

# 2026 PEER TO PEER

CONNECT. COLLABORATE. GROW.

May 27 - 28, 2026 in Napa, California



PEER TO PEER  
CONNECT. COLLABORATE. GROW.

CALIFORNIA  
WATER EFFICIENCY  
PARTNERSHIP



THE ONLY EVENT ENTIRELY DEDICATED TO  
**Making Conservation a  
California Way of Life**

For nearly 10 years, Peer to Peer has served as the California Water Efficiency Partnership's flagship event, convening over 250 water efficiency and conservation professionals from across the state each year. Purposefully designed to support collaboration and peer learning, the event features a dynamic mix of interactive discussions, hands-on trainings, and expert-led presentations. Peer to Peer offers a rare and trusted forum where practitioners can candidly exchange ideas, lessons learned, and innovative approaches to improving water conservation and efficiency programs throughout California.

**250** Water conservation & efficiency professionals

**15+** Professional sessions to choose from over 2 days

**96%** of Attendees rate Peer to Peer as "Excellent"



## What Are Attendees Saying?

*"Peer to Peer gives me access to the most brilliant conservation minds in California. The attendees are innovative, collaborative and oh so friendly. This conference attracts the best of the best!"*

*"Peer to Peer is the most welcoming & collaborative water sector event that I know of. After attending for a few years, showing up feels like a big family reunion."*

Have Feedback?  
Share your thoughts with [tia@calwep.org](mailto:tia@calwep.org).

JOIN US AND SPONSOR PEER TO PEER  
**10 Years of Collaboration.**  
**The Future of Water Efficiency Starts Here.**



**PEER TO PEER 2026**  
**May 27-28**

*Napa Valley Marriot | Napa Valley*

# SPONSORSHIP LEVELS

## PEER TO PEER 2026 | NAPA, CA

### CELEBRATING 10 YEARS OF COLLABORATION & INNOVATION

All Sponsors receive 10<sup>th</sup> Anniversary recognition, including logo placement in special anniversary materials & acknowledgement during opening remarks.



#### QUAIL: SUPPORTER

# \$1,000

A simple way to participate in Peer to Peer's 10-Year celebration & support CA's water efficiency community

- Logo featured on the Peer to Peer event website
- Name and logo included in the "10-Year Anniversary Supporter" recognition slide at plenary
- Social media "Thank You" prior to the event
- One registration

#### JOSHUA TREE: EXHIBITOR

# \$2,500

Designed for organizations seeking an on-site presence and direct engagement with Peer to Peer attendees

- Exhibitor booth\*
- Two full event registration
- Recognition on event signage and materials
- Online promotion leading up to the event

\*Booth space is limited and provided on a first-come, first-served basis

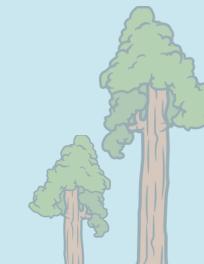


#### REDWOOD TREE: SPONSOR

# \$5,000

Extra visibility and story-telling opportunities

- Everything in Joshua Tree
- Three full event registration
- Logo included in rotating slideshow before sessions
- Optional spotlight feature in the CalWEP Connect newsletter



#### GRIZZLY: PREMIER SPONSOR

# \$10,000

Expansive visibility and deeper engagement with the Peer to Peer community

- Everything in Redwood
- Five full event registrations
- Lunch sponsorships (Day 1 or Day 2)
- Coffee break sponsorship
- Attendee registration list with contact information (upon request)
- Featured section in a pre-event attendee email
- Two-minute welcome during the plenary session



#### GOLDEN POPPY: 10<sup>TH</sup> ANNIVERSARY SPONSOR

# \$15,000

Our highest level of support, offering premium visibility, exclusive access, and special anniversary branding

- Everything in Grizzly
- Five full event registrations
- VIP booth placement (premium, high-traffic location)
- Reception sponsorship recognition
- Logo featured on one premium swag item
- Push notification in the event app
- Invitation for two representatives to the Leadership Roundtable
  - Exclusive pre-event session with CalWEP Board
- Access to VIP/Speaker Room
- Optional promotional items or inserts for attendees

