



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

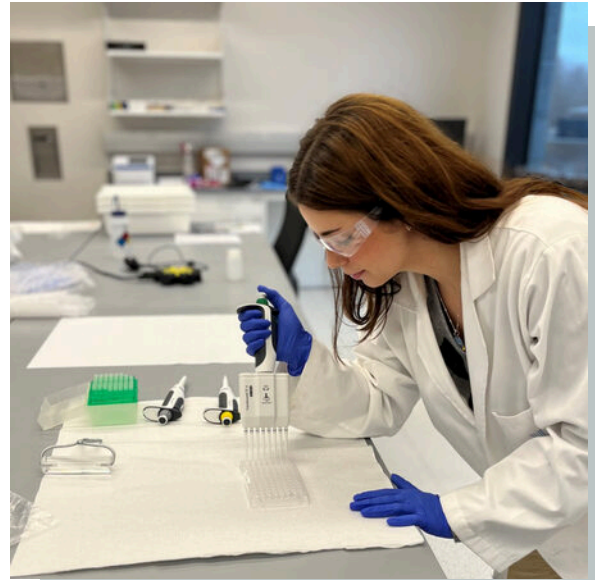
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# Why Partner with TWT?

- 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](http://www.theh2otower.org/become-a-partner) or contact [kristan@theh2otower.org](mailto: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							



# WOMEN, WATER, AND WINE NETWORKING RECEPTIONS

February 12, 2026

May 7, 2026

August 27, 2026

November 5, 2026

Demonstrate your organization's support for women in the water industry by sponsoring Women, Water, and Wine Networking Receptions at The Water Tower. These quarterly events bring together women from the metro Atlanta area and greater Georgia together to connect, from students considering a career in water to seasoned water professionals, and are open to anyone who supports women in water.



Benefits	W3 Champion \$500 per event	W3 Trailblazer \$300 per event	W3 Changemaker \$100 per event
Recognition in promotional materials, signage, event webpage, and social media	<input checked="" type="checkbox"/> Prominent Company logo recognition	<input checked="" type="checkbox"/> Company Logo	<input checked="" type="checkbox"/> Company Name
Ability to provide marketing material to attendees	<input checked="" type="checkbox"/> Promotional Swag at Registration Table	<input checked="" type="checkbox"/> Promotional Swag	<input checked="" type="checkbox"/> Printed material
Ability to provide opening remarks at sponsored reception	<input checked="" type="checkbox"/>		
Dedicated social media post	<input checked="" type="checkbox"/>		



# 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	<input checked="" type="checkbox"/> Prime Location	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Post Event Attendee List	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in promotional materials, signage, event webpage, and social media	<input checked="" type="checkbox"/> Prominent recognition, plus event press release	<input checked="" type="checkbox"/> Logo	<input checked="" type="checkbox"/> Logo	<input checked="" type="checkbox"/> Company name
Featured in TWT Tech Talks Blog	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Marketing material at attendee check in	<input checked="" type="checkbox"/>			
Opportunity to Provide Opening Remarks	<input checked="" type="checkbox"/>			





# 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	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recognition in promotional materials, signage, event webpage, and social media	<input checked="" type="checkbox"/> Prominent Logo plus Event Press Release	<input checked="" type="checkbox"/> Logo	<input checked="" type="checkbox"/> Company Name
Post Event Attendee List	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Marketing material at attendee check in	<input checked="" type="checkbox"/>		



# 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	<input checked="" type="checkbox"/> Prominent	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Booth at career expo during the Summit	<input checked="" type="checkbox"/> First Choice	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Opportunity to be featured in TWT Pipeline Blog	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Ability to provide opening remarks to inspire 150+ high school students	<input checked="" type="checkbox"/>		
Company highlighted in event press release	<input checked="" type="checkbox"/>		



# 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	<input checked="" type="checkbox"/> Prominent plus Event Press Release	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ability to include marketing material in golfer bags	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Presenting sponsor, ability to provide opening remarks, host a table with promotional materials next to the reception tent	<input checked="" type="checkbox"/>								



# 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](http://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](http://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](http://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](http://www.theh2otower.org/outparcel-development)

### **Contact Us**

Kristan VandenHeuvel  
Director of Impact and Engagement  
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(470) 822-0503







# 2026 Events At-a-Glance

We're excited to continue to offer our core programming as well as several exciting new events in 2026. We look forward to welcoming you to join, support, and engage in these programs as part of our ecosystem of innovation.

