



PEER TO PEER 2020

SPONSORSHIP OPPORTUNITIES

SPONSOR BENEFITS

NON-MEMBER

GRIZZLY BEAR

\$10,000

\$20,000

REDWOOD TREE

\$5,000

\$10,000

GOLDEN POPPY

\$2,500

\$5,000

CALIFORNIA QUAIL

\$1,000

\$2,500

SPONSOR BENEFITS	GRIZZLY BEAR \$10,000 \$20,000	REDWOOD TREE \$5,000 \$10,000	GOLDEN POPPY \$2,500 \$5,000	CALIFORNIA QUAIL \$1,000 \$2,500
Online promotion leading up to event: website and email marketing	💧	💧	💧	💧
Recognition as event sponsor in event program and verbally during	💧	💧	💧	💧
Logo included on rotating slide show before sessions	💧	💧	💧	💧
Virtual Exhibitor Booth (see reverse for details)	💧	💧	💧	💧
All Access Registrations	10	6	4	2
Spotlight sponsor opportunity in CalWEP Connect Newsletter	💧	💧	💧	
Attendee registration list	💧	💧	💧	
3-minute mini-presentation at opening session	💧	💧		
CalWEP assisted outreach to agency member for testimonials	💧	💧		
Logo on PowerPoint Template for every session	💧			
Sponsorship of afternoon breakout rooms	💧			



CALIFORNIA
WATER EFFICIENCY
PARTNERSHIP

PEER TO PEER 2020

ENGAGEMENT AND IMPACT

HOW WILL PEER TO PEER BE **REIMAGINED?**

Peer to Peer is the California Water Efficiency Partnership's annual flagship event. To meet the challenges of the time, Peer to Peer 2020 will be reimagined to a fully virtually event. Tapping into the knowledge and skill of the organization's membership and partners, attendees learn about and engage with new tools and resources to achieve their water conservation and efficiency goals. Your support is invaluable!

HOW WILL ATTENDEES **ENGAGE DIGITALLY?**

Over the past several months, CalWEP members have embraced digital engagement like we could have never expected. Attendance for webinars and committee meetings have been at a record high. Leveraging off these now-common digital platforms, Peer to Peer will have a unique program design allowing for both information sharing through presentations and panels and topical afternoon discussion sections, moderated by peers across the CalWEP network.

WHAT IS A **VIRTUAL EXHIBIT BOOTH?**

Each sponsor will have the opportunity to pull together and promote content on their own CalWEP webpage. Content can include videos, testimonials, marketing materials, reports, links to set up one-on-ones...be creative! Attendees of the event will be encouraged to visit each "booth" (i.e. webpage.) To incentivize attendees, each "booth" will have a keyword included on it. If attendees submit the keywords for all the "booths" they will be entered to win some amazing prizes!

IF YOU ARE INTERESTED IN BECOMING A **SPONSOR**, PLEASE
CONTACT TIA LEBHERZ: tia@calwep.org