



THE WATER TOWER

PARTNERSHIP & SPONSORSHIP

2026 OPPORTUNITIES



THE WATER TOWER

ABOUT TWT

The Water Tower (TWT), a water innovation center located in Gwinnett County, Georgia, is a hub for technology development, research, training, and connections.

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.

WHAT WE DO

EMPOWER THE WATER WORKFORCE

INNOVATE TOMORROW'S WATER SOLUTIONS

TAILOR OPPORTUNITIES FOR COLLABORATION

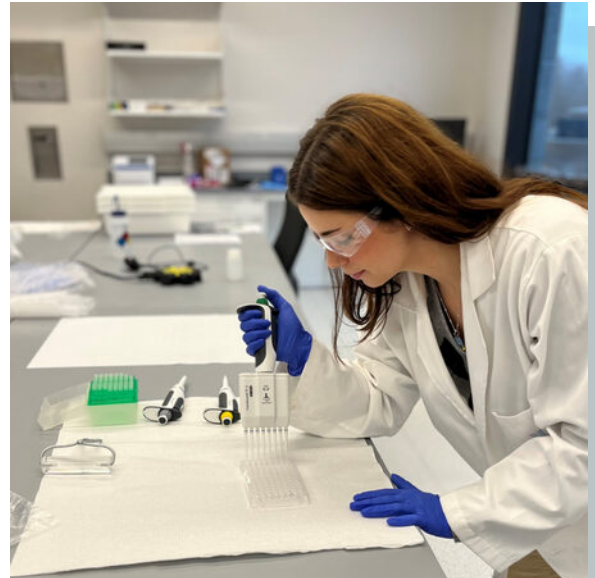
Contact Us

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Why Sponsor?

- Be at the forefront of science, technology and talent solutions for current and emerging water challenges.
- Gain recognition as a national thought leader within the water community.
- Forge connections with other pioneering partners in the water industry.
- Get unparalleled access to decision-makers and policy-shapers across the water sector.
- Build relationships that drive business development across the state, nation, and world.
- Amplify your brand within the water community with an online and onsite presence.



PARTNERSHIP PROGRAM

The Water Tower values collaboration. Whether it's supporting our programming through our partnership program or sponsoring one of our annual events, our collaborators are integral to achieving our mission of providing world-class research, fostering technological innovation, and preparing a skilled and knowledgeable water workforce to meet current and emerging challenges in water.

For more information on TWT's Annual Partnership Program, visit www.theh2otower.org/become-a-partner or contact kristan@theh2otower.org.

Benefits	Legacy (\$100,000)	Visionary (\$50,000)	Transforma tive (\$30,000)	Sustaining (\$30,000)	Innovation - Accelerators (\$15,000)	Innovation - Innovators (\$10,000)	Innovation - Incubators (\$5,000)
Naming rights to the Multi-Purpose room, including outdoor signage							
Ability to construct dedicated training area (10,000 sq ft)							
Demonstrate tech or conduct R&D on campus			12 months	3 months	3 months	2 months	25% discount
Discount on Co-Working membership	50%	20%		10%	10%	10%	5%
Utilize TWT spaces at no additional cost	All available spaces	All available spaces	Conference rooms	Conference rooms & classrooms			
Recognized as sponsors of TWT anchor events							
Sponsorship of specialty networking events							
Included exhibitor space for all on-campus TWT programs							
Access to media equipment and editing support for 5-min video or 30-min podcasts	5 per year	3 per year		2 per year	1 per year		
Involvement in training/workshop development							
Recognition in building, annual report, newsletters							
Highlighted in digital building signage							
Entity-specific social media posts							
Invitations to specialty networking events							



DEMO DAY

**Premier Opportunity to
Showcase the Latest in
Water Technologies**

April 23, 2026

Showcase your company's solutions at Demo Day, our flagship event for emerging technologies which attracts 300+ water professionals from across the region. Select the sponsorship level that builds your brand and your business or reach out to customize your experience.



Benefits	Presenting \$5,000	Full-Scale \$2,500	Pilot-Scale \$1000	Bench- Scale \$500
Complimentary Registrations	8	4	3	2
Exhibitor Booth for Physical or Digital Demo	☒ Prime Location	☒	☒	☒
Post Event Attendee List	☒	☒	☒	☒
Recognition in promotional materials, signage, event webpage, and social media	☒ Prominent recognition, plus event press release	☒ Logo	☒ Logo	☒ Company name
Featured in TWT Tech Talks Blog	☒	☒		
Marketing material at attendee check in	☒			
Opportunity to Provide Opening Remarks	☒			

NATIONAL BACKFLOW PREVENTION DAY CELEBRATION

August 12, 2026

Sponsorship and exhibitor opportunities are available to companies and organizations looking to engage directly with 125+ professionals to highlight your latest advancements in backflow prevention technology.



