSORSHIP OPPORTUNITIES

UWI's sponsorship program is set up on an annual basis to allow organizations to budget for a full year of sponsorship.

One annual sponsorship covers both the Spring & Annual Conference events.

Many sponsorship levels include an opportunity to exhibit as well as complimentary conference registrations. Exhibitor tables can also be purchased separately for each event.

BENEFITS OF SPONSORING WITH US

- Brand visibility and special recognition
- Relationship building through focused networking opportunities
- Exposure to nearly 500 water community leaders over the course of two conferences
- The ability to plan and budget for a full calendar year
- A shared commitment to success

WHO ATTENDS UWI CONFERENCES

- Water District General Managers & Board of Directors
- Water Resource Planners & Environmental Engineers
- City Utility Managers
- State and Federal Agency Senior Staff, Management & Officials
- Water Resources & Operations Managers
- Attorneys
- Consultants
- Academia



SPONSORSHIP LEVELS

	TITLE*	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	\$15,000	\$10,000	\$8,000	\$6,000	\$3,000	\$1,000
NETWORKING						
Recognition as the Title Sponsor on UWI Website/Newsletters/Marketing Materials	●					
Logo on Conference Bags (Spring/Fall)	●					
Exhibit Table (Spring/Fall)	●	●	●			
Complimentary Conference Registrations <i>(Can be used at the Spring or Annual Conference)</i>	6/year	4/year	3/year	2/year	1/year	
Welcome Reception Celebrating Sponsors	●	●	●	●	●	●
Attendee List w/ Contact Info (Spring/Fall)	●	●	●	●	●	●
RECOGNITION						
Premium Conference Signage (Spring & Fall)	●	●				
Guest Blog Post on UWI Website	●	●				
Choice of 1 Level A, B or C Conference Sponsorship Item (Spring & Fall)	●	●	●			
Ad in Conference Program (Spring & Fall)	Full Page	1/2 Page	1/4			
Company Logo on Screen During Conference Sessions (Spring & Fall)	●	●	●			
Email Spotlight to Conference Attendees Promoting Company (Spring & Fall)	●	●	●			
Choice of 1 Level B or C Conference Sponsorship Item (Spring & Fall)				●		
Social Media Post Promoting Company	●	●	●	●		
Choice of 1 Level C Conference Sponsorship Item (Spring & Fall)					●	
Company Logo on Conference Promotional Materials (Spring & Fall)	●	●	●	●	●	
Company Logo on Conference Signage (Spring & Fall)	●	●	●	●	●	●
Company Logo in Conference Program (Spring & Fall)	●	●	●	●	●	●
Company Logo on Conference Website (Spring & Fall)	●	●	●	●	●	●
Sponsor Ribbons (Spring & Fall)	●	●	●	●	●	●



SPONSOR & EXHIBITOR INFORMATION

ADDITIONAL SPONSOR INFO



LEVEL A SPONSORSHIP ITEMS:

Lanyards, Hotel Key Cards, WiFi, Program Printing, Luncheon, Opening Session, Chair's Reception



LEVEL B SPONSORSHIP ITEMS:

Breakfast, Ice Cream Sundae Break, Social Media, Audio Visual, Keynote Speakers



LEVEL C SPONSORSHIP ITEMS:

Morning Coffee Break, Afternoon Cookie Break, Session Sponsor

Note: Branded items may include more than one sponsor. UWI reserves the right to pair sponsors on branded items, meal functions and program sessions.

*TITLE SPONSOR

The Title Sponsor is reserved for one organization that wishes to support Urban Water Institute at the highest level. This is an exclusive opportunity and the organization who elects to achieve this level will receive very specific benefits, such as amplified visibility on Urban Water Institute's website, marketing materials, and enhanced recognition during UWI conferences along with the single sponsor of Conference bags.

EXHIBITOR OPPORTUNITIES

Tabletop Exhibits are available for \$1,095 per conference. Exhibitors will receive the following benefits:

- 1 6ft Table with 2 Chairs
- 1 Complimentary Conference Registration
- Listing in Conference Program & Website
- Networking Opportunities – Breaks, Cocktail Receptions
- Exhibitor hours listed online at urbanwater.com/sponsor-exhibitor-opportunities





CONTACT US

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Submit your sponsorship or exhibitor registration online:

urbanwater.com/sponsorship-registration

