

**AUSTRALIAN
WATER**

ASSOCIATION



National
WATER WEEK

21-27 OCTOBER 2019

SPONSORSHIP PROPOSAL

Become a National Water Week Sponsor and help us change the world. We're looking for organisations to partner with us for our primary and high school short film competitions and for National Water Week as a whole.

National Water Week 2019 has a firm focus on the SDGs with the short film competitions asking students to focus on what actions we can take to meet the SDGs. This is a unique opportunity for your organisation to further demonstrate your support of the SDGs.

There are four different packages depending on how involved you'd like to be.

PACKAGE 1

Primary School Short Film Competition Sponsor

Sole sponsor of the primary
school short film competition

\$2,500

PACKAGE 2

High School Short Film Competition Sponsor

Sole sponsor of the high school
short film competition

\$2,500

PACKAGE 3

Short Film Competition Sponsor

Overall sponsor of the primary
and high school short film
competitions

\$5,000

PACKAGE 4

National Water Week Principal Sponsor

Principal sponsor of National
Water Week 2019

\$5,000

The Association's Strategy'22 includes a focus area on Community Engagement. The Association has managed National Water Week for a decade now and we see National Water Week as a key program for the Association and the wider sector to increase its engagement with schools and the community. We are focussed on building National Water Week's profile and outcomes for the sector, but to achieve this we are looking for industry partners to join us on our journey.

PACKAGE 1 INCLUSIONS

Primary School Short Film Competition Sponsor

- Logo displayed on the National Water Week page and whenever the Primary School Competition is referenced.
- Logo displayed on any direct marketing to schools and the industry when promoting the competition and announcing the results.
- Announcement of your support with a customised story written and published on Water Source.
- Opportunity for a member of your team to sit on the judging panel and to present the prize to the winning school. Prize will be to the value of \$500 with individual prizes for the students involved and a prize for the winning school.
- Opportunity to have your educational resources and content featured on the National Water Week page under Educational Resources.
- Logo featured prominently on the opening graphic of the winning video submission which will be placed online and distributed across our digital channels and amplified across social media.
- Access to the winning video for use on your own digital platforms.

PACKAGE 2 INCLUSIONS

High School Short Film Competition Sponsor

- Logo displayed on the National Water Week page and whenever the High School Competition is referenced.
- Logo displayed on any direct marketing to schools and the industry when promoting the competition and announcing the results.
- Announcement of your support with a customised story written and published on Water Source.
- Opportunity for a member of your team to sit on the judging panel and to present the prize to the winning school. Prize will be to the value of \$500 with individual prizes for the students involved and a prize for the winning school.
- Opportunity to have your educational resources and content featured on the National Water Week page under Educational Resources.
- Logo featured prominently on the opening graphic of the winning video submission which will be placed online and distributed across our digital channels and amplified across social media.
- Access to the winning video for use on your own digital platforms.

PACKAGE 3 INCLUSIONS

Short Film Competition Sponsor

(Inclusions from package 1 and 2 combined)

- Logo displayed on the National Water Week page and whenever competitions are referenced.
- Logo displayed on any direct marketing to schools and the industry when promoting the competition and announcing the results.
- Announcement of your support with a customised story written and published on Water Source.
- Opportunity for two members of your team to sit on the judging panel and to present the prizes to the winning schools. Prizes will be to the value of \$500 each with individual prizes for the students involved and prizes for the winning schools.
- Opportunity to have your educational resources and content featured on the National Water Week page under Educational Resources.
- Logo featured prominently on the opening graphic of the winning video submissions which will be placed online and distributed across our digital channels and amplified across social media.
- Access to the winning videos for use on your own digital platforms.

PACKAGE 4 INCLUSIONS

National Water Week Principal Sponsor

- Logo displayed prominently on the National Water Week page and on all associated collateral including colouring-in pages, poster & downloadable graphics.
- Organisation mentioned in any communication related to National Water Week and logo featured on any member email communication.
- Announcement of your support with a customised story written and placed on Water Source.
- Opportunity to provide input to the social media plan for the week of National Water Week, with your logo then placed on any social media graphics.
- Quote featured within the National Water Week media release distributed by the Association and access to the use of the National Water Week logo and graphics for your use.
- Opportunity to have your educational resources and content featured on the National Water Week page under Educational Resources.

If you'd like to become a sponsor, please get in touch with Kirsty Blades on 02 9467 8421 or at kblades@awa.asn.au.