Benefits	Gold \$1,000	Silver \$500	Bronze \$350
Complimentary Registrations	4	3	2
Exhibitor Booth to Showcase Your Company	☒	☒	☒
Recognition in promotional materials, signage, event webpage, and social media	☒ Prominent Logo plus Event Press Release	☒ Logo	☒ Company Name
Post Event Attendee List	☒	☒	
Marketing material at attendee check in	☒		



STUDENT WATER INNOVATION & LEADERSHIP SUMMIT

September 18, 2026

Inspire the next generation of water professionals by sponsoring our Student Water Innovation & Leadership Summit which attracts more than 160 high school students for an engaging exploration of careers in water, from hands-on STEM stations to expert panels to a career expo.



Benefits	Water Hero \$5,000	Water Leader \$1,000	Water Mentor \$500
Recognition in promotional materials, signage, event webpage, and social media	☒ Prominent	☒	☒
Booth at career expo during the Summit	☒ First Choice	☒	☒
Opportunity to be featured in TWT Pipeline Blog	☒	☒	
Ability to provide opening remarks to inspire 150+ high school students	☒		
Company highlighted in event press release	☒		

AQUAROYALE CASINO NIGHT GALA

October 21, 2026

Show your support for the vision, mission and sustainability of The Water Tower Institute (501c3) by sponsoring our annual fundraising gala, an evening of entertainment and easygoing engagement with community, business and water leaders.



Benefits	High Roller \$3,500	Royal Flush \$2,500	Lucky Streak \$1,000
Complimentary Attendee Tickets	8	6	4
Recognition in promotional materials, signage, event webpage, and social media	✓	✓	✓
Ability to provide a promotional item to attendees	✓	✓	
Headline sponsorship highlighted in event press release	✓		
Speaking opportunity during the event	✓		
Branding on one casino game table	✓		

7th ANNUAL WATERING HOLE GOLF TOURNAMENT

October 22, 2026

Support a round of golf and relaxed relationship building with 130+ colleagues, clients, water professionals and community members at our annual golf tournament at Lanier Islands Legacy Golf Course, which has a breathtaking view of Lake Lanier.



Benefits	Water Leader \$7,500	Water Innovation \$5,000	Water Community \$3,500	Water Research \$2,500	Water Workforce \$1,750	Water Vision \$1,500	Driving Range \$1,000	Breakfast \$500	Bloody Mary Bar \$250
Golfers Included with Sponsorship	8	4	3	2	1				
Recognition in promotional materials, signage, event webpage, and social media	☒ Prominent plus Event Press Release	☒	☒	☒	☒	☒	☒	☒	☒
Ability to include marketing material in golfer bags	☒	☒	☒	☒	☒	☒	☒		
Presenting sponsor, ability to provide opening remarks, host a table with promotional materials next to the reception tent	☒								



H2GO RUN LIKE WATER 5K

November 14, 2026

Support the Run Like Water 5K, the only 5k event where runners gain an exclusive, behind the scenes look at the world renowned F. Wayne Hill Water Resources Center on their route.



Benefits	Watershed \$2,500	Reservoir \$1,000	Basin \$500	Delta \$250	Stream \$100
Complimentary Race Entries	8	6	4	2	1
Recognition in promotional materials, signage, event webpage, social media, and on race day Tshirt	✓	✓	✓	✓	✓
Ability to provide a promotional item for runner bags	✓	✓	✓	✓	
Marketing Display Table at the Finish line	✓	✓	✓	✓	
Complimentary Friend of TWT membership	Corporate (1 year)	Corporate (1 year)			Individual (1 year)
Recognition as presenting sponsor, ability to provide opening remarks, first choice sponsorship level for 2027 5k	✓				



ADDITIONAL WAYS TO ENGAGE

Friends of The Water Tower (Corporate and Individual)

Annual giving program with options for small businesses (\$500 annually) and individuals (\$40 annually) to support the ecosystem of innovation at The Water Tower. Learn more: [Friends of TWT Program](#)

Host Your Event at TWT

The Water Tower campus offers classrooms, meeting and collaboration spaces to host conferences, training programs, retreats, networking, and other events. To learn more, visit www.theh2otower.org/event-rental.

Conduct R&D at TWT

The Water Tower campus offers classrooms, meeting and collaboration spaces to host conferences, training programs, retreats, networking, and other events. To learn more, visit www.theh2otower.org/event-rental.

H2Co-Working Membership Program

The Water Tower campus offers H2Co-Working space including touchdown spaces, reserved desks, and offices. To learn more, visit www.theh2otower.org/h2coworking.

Tenant Leasing

Long term tenant options include suites in TWT's main building, as well as several 8-10 acre parcels which can be developed for specific water-related entities. Learn more: www.theh2otower.org/outparcel-development

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