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

The water sector is currently facing a convergence of complex challenges. One-third of the water workforce will retire in the next 10 years and with an insufficient influx of new, trained talent and tight competition there is an immediate risk of losing key institutional knowledge¹. Utility executives believe innovation is critical to addressing these challenges, however, many have limited resources to foster innovation within their organizations².

These challenges cannot be addressed alone. To address these needs, 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

OUR VISION

Build a thriving ecosystem of innovation driven by water challenges, informed by research, and powered by people.

OUR MISSION

The Water Tower Institute 501c3

A hub for water industry solutions that fosters a thriving community and environment.

The Water Tower at Gwinnett 501c4

Provide world-class resources and infrastructure to support the Institute and the community.

OUR PROMISE

We create diverse and enriching experiences with passionate people, state-of-the-art facilities, and dynamic partnerships.

WHAT MAKES TWT DIFFERENT?

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

Real World Testing. TWT's demonstration area provides access to multiple sources and assets including water, wastewater, and stormwater.

Problem Solving Pioneers. We provide access to leading industry experts and resources to help design, test, and validate the latest technologies and collaborate on timely research.

Talent Pipeline. Our campus provides an active ecosystem for recruitment and training for tomorrow's workforce.

Meaningful Connections. Our events and programs provide entryways for collaboration with our extensive partner network. We facilitate meaningful connections among utilities, private companies, technology providers, universities, and other water-related organizations.

State-of-the-Art Resources. We work with our partners on R&D projects in our living lab, experimental lab, analytical lab, and microbiology lab to tackle critical challenges and fine-tune technologies. Partners may use TWT meeting space at discounted rates.

Industry Expertise. Our team has over 250 years of combined water industry expertise across multiple disciplines.

Onsite Training. TWT offers training for entry level water and wastewater operator and lab analyst positions, as well as upskilling and professional development. We partner with training providers to bring practical, pertinent training to our campus for the benefit of utilities and partners.

Visibility and Outreach. We feature our partners on our website, social media, Pipeline Blog, podcast interviews, building signage, and more to spread the word about the advancements and projects our partners are working on.

By fostering collaboration, advancing digital transformation, and bridging the gap between research and real-world application, The Water Tower is shaping a more sustainable and resilient water future – **because water isn't just a resource, it's life itself.**

PARTNERSHIP LEVELS

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

Legacy Partner (\$100,000 annually)

Leave your mark on TWT by sponsorship of the largest conference space on campus.

- Naming rights to the Multi-Purpose room, the largest collaboration and convening space at The Water Tower, including outdoor signage, for the duration of the partnership
- Ability to construct a dedicated training area (up to 10,000sqft)
- Ability to demonstrate a technology or conduct R&D on campus (valued at \$36,000 per year)
- 50% discount on H2Co-Working Membership
- Ability to utilize TWT conference rooms, classrooms, and Multi-Purpose Room at no additional 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 registrations for Demo Day, National Backflow Prevention Day, and Run Like Water 5K
- Access to media equipment and editing support for a 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

Visionary Partner (\$50,000 annually)

- Ability to construct a dedicated training area on campus (up to 10,000sqft)
- Ability to demonstrate a technology or conduct R&D on campus (valued at \$36,000 per year)
- 20% discount on H2Co-Working Membership
- Ability to utilize TWT conference rooms and classrooms at no additional 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 registrations for Demo Day, National Backflow Prevention Day, and Run Like Water 5K
- Access to media equipment and editing support for a 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



Sustaining Partner (\$30,000 annually)

- 10% discount on H2Co-Working Membership
- Ability to utilize TWT conference rooms and classrooms at no additional cost
- Partner recognition at anchor events (Demo Day, Student Summit, Golf Tournament, Gala, Run Like Water 5K). For the golf tournament, this includes a hole sponsorship.
- Sponsorship of specialty networking events
- Exhibitor space and two registrations for Demo Day
- Access to media equipment and editing support for a 3-5 minute video or 15-30 minute podcast (2 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

Transformative Partner (\$30,000 annually)

- Ability to demonstrate a technology or conduct R&D on campus (valued at \$36,000 per year)
- Ability to utilize TWT conference rooms at no additional 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 two registrations for Demo Day
- 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 Partners

Accelerators (\$15,000 annually)

- Three (3) months of free demonstration/laboratory space per year or 10% discount on Co-Working Membership
- Ability to utilize TWT conference rooms at no additional cost
- Invitation to specialty networking events
- Teaching slots for training courses and workshops
- Access to media equipment/editing support for a 3-5 minute video or 15-30 minute podcast (1 per year)
- Listed in TWT building, Annual Report, website, and newsletters
- Entity-specific social media posts

Built Environment (\$12,500 annually)

- Ability to donate product to display at TWT and featured in digital map in TWT lobby
- Quarterly outreach to facilities contacts such as product blogs
- 5% discount on H2Co-Working membership
- Ability to utilize TWT conference rooms at no additional cost
- Listed in TWT building, Annual Report, website, and newsletters
- Entity-specific social media posts

Innovators (\$10,000 annually)

- Two (2) months of free demonstration/laboratory space per year or 10% discount on Co-Working Membership

- Ability to utilize TWT conference rooms at no additional cost
- Invitation to specialty networking events
- Teaching slots for training courses and workshops
- Listed in TWT building, Annual Report, website, newsletters, and social media posts

Incubators (\$5,000 annually)

- 25% discount on demonstration/laboratory space per year or 5% discount on H2Co-Working membership
- Invitation to specialty networking events
- Teaching slots for training courses and workshops
- Listed in TWT building, Annual Report, website, newsletters, and social media posts

Catalysts (\$2,500 annually)

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

- Ability to have events listed on TWT calendar
- Ability to co-host and co-promote trainings, workshops, and events
- Booth at Demo Day, National Backflow Prevention Day, and Student Water Summit
- Listed in TWT building, Annual Report, website, newsletters, and social media posts

ADDITIONAL OPPORTUNITIES TO SUPPORT THE WATER TOWER

Corporate Friends of The Water Tower (\$500 annually)

This option is for small businesses and other organizations to engage with and support the ecosystem of innovation at The Water Tower.

- Invitation to specialty TWT networking events for 2 representatives
- Recognition in TWT lobby

Friends of The Water Tower (\$40 annually)

Individual membership to support The Water Tower.

- 80% discount on Demo Day registration
- Recognition in TWT lobby

Short and Long Term Tenant Rental

The Water Tower campus offers H2Co-Working space including touchdown spaces, reserved desks, and offices. Long term tenant options include suites in TWT's main building, as well as several 8-acre parcels which can be developed for specific water-related entities. Learn more via the links below.

www.theh2otower.org/h2coworking

www.theh2otower.org/outparcel-development

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.

Event and Program Sponsorship (\$100 - \$7,500 per event)

TWT hosts nearly 100 events, workshops, and trainings each year. Thanks to the generosity of our partners and event sponsors, we offer many events at no cost or discounted cost to utility personnel.

Sponsorship opportunities are available for all TWT events including:

- Demo Day (April 23, 2026)
- Thought Leadership Seminars (throughout the year)
- National Backflow Prevention Day Celebration (August 12, 2026)
- Water Innovation and Leadership Student Summit (September 25, 2026)
- Women, Water, and Wine Networking Receptions (Quarterly throughout the year)
- AquaRoyale Casino Night Gala (October 21, 2026)
- Annual Watering Hole Golf Tournament (October 22, 2026)
- Annual H2GO Run Like Water 5k (November 14, 2026)

Learn more about event sponsorship: tinyurl.com/2026TWTEventSponsorship





CONTACT US

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