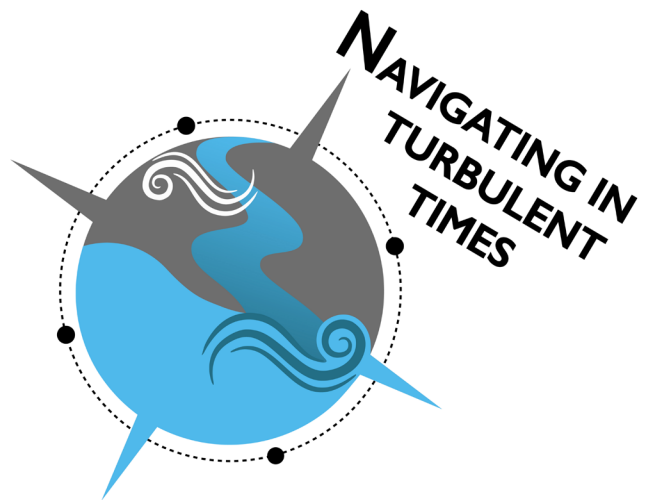




2021 Wisconsin Water Week


March 8-12



SPONSORSHIP OPPORTUNITIES

A week of inspiring online content and connections among water lovers


The organizers of the Wisconsin Lakes & Rivers Convention are pleased to announce *Wisconsin Water Week*, an online event looking to spotlight innovative ways that water groups are continuing to advance their work in the face of unprecedented challenges. Using an innovative online event platform, the event will offer numerous opportunities for networking with current and future customers.



Monday

March 8, 2021


The first three days of Wisconsin Water Week will focus on major aspects of Wisconsin's water system. Monday will emphasize "Water Cycles," including groundwater and climate, the two largest but mostly invisible pieces of our shared water inheritance.



Tuesday

March 9, 2021


Day two will explore "Water Bodies," delving into the science of monitoring and managing lakes, rivers, wetlands, and watersheds, and evaluating their health. This includes the flora and fauna in and around these water bodies and how they interact.



Wednesday

March 10, 2021

Wednesday will focus on "Water Actions," featuring examples and stories from the field that demonstrate how people and communities are tackling water challenges - even during these turbulent times.



Thursday

March 11, 2021

Thursday's programming will be built around the major watersheds in Wisconsin with dozens of simultaneous, place-based, one-day conferences. Drawing on the Red Cedar Watershed Conference's past success, numerous additional watersheds will address issues and concerns most relevant to their specific region.



Friday

March 12, 2021

The week concludes on Friday with a menu of smaller local events and meetings that draw upon the week's content to outline action plans for spring and summer 2021. Depending on the public health circumstances and the size of local gatherings, some of these may be held in person.

- » *Gain exposure to longtime WI Lakes & Rivers Convention devotees and new attendees experiencing our event for the first time!*
- » *Network with state officials, academics, and citizens from Wisconsin and beyond*
- » *Demonstrate your support for the protection and conservation of Wisconsin's water resources*



**Wisconsin
Lakes
Partnership**



Extension Lakes
College of Natural Resources
University of Wisconsin-Stevens Point



Brought to you by the many members of the Wisconsin Lakes & Rivers Partnership, led by:



Sponsorship Levels & Benefits

	Lead (\$5,000+)	Sustaining (\$2,500-4,999)	Supporting (\$1,000-2,499)	Contributing (\$500-999)	Exhibiting (\$300-499)	Individual (\$150+)	Non-profit or educational (\$150+)
Primary placement on all sponsor media	●						
Specially produced or live marketing content opportunities	●	●					
Session sponsor (your logo and business featured on session page)	●	●	●				
Push notifications in virtual event space	4	2	1				
Business logo and link on event website	●	●	●	●			
Gamification Codes	4	3	2	1			1
Mentions on social media	5	3	2	1			
Complimentary registration to WI Water Week (incl 1 Thr Regional)	10	6	4	2	1	1	1
Banner ad in virtual event space	●	●	●	●	●		●
Customizable virtual exhibitor “booth”	●	●	●	●	●		●

Some items may be available as add-ons (e.g. gamification codes). Contact us for more info and pricing. Are there benefits you're interested in, but don't see here? Let's talk!

