



SPONSOR BENEFITS

GRIZZLY BEAR

REDWOOD TREE

GOLDEN POPPY

CALIFORNIA QUAIL

\$10,000

\$5,000

\$2,500

\$1,000

NON-MEMBER

\$20,000

\$10,000

\$5,000

\$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





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 2021 will again be a fully virtual 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?**

CalWEP members have embraced digital engagement like we could have never expected. Attendance at last year's virtual Peer to Peer was record high. Leveraging off these now-common digital platforms, Peer to Peer will again 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, once they visit each "booth" they will be entered to win some amazing prizes!

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