## JANUARY

- 1/12-13 TREEO Backflow Prevention Recertification
- 1/14 Public Tours of TWT and F. Wayne Hill WRC
- 1/19 *TWT Offices Closed, Martin Luther King, Jr. Day*
- 1/22-24 RESOLVE Workshop
- 1/29-30 TREEO Backflow Prevention Assembly Repair and Maintenance Training

## FEBRUARY

- 2/9 NPDES Level 1A Fundamentals
- 2/10 NPDES Level 1B Advanced Fundamentals
- 2/11 NPDES Level 1A/1B & Level 2 Recertification
- 2/12 Women, Water, and Wine Networking Reception
- 2/16 *TWT Offices Closed, President's Day*
- 2/17 NPDES Level 2 Introduction to Design
- 2/18 Public Tours of TWT and F. Wayne Hill WRC
- 2/23-27 TREEO Backflow Prevention Assembly Tester Training and Certification

## MARCH

- 3/2 Women's History Month Kickoff
- 3/3-6 WPI Train the Trainer
- 3/10 Women's History Month Celebration
- 3/16-17 TREEO Backflow Prevention Recertification
- 3/18 Public Tours of TWT and F. Wayne Hill WRC
- 3/23-27 TREEO Backflow Prevention Assembly Tester Training and Certification
- 3/30-31 TREEO Backflow Prevention Assembly Repair and Maintenance Training

APRIL	<p>4/15 Public Tours of TWT and F. Wayne Hill WRC</p> <p>4/18 State Model Water Tower Competition</p> <p><b>4/23 Demo Day 2026</b></p>
MAY	<p>5/4 NPDES Level 1A Fundamentals</p> <p>5/5 NPDES Level 1B Advanced Fundamentals</p> <p>5/6 NPDES Level 1A/1B &amp; Level 2 Recertification</p> <p>5/7 Women, Water, and Wine Networking Reception</p> <p>5/11-12 TREEO Backflow Prevention Recertification</p> <p>5/13 Public Tours of TWT and F. Wayne Hill WRC</p> <p>5/18-22 TREEO Backflow Prevention Assembly Tester Training and Certification</p> <p>5/28-29 TREEO Backflow Prevention Assembly Repair and Maintenance Training</p> <p><i>5/25 TWT Offices Closed, Memorial Day</i></p>
JUNE	<p>6/10 Public Tours of TWT and F. Wayne Hill WRC</p> <p>6/15-16 TREEO Backflow Prevention Recertification</p> <p>6/17 Water 101 Class for Emerging Water Professionals</p> <p><i>6/19 TWT Offices Closed, Juneteenth</i></p> <p>6/22-26 TREEO Backflow Prevention Assembly Tester Training and Certification</p>
JULY	<p><i>7/4 TWT Offices Closed, 4th of July</i></p> <p>7/15 Public Tours of TWT and F. Wayne Hill WRC</p> <p>7/16-17 TREEO Backflow Prevention Assembly Repair and Maintenance Training</p> <p>7/20-21 TREEO Backflow Prevention Recertification</p> <p>7/27-31 TREEO Backflow Prevention Assembly Tester Training and Certification</p>
AUGUST	<p>8/12 National Backflow Prevention Day Celebration</p> <p>8/13 2026 Southeast Backflow Coordinator Symposium</p> <p>8/17-21 TREEO Backflow Prevention Assembly Tester Training and Certification</p> <p>8/17 NPDES Level 1A Fundamentals</p> <p>8/18 NPDES Level 1B Advanced Fundamentals</p> <p>8/19 Public Tours of TWT and F. Wayne Hill WRC</p> <p>8/19 NPDES Level 1A/1B and Level 2 Recertification</p> <p>8/25 NPDES Level 2 Introduction to Design</p> <p>8/27 Women, Water, and Wine Networking Reception</p>

## SEPTEMBER

9/14-15 TREEO Backflow Prevention Recertification  
9/23 Public Tours of TWT and F. Wayne Hill WRC  
9/25 Student Water Innovation and Leadership Summit

## OCTOBER

10/14 Public Tours of TWT and F. Wayne Hill WRC  
10/15-16 TREEO Backflow Prevention Assembly Repair and Maintenance Training  
10/21 2nd Annual AquaRoyale Casino Night Gala (*TBC*)  
10/22 7th Annual Watering Hole Golf Tournament (*TBC*)  
10/26-27 TREEO Backflow Prevention Certification

## NOVEMBER

11/2 NPDES Level 1A Fundamentals  
11/3 NPDES Level 1B Advanced Fundamentals  
11/4 NPDES Level 1A/1B and Level 2 Recertification  
11/4 Women, Water, and Wine Networking Reception  
11/9 NPDES Level 2 Introduction to Design  
11/9-10 Backflow Prevention Recertification  
11/11 *TWT Offices Closed, Veterans Day*  
11/14 3rd Annual H2GO Run Like Water 5K (*TBC*)  
11/18 Public Tours of TWT and F. Wayne Hill WRC  
11/27-28 *TWT Offices Closed, Thanksgiving*

## DECEMBER

12/7-11 TREEO Backflow Prevention Assembly Tester Training and Certification  
12/14-15 TREEO Backflow Prevention Recertification  
12/4 TWT Tenant Holiday Reception  
12/16 Public Tours of TWT and F. Wayne Hill WRC  
12/24-25 *TWT Offices Closed, Christmas*

In addition to the above, TWT regularly adds networking events, workshops, and conferences throughout the year for the benefit of the water industry.

**For the latest up-to-date TWT events, or to register for an event above, please visit our website calendar: [www.theh2otower.org/calendar](http://www.theh2otower.org/calendar)**