



Introduction

The St. Charles Watersheds Alliance (SCWA) invites organizations and businesses to sponsor SCWA has three types of sponsorship: ♦. **Newsletter**, ♦. **Events** or ♦. **Annual** sponsorships. This policy outlines the sponsorship levels, benefits, and rules to ensure a mutually beneficial partnership that supports our mission and enhances your organization's visibility.

Benefits to Sponsors

- Increased brand visibility within the region, to the business, academic and citizen community.
- Opportunities to connect with environmentally conscious audiences.
- Association with SCWA's mission of sustainability and green infrastructure.
- Potential tax benefits as contributions support a nonprofit cause.

SPONSORSHIPS

➤ **Quarterly Newsletter Sponsorships**

SCWA publishes 4 newsletters a year, quarterly.

SCWA sends out newsletters every month, meaning quarterly newsletters are resent three months in a row to make sure our newsletter reaches as many subscribers as possible and as a reminder to them.

1. Vendor Article - \$250

Vendors provide a written article about one of their products with a case study. Articles must be less than 5 pages, ideally 3 or less. We prefer vendors to only place their logos at the beginning and end of the article. Vendors will also have their logo placed at the end of the newsletter for the entire year of newsletters going out.

2. Vendor Sponsors newsletter only - \$50

SCWA will place your logo at the end of newsletter and thank your organization. This sponsorship is good for the entire year of newsletters.

➤ **Event Sponsorship Levels and Benefits**

1. EVENT Premier Sponsor - \$1,000

1. Revolving On-Screen Logo Display: Your logo will be prominently displayed on a full screen on the revolving screen behind the speakers throughout the event. Your logo will also be presented standalone on screen at and of presentation with thanks to your support.
2. Event Displays: Your logo and name will be featured on all event displays.
3. Website Presence: Your logo and name will be displayed and clickable on the SCWA website, directing visitors to your website for the year under the "Silver" sponsor level that equates to \$1,000.
4. Event Recognition: Special thank-you recognition at the beginning and end of the event.
5. Newsletter Feature: Inclusion of a project spotlight article in our quarterly newsletter.
6. Newsletter Listing: Prominent logo and name placement in the next quarterly newsletter.

2. EVENT Top Sponsor - \$500

1. 1/3-Screen Logo Display: Your logo will be displayed on one-third of the screen on the revolving screen behind the speakers, shared with two other sponsors.
2. Event Displays: Your logo and name will be featured on event displays.
3. Website Presence: Your logo and name will be clickable on the SCWA website, under the "Bronze" member level that equates to \$500, directing visitors to your website.
4. Newsletter Listing: Logo and name placement in the next quarterly newsletter.

3. EVENT Partner Sponsor - \$150

1. Revolving Screen Display: 1/16-Screen Logo Display: Your logo will be displayed on one-sixteenth of the screen on the revolving screen behind the speakers, shared with other sponsors.
2. Website Presence: Your logo and name will be clickable on the SCWA website at the very bottom, , for the quarter, directing visitors to your website.
3. Newsletter Listing: Logo and name placement in the next quarterly newsletter.

4. EVENT Associate Sponsor - \$75

1. Website Presence: Your logo and name will be placed and clickable on the SCWA website at the very bottom for the quarter, directing visitors to your website.
2. Newsletter Listing: Logo and name placement in the next quarterly newsletter.
3. Event Logo Presence: We will place your logo on the presentation screen at the end of the presentation, on the bottom of the screen, and thank you for your support to the crowd.

➤ Annual Sponsorship Tiers and Benefits

1. Platinum Annual Sponsor - \$5,000

- Logo Presence on All Platforms:
 - Premium placement of your clickable logo on the SCWA website for a full year.
 - Featured on every SCWA's quarterly newsletters, with top billing for the year.
- Event Recognition:
 - Recognition as a Platinum Sponsor at all SCWA events throughout the year.
 - Standalone full-screen logo display at all events.
- Exclusive Promotion:
 - Opportunity to submit two project spotlight articles for all the SCWA newsletters, provided you have four different articles prepared. (up to 5 pages each).
- Social Media Shoutouts:
 - Quarterly recognition posts on SCWA's social media channels.
- Community Engagement:
 - Complimentary two tickets to SCWA's signature event and opportunities to network with stakeholders.

2. Gold Annual Sponsor - \$2,500

- Logo Presence on All Platforms:
 - Prominent placement of your clickable logo on the SCWA website for a full year.
 - Recognition in all quarterly newsletters for the year.
- Event Recognition:
 - Recognition as a Gold Sponsor at all SCWA events.
 - Shared screen space (1/3-screen) for your logo at all events.
- Exclusive Promotion:
 - Opportunity to submit one project spotlight article for the SCWA newsletter (up to 3 pages).
- Social Media Shoutouts:
 - Two recognition posts on SCWA's social media channels per year.

3. Silver Annual Sponsor - \$1,000

- Logo Presence on All Platforms:
 - Clickable logo on the SCWA website for a full year.
 - Logo included in all quarterly newsletters for the year.
- Event Recognition:
 - Recognition as a Silver Sponsor at all SCWA events.
 - Shared screen space (1/16-screen) for your logo at all events.
- Social Media Shoutouts:
 - One recognition post on SCWA's social media channels.

4. Bronze Annual Sponsor - \$500

- Logo Presence on All Platforms:
 - Clickable logo on the SCWA website for a full year.
 - Logo included in all quarterly newsletters for the year.
- Event Recognition:
 - Recognition as a Bronze Sponsor at all SCWA events.

Sponsorship Guidelines

- **Commitment:** Payment must be confirmed within two weeks of the sponsorship agreement.
- **Logo Submission:** High-resolution logos are required within two weeks.
- **Refund Policy:** 50% refund if canceled within 10 days; no refunds afterward.
- **Project Spotlight Submission:** submit project spotlight article within 2 weeks of events for inclusion in the newsletter.
- **Display Guidelines:** SCWA reserves the right to approve all display materials to ensure they align with the event's goals and values.

Contact Information

For further inquiries or to discuss custom sponsorship options, please contact:

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