

THE WATER TOWER

PARTNERSHIP & SPONSORSHIP

2027 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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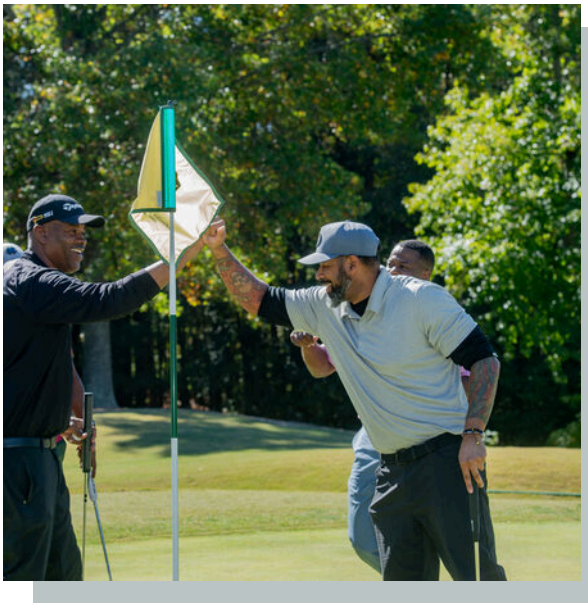
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Why Partner with TWT?

- 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 though 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 faith@theh2otower.org.

Benefits	Legacy ($100,000)	Visionary ($50,000)	Transformative ($30,000)	Sustaining ($30,000)	Innovation - Accelerator ($15,000)	Innovation - Innovator ($10,000)	Innovation - Incubator ($5,000)
Invitations to specialty networking events							
Entity-specific social media posts							
Recognition in building, annual report, newsletters							
Involvement in training/ workshop development							
Sponsorship of specialty networking events							
Demonstrate tech or conduct R&D on campus			12 months	3 months	3 months	2 months	25% discount
Highlighted in digital building signage							
Access to media equipment for 5-min video or 30-min podcast	5 per year	3 per year		2 per year	1 per year		
Exhibitor Booth and two attendees for Demo Day							
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							
Included exhibitor space for all on-campus TWT programs							
Ability to construct dedicated training area							
Naming rights to the Multi-Purpose room, including outdoor signage							



WOMEN, WATER, AND WINE NETWORKING RECEPTIONS

February 11, 2027
May 6, 2027
August 26, 2027
November 4, 2027

Show your organization's commitment to women in the water industry by sponsoring the Women, Water, and Wine Networking Receptions at The Water Tower. These quarterly gatherings bring women together from the metro Atlanta area and beyond. Audience ranges from students exploring water careers to established professionals, and welcomes all who support women in the field.

BENEFITS	CHAMPION $500 per event	TRAILBLAZER $300 per event	CHANGEMAKER $100 per event
Recognition in promotional materials, signage, event webpage, and social media	☑ Prominent Company logo recognition	☑ Company Logo	☑ Company Name
Ability to provide marketing material to attendees	☑ Promotional Swag at Registration Table	☑ Promotional Swag	☑ Printed material
Ability to provide opening remarks at sponsored reception	☑		
Dedicated social media post	☑		

Additional details are available on our website at www.theh2otower.org/women-water-and-wine.



DEMO DAY

Premier Opportunity to Showcase the Latest in Water Technologies

April 22, 2027

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.

Benefits	Presenting $5,000	Full-Scale $2,500	Pilot-Scale $1000	Bench-Scale $500
Complimentary Registrations	13	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	☑			

Additional details are available on our website at [www.theh2otower.org/demo-day.](www.theh2otower.org/demo-day)



NATIONAL BACKFLOW PREVENTION DAY CELEBRATION

August 11, 2027

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	☑️		

Additional details are available on our website at www.theh2otower.org/national-backflow-prevention-day-celebration.

THE WATER TOWER



STUDENT WATER INNOVATION & LEADERSHIP SUMMIT

September 24, 2027

Inspire the next generation of water professionals by sponsoring our Student Water Innovation & Leadership Summit which attracts more than 170 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	☑		

Additional details are available on our website at www.theh2otower.org/student-water-summit.

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8th ANNUAL WATERING HOLE GOLF TOURNAMENT

Bear's Best Golf Course
October 21, 2027

Support a round of golf and relaxed relationship building with 130+ colleagues, clients, water professionals and community members at our annual golf tournament.

Benefits	Water Leader $7,500	Water Innovation $5,000	Water Community $3,500	Water Research $2,500	Water Workforce $1,750	Driving Range $1,000	Morning Mixer $750	Breakfast $500
Golfers Included with Sponsorship	6	4	3	2	1			
Recognition in promotional materials, signage, event webpage, and social media	☑	☑	☑	☑	☑	☑	☑	☑
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	☑							

Additional sponsorship options are available on our website at www.theh2otower.org/annual-golf-tournament.

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4th ANNUAL H2GO RUN LIKE WATER 5K

November 13, 2027

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 $250
Complimentary Race Entries	8	6	4	2	1
Recognition in all promotional materials, event webpage, social media, and on race day Tshirt	☑️	☑️	☑️	☑️	☑️
Ability to provide an item for runner bags	☑️	☑️	☑️	☑️	
Marketing Display Table	☑️	☑️	☑️	☑️	
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 2028 5k	☑️				

Additional details are available on our website at www.theh2otower.org/run-like-water-5k.





ADDITIONAL WAYS TO ENGAGE

Friends of The Water Tower (Corporate and Individual)
Giving program with options for small businesses ($500-1000 annually) and individuals ($40 annually) to support the ecosystem of innovation at The Water Tower.

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.

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

Contact Us
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