



The Water Tower (TWT), the premier innovation center campus 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 challenges in the sector. Partnering with TWT provides a unique opportunity to participate in leading-edge water innovation fueled by imagination, informed by research, and powered by pioneers. Join our ecosystem of innovation today!

What makes The Water Tower different?

- **Real-world testing.** Access to multiple sources including water, wastewater, and stormwater assets and flows
- **Problem-Solving Pioneers.** Access to leading industry experts & resources to help design, test, and validate the latest technologies
- **Talent Pool and Pipeline.** An active ecosystem for recruitment and training for tomorrow's water workforce

Additional Sponsorship Opportunities include [Demo Day](#) (April 22, 2022), the [Student Water Innovation & Leadership Summit](#) (April 25, 2022), and the annual [Watering Hole Golf Tournament](#) (October 27, 2022).

Sustaining Partners and Associated Benefits

\$30,000 per year

Like our Founding Partners, which were an elite group of early supporters of The Water Tower, funding from our Sustaining Partners is critical to sustaining the organization's programming. Sustaining Partners will automatically be sponsors of and have unique access to programming events as described below.

- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Opportunity to have digital space in lobby or hub to highlight company specific projects or products.
- Sponsorship of special networking events
- Involvement in training course development and key teaching slots
- Involvement in workshop and webinar development and key speaking slots
- Sponsorship of anchor events at no additional cost; for golf tournament this includes a hole sponsorship
- Access to media equipment and editing support for 3-5 min video or 15-30 min podcast (2 per year)
- 3 months of free demonstration/laboratory space per year
- 10% Discount on Co-working Membership



Innovation Partners and Associated Benefits

Innovation Partner Tier 1 – Accelerators

\$15,000 per year

- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Invitation to special networking events
- Teaching slots for training courses and workshops
- Sponsorship of anchor events at no additional cost (does not include the annual golf tournament)
- Access to media equipment and editing support for 3-5 min video or 15-30 min podcast (1 per year)
- 3 months of free demonstration/laboratory space per year
- 10% Discount on Co-working Membership

Innovation Partner Tier 2 – Innovators

\$10,000 per year

- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Invitation to special networking events
- Teaching slots for training courses and workshops
- Sponsorship of anchor events at no additional cost (does not include the annual golf tournament)
- 2 months of free demonstration/laboratory space per year
- 10% Discount on Co-working Membership

Innovation Partner Tier 3 – Incubators

\$5,000 per year

- Listed in TWT building, annual report, website, and newsletters
- Entity-specific social media posts
- Invitation to special networking events
- Teaching slots for training courses and workshops
- Sponsorship of anchor events at no additional cost (does not include the annual golf tournament)
- 25% Member discount on demonstration/laboratory space
- 5% Discount on Co-working Membership

Friends of The Water Tower

\$40 per year

We are excited to offer a Friends of The Water Tower membership to individuals. For about the same price as your monthly wastewater bill, you will be supporting the next generation of water professionals through water innovation programming. As a Friend of The Water Tower, you will have access to early registration, exclusive events, and you will be recognized on our campus for your generous contribution.

Join Our Ecosystem of Innovation

If you are interested in partnering with The Water Tower or learning more, please contact Melissa Meeker (melissa@theh2otower.org) or visit www.theh2otower.org.

