



2027 ANNUAL

SPONSOR & EXHIBITOR PROSPECTUS

Connect with the leaders shaping
Western water – at both the UWI
Spring & Annual Conferences.



2027 CONFERENCE DATES

UWI SPRING CONFERENCE

February 24–26, 2027

Renaissance Esmeralda Resort & Spa, Indian Wells

UWI ANNUAL CONFERENCE

August 25–27, 2027

Loews Coronado Bay Resort, San Diego



INFORMATION FOR SPONSORS & EXHIBITORS

WHO IS THE URBAN WATER INSTITUTE?

For more than 30 years, UWI has brought together the leaders who manage, plan and regulate Western water. Incorporated in 1993 as a California nonprofit organization, UWI is known for facilitating insightful conversations on the most pressing issues facing the water community.

Our mission: deliver timely, nonpartisan information on how water economics, management and resource policy affect consumers and the broader economy.



WHY SPONSOR WITH UWI



Reach the full room

Single-track sessions put every attendee in every session, so your recognition reaches the entire audience every time.



Build relationships with the West's top water leaders

Receptions, meals and breaks give sponsors relaxed, face-to-face time with attendees.



Plan once for the full year

One sponsorship covers both the Spring & Annual Conferences, making it simple to budget and stay visible all year long.



Support a trusted forum

Sponsors help elevate our conferences, expand the reach, and sustain the high-level discussions the water community depends on.

5 in 6

participants rate UWI better than other water conferences.

WHO ATTENDS UWI CONFERENCES

UWI draws senior decision-makers from across the water community in the West:

- Water District General Managers & Boards of Directors
- Water Resources & Operations Managers
- State & Federal Agency Management & Officials
- Water-Related Nonprofits
- City Utility Managers
- Water Resource Planners & Engineers
- Agricultural Water Leaders
- Consultants, Attorneys & Academia



SPONSORSHIP LEVELS

One annual sponsorship covers both the Spring & Annual Conferences.

Higher levels include an exhibitor table; Silver and above include complimentary conference registrations.

BENEFITS	TITLE* \$15,000	DIAMOND \$10,000	PLATINUM \$8,000	GOLD \$6,000	SILVER \$3,000	BRONZE \$1,000
NETWORKING						
Recognition as the Title Sponsor on UWI Website/Newsletters/Marketing Materials	•					
Logo on Conference Bags (Spring & Annual)	•					
Exhibitor Table (Spring & Annual)	•	•	•			
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 & Annual)	•	•	•	•	•	•
RECOGNITION						
Logo on Hotel Room Key Cards (Spring & Annual)	•					
Premium Conference Signage (Spring & Annual)	•	•				
Guest Blog Post on UWI Website	•	•				
1 Level A Conference Sponsorship Item (Spring & Annual)	•	•	•			
Ad in Conference Program (Spring & Annual)	Full Page	1/2 Page	1/4 Page			
Company Logo on Screen During Conference Sessions (Spring & Annual)	•	•	•			
Email Spotlight to Conference Attendees Promoting Company (Spring & Annual)	•	•	•			
1 Level B Conference Sponsorship Item (Spring & Annual)				•		
Social Media Post Promoting Company	•	•	•	•		
1 Level C Conference Sponsorship Item (Spring & Annual)					•	
Company Logo on Conference Promotional Materials (Spring & Annual)	•	•	•	•	•	•
Company Logo on Conference Signage (Spring & Annual)	•	•	•	•	•	•
Company Logo in Conference Program (Spring & Annual)	•	•	•	•	•	•
Company Logo on Conference Website (Spring & Annual)	•	•	•	•	•	•
Sponsor Ribbons (Spring & Annual)	•	•	•	•	•	•

**Title Sponsorship is exclusive to one organization. See Title Sponsor details on the next page.*



SPONSOR & EXHIBITOR INCLUSIONS

CONFERENCE SPONSORSHIP ITEMS

Title, Diamond and Platinum sponsors receive one item from Level A, Gold sponsors receive one item from Level B, and Silver sponsors receive one item from Level C.

LEVEL A

Name Badge Lanyards, Custom Branded Items, WiFi, Program Printing, Luncheon, Opening Session, Board Chair's Reception

LEVEL B

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

LEVEL C

Morning Coffee Break, Afternoon Cookie Break, Conference Sessions

Note: Branded items may include more than one sponsor. UWI reserves the right to pair sponsors on specific items as appropriate.

TITLE SPONSOR

EXCLUSIVE

The Title Sponsorship is UWI's highest level of support and is reserved for one organization each year. This exclusive package delivers amplified visibility across UWI's website, social media and marketing materials, enhanced recognition at both conferences, and sole sponsorship of the conference bags and hotel room key cards.



EXHIBITOR OPPORTUNITIES

Tabletop exhibits are available for **\$1,095 per conference** and keep your organization in front of attendees throughout the event. Exhibitors receive:

- One 6-ft Table with Two Chairs
- One Complimentary Conference Registration (*Registration code provided in exhibitor confirmation email*)
- Access to All Conference Sessions
- Networking Opportunities – Breaks, Luncheon & Cocktail Receptions
- Listing in Conference Program, Marketing & Website
- Exhibitor hours: urbanwater.com/sponsor-exhibitor-opportunities

**READY TO SPONSOR
OR EXHIBIT?**

Paula Currie, UWI Events Director

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Reserve your 2027 sponsorship or exhibit table online:

urbanwater.com/sponsorship-registration