Contact us with questions and ideas at wewaterweek@wisconsinlakes.org

Sponsorship Benefits Provide Visibility & Interaction Within the Virtual Event Platform:

Primary placement on all sponsor media: Logos and sponsor names will be given prime placement in most areas of the platform or marketing where sponsors are listed (sponsored session pages excluded). **Available exclusively at the Lead Sponsor level.**

Specially produced or live marketing content: Wisconsin Water Week organizers will work with you to produce and/or present video marketing content, which could include a short product/service “infomercial” interview conducted by an event staff person that can run on your page or as part of livestreams at other points during the event. Likewise, you may choose to run a short video presentation during similar times. *We’ll work with you to develop content meaningful and effective for you.* **Available at the Sustaining Sponsor level and above.**

Session sponsor: A specific session page will feature your logo exclusively. Your logo will also be included on the screen in that session’s opening and closing comments. **Limited availability, first-come, first-served, at the Supporting Sponsor level and above.**

Business logo on event website: Your logo will appear on the separate Wisconsin Water Week registration page and it may be linked directly to your website. Deadline to apply of January 4, 2021. **Available at the Contributing Sponsor level and above.**

Push Notifications in the event space: Push notifications are pop-up windows that will provide updates and reminders to attendees during break times at the event. Sponsored push notifications will promote your support of Wisconsin Water Week and invite attendees to visit your virtual booth, attend a particular session, or participate in the Water Week gamification. **Available at the Supporting Sponsor level and above.**

Gamification codes: Attendees will be able to collect “gamification codes” to compete for prizes offered by the event organizers. You can use gamification codes to drive traffic to your pages or materials, increase your visibility, or reward attendees for watching a demo or scheduling a meeting. **Available to nonprofit/educational exhibitors and at the Contributing Sponsor level and above.**

Mentions of social media: Your business will be included in social media posts regarding Wisconsin Water Week put out by event organizers including the Wisconsin Lakes Partnership and Wisconsin Lakes. **Available at the Contributing Sponsor level and above.**

Benefits for All Sponsors:

Customizable Virtual Exhibit Page: The page can include contact info, documents, images, and on demand video. Attendees will be able to request meetings and directly message you from within the event platform.

Registration for Mon-Thurs events: Each sponsorship includes at least one registration for Monday-Wednesday events and one Thursday regional event.

Banner ad in virtual event space: Banner ads featuring a rotating carousel of all sponsors will appear in several locations within the event space.

Logo & Description on wisconsinlakes.org: Your business logo & description will be featured on a special lake business page on Wisconsin Lakes’ website until April of 2022.

To become a sponsor:

Download the sponsor application at <https://bit.ly/3qRxylI> and either:

- Email a scanned copy to wewaterweek@wisconsinlakes.org, or
- Mail it to:

**Wisconsin Lakes
PO Box 7723
Madison WI 53707**

~ OR ~

Fill out the online form at: <https://bit.ly/3oAmtn0>



Interested in sponsoring one of the regional conventions happening on Thursday, March 11 within the WI Water Week platform? Contact us for more information.

Questions? Contact us at wewaterweek@wisconsinlakes.org or (608) 661-4313 to set up a consultation or preview of the platform.

The Wisconsin Lakes & Rivers Convention

This annual event draws hundreds of lake & stream lovers, government officials, waterfront property owners, researchers, teachers, agency staff, and citizens to network, learn, and be inspired by efforts to protect and preserve Wisconsin's surface waters.

Several years ago, the Wisconsin Lakes Partnership joined forces with the Water Action Volunteers, Wisconsin's organization of stream monitors, to combine the Wisconsin Lakes Partnership Convention and Wisconsin Stream Monitoring Symposium into the Lakes & Rivers Convention.

After being forced online in 2020, we look forward to the time we're all together again in Stevens Point.

But until then, we are proud and excited to present 2021's online extravaganza on Wisconsin's waters - Wisconsin Water Week!



The Wisconsin Lakes Partnership

The Wisconsin Lakes Partnership brings science, education, and citizens together to empower people to work together to care for our lakes. Since its genesis in the early 1970s, the Wisconsin Lakes Partnership has been recognized as a national model of collaboration. The Wisconsin Lakes Partnership is comprised of three partners: the Department of Natural Resources (which supplies scientific research, technical expertise and regulatory authority), the Extension Lakes Program (which provides supporting educational materials and programs), and Wisconsin Lakes (which mobilizes citizens to be advocates for lakes).

This partnership is a statewide, multi-faceted effort that reaches far beyond the core groups to include regional, county, tribal, non-profit, and federal partners. Our goal is to continue to protect and preserve our state waters and support those meeting the challenges that come with the management and stewardship of Wisconsin lakes.

Water Action Volunteers

The Water Action Volunteers (WAV) citizen stream monitoring program is an ongoing partnership between the University of Wisconsin–Madison Division of Extension, the Wisconsin Department of Natural Resources (WDNR) and Wisconsin citizen volunteers.

The program aims to preserve, protect and restore Wisconsin's 86,000+ miles of streams and rivers by educating and empowering volunteers to (1) gather high-quality stream data useful for decision-making and natural resource management, and (2) share their data and knowledge.

Annually, more than 500 volunteers and an estimated 2,000 supervised students monitor 600+ stream locations throughout the state.

