



THE WATER TOWER
INNOVATE. ENGAGE. PIONEER.

PARTNER WITH THE WATER TOWER

*Join Our Ecosystem
of Innovators*



ABOUT TWT

The Water Tower (TWT), the premier innovation center campus located in Gwinnett County, Georgia, is a hub for technology development, research, education, and training. TWT seeks to forge powerful R&D collaborations, foster economic development, and equip water and wastewater utilities with the research, technology, and training needed to meet current and emerging sector challenges.

CONTACT US

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VISIONARY PARTNERS

This partnership level serves companies looking for a comprehensive partnership opportunity to support The Water Tower (\$50,000 annually).

- Ability to construct a dedicated training area (up to 10,000 square feet)
- Ability to demonstrate a technology or conduct R&D on campus (valued at \$36,000 per year)
- 20% discount on Co-Working membership
- Ability to utilize TWT conference rooms and classrooms at no cost
- Sponsorship of anchor events at no additional cost (for the golf tournament, this includes a hole sponsorship)
- Sponsorship of specialty networking events
- Exhibitor space for on-campus programs including Demo Day, National Backflow Prevention Day, and more.
- Access to media equipment and editing support for 3-5 minute video or 15-30 minute podcast (3 per year)
- Involvement in training course, workshop, and webinar development and key teaching slots
- Listed in TWT building, Annual report, website, and newsletters
- Opportunity to highlight company specific projects or products in digital building signage
- Entity-specific social media posts

WHAT MAKES TWT DIFFERENT?

1 Real World Testing

Access to multiple sources including water, wastewater, and stormwater assets and flows

2 Problem Solving Pioneers

Access to leading industry experts and resources to help design, test, and validate the latest technologies

3 Talent Pipeline

An active ecosystem for recruitment and training for tomorrow's workforce



LEGACY PARTNERS

This partnership level includes all the benefits of Sustaining, Transformative, and Visionary partners plus the exclusive sponsorship of the largest conference space to support The Water Tower and leave your permanent mark on TWT (\$100,000 annually).

- Naming rights to the Multi-Purpose room, the largest collaboration and convening space at The Water Tower, including outdoor signage
- Ability to construct a dedicated training area (up to 10,000 square feet)
- Ability to demonstrate a technology or conduct R&D on campus (valued at \$36,000 per year)
- 50% discount on Co-Working membership
- Ability to utilize TWT conference rooms, classrooms, and Multi-Purpose Room at no cost
- Sponsorship of anchor events at no additional cost (for the golf tournament, this includes a hole sponsorship)
- Sponsorship of specialty networking events
- Exhibitor space and four (4) registrations for on-campus programs including Demo Day, National Backflow Prevention Day, and more.
- Access to media equipment and editing support for 3-5 minute video or 15-30 minute podcast (5 per year)
- Involvement in training course, workshop, and webinar development and key teaching slots
- Listed in TWT building, Annual report, website, and newsletters
- Opportunity to highlight company specific projects or products in digital building signage
- Entity-specific social media posts

INNOVATION STARTS HERE.



SUSTAINING PARTNERS

Funding from our Sustaining Partners is critical to sustaining TWT programming (\$30,000).

- Listed in TWT building, Annual report, website, and newsletters
- Entity-specific social media posts
- Opportunity to highlight company specific projects or products in digital building signage
- Sponsorship of specialty networking events
- Involvement in training course, workshop, and webinar development and key teaching slots
- Sponsorship of anchor events at no additional cost (for the golf tournament, this includes a hole sponsorship)
- Access to media equipment and editing support for 3-5 minute video or 15-30 minute podcast (2 per year)
- Three (3) months of free demonstration/laboratory space per year
- 10% discount on Co-Working membership

TRANSFORMATIVE PARTNERS

This program is open to manufacturers and vendors who are interested in sustaining TWT R&D programming (\$30,000).

- Listed in TWT building, Annual report, website, and newsletters
- Entity-specific social media posts
- Ability to demonstrate a technology or conduct R&D on campus (valued at \$36,000 per year)
- Sponsorship of specialty networking events
- Involvement in training course, workshop, and webinar development and key teaching slots
- Sponsorship of anchor events at no additional cost (for the golf tournament, this includes a hole sponsorship)
- Opportunity to highlight company specific projects or products in digital building signage



Partnering with TWT provides a unique opportunity to participate in leading-edge water innovation.

INNOVATION PARTNERS

Accelerators \$15,000

- ▶ Listed in TWT building, Annual report, website, and newsletters
- ▶ Entity-specific social media posts
- ▶ Invitation to specialty networking events
- ▶ Teaching slots for training courses and workshops
- ▶ Access to media equipment/editing support for 3-5 min. video or 15-30 min. podcast (1 per year)
- ▶ Three (3) months of free demonstration/laboratory space per year or 10% discount on Co-Working membership

Built Environment \$12,500

This innovation partnership level is for built environment technology providers and vendors

- ▶ Listed in TWT building, Annual report, website, social media, and newsletters
- ▶ Ability to donate product to display at TWT and be featured in digital map in TWT lobby
- ▶ Quarterly outreach to facilities contacts such as product blogs
- ▶ 5% discount on Co-Working membership

Innovators \$10,000

- ▶ Listed in TWT building, Annual report, website, and newsletters, entity-specific social media posts
- ▶ Invitation to specialty networking events
- ▶ Teaching slots for training courses and workshops
- ▶ 2 months of free demonstration/laboratory space per year or 10% discount on Co-Working membership

Incubators \$5,000

- ▶ Listed in TWT building, Annual report, website, and newsletters, entity-specific social media posts
- ▶ Invitation to specialty networking events
- ▶ Teaching slots for training courses and workshops
- ▶ 25% discount on demonstration/laboratory space per year or 5% discount on Co-Working membership

Catalysts \$2,500

This innovation partnership level is for nonprofit organizations seeking to collaborate with TWT to catalyze water industry solutions

- ▶ Listed in TWT building, Annual report, website, and newsletters, entity-specific social media posts
- ▶ Booth at Demo Day, National Backflow Prevention Day, Run Like Water 5K, and Student Water Innovation and Leadership Summit events
- ▶ Ability to co-host and co-promote trainings, workshops, and events
- ▶ Ability to have events listed on TWT calendar



FRIENDS OF TWT

TWT offers annual memberships for individuals (\$40) and companies (\$250) to engage with and support the ecosystem of innovation. Membership includes the ability to rent space at TWT, invitation to networking events, and recognition in the TWT lobby.



EVENT SPONSORSHIP

Sponsorship opportunities are available for all TWT events including the Annual Golf Tournament, Demo Day, Run Like Water 5K, Student Water Innovation and Leadership Summit, National Backflow Prevention Day, and more. Please contact us or visit our website for event sponsorship options.