



Water Industry  
Alliance

# Sponsorship & your company

Exploring sponsorship opportunities with the  
Water Industry Alliance

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Precision Greening  
Water Creation  
Leading Change  
Risk Proofing

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## an invitation

The Water Industry Alliance holds on average 30 events each year attracting a total of almost 2,000 attendees.

Our speakers and guests include key decision makers, research leaders, government, industry and investors, and you are invited to raise your profile as a sponsor.

Sponsorship enables companies to showcase their capabilities by having a strong presence at an event and will provide your organisation with continued recognition with our members, associated professionals, Government representatives and the broader community who attend our events whilst sending a message that *'we are aligned with the leading water industry group in South Australia'*, and the only Water Industry Alliance in Australia.

The following proposal outlines the benefits your organisation will gain through sponsorship of our one of our events.

## about the Water Industry Alliance

South Australia is the driest state in the world's driest inhabited continent and is emerging as a world class, export oriented hub of water technology and services. Nature has demanded innovation in the way we use water, positioning us at the forefront of responding to climate change and water scarcity.

Collectively, our members have grown annual exports of South Australian water technology products and water management services from \$25m to \$511m with accumulated exports exceeding \$2.9bn. Water is now ranked eighth in the state's top ten export sectors, ahead of sheep and fish and just behind wheat.

Formed in 1998, the Water Industry Alliance is a not for profit cluster of more than 180 companies that span the water sector from research, education through to IT and consulting and our goal is to grow a leading edge water industry through connections, trust & stimulation.

We do that by building industry reputation; facilitate networking and collaboration, and stimulating our members markets.

With an active public voice the Water Industry Alliance is a leader in adding to the profile of this growth industry.

## outcomes for your business

Our aim is to ensure both the Sponsor and Water Industry Alliance benefit from tangible outcomes. Below details our event sponsorship packages and a few comments about our events.

*"I thoroughly enjoyed the interactive format, the concise and topical presentations and the discussions of the water forum held. It provided opportunity for the participants to network, to discuss diverse viewpoints and to engage with the speakers during and after the session. I am looking forward to the next forum."*

*"I thought the format of the forum was extremely smart – a series of brief presentations followed by participants around their tables selecting the best possible questions from the floor. The boring stuff gets pruned out under the disciplines of this sort of format! I also liked your unhesitating use of provocative speakers who got people thinking outside the square."*

## industry cluster evenings

Building collaborative networks based on trust is the goal of our monthly industry cluster evenings.

With up to 100 attendees we use a practical format to help you rapidly get to know clients.

There are three options for sponsorship of our [Industry Cluster Evenings](#), you can choose to be the Naming Sponsor, Host Sponsor OR our Wine Sponsor.

### *naming sponsor*

This sponsorship entitles your company to have complete Naming Rights to the event.

Cost: \$1,000 including GST

Sponsors receive the following:

- ✓ Opportunity to speak at the end of the evening.
- ✓ Corporate logo on all promotional material
- ✓ Logo & name included in the Audio Visual presentation
- ✓ Acknowledgment of sponsorship in the opening and closing remarks by the MC
- ✓ Your organisation may display a free-standing banner
- ✓ Opportunity to distribute promotional material
- ✓ 6 complimentary attendees from your company or your invited guests (normally 3 attendees per company complimentary)

## host sponsor

Cost: Provision of a venue and catering costs.

This sponsorship entitles your company to Host the event either at your premises or at a mutually beneficial venue.

Sponsors receive the following:

- ✓ Opportunity to provide a welcome at the beginning of the evening.
- ✓ Corporate logo on all official promotional material
- ✓ Logo & name included in the Audio Visual presentation
- ✓ Acknowledgment of sponsorship in the opening and closing remarks by the MC
- ✓ Your organisation may display a free-standing banner
- ✓ Opportunity to distribute promotional material
- ✓ 6 complimentary attendees from your company or your invited guests (normally 3 attendees per company complimentary)

## wine sponsor

Cost: 1 ½ dozen mixed wines monthly

Supply the wines at our monthly Industry Cluster Evenings, and it's your chance to be showcased to 50-100 high level attendees on a regular basis.

Other benefits of sponsorship would include:

- ✓ Promotion as the Wine Sponsor at the event, including logo displayed on invitation and presentation
- ✓ Tasting notes and brochures for wines displayed at service area

## key influencer roundtable

Cost: \$1,000 including GST

With up to 12 [Key Influencer Roundtable](#) lunches or dinners held each year, these events focus on resolving big picture constraints that limit industry growth or contribute to the development of the supply chain for a particular sector or large Client.

Participate in CEO level, facilitated industry shaping discussions with influential leaders.

Sponsors receive the following:

- ✓ Corporate logo on all official promotional material
- ✓ 2 complimentary tickets to the dinner/lunch
- ✓ Your organisation may display a free-standing banner
- ✓ Opportunity to give an official welcome to guests

## industry forums

Cost: \$2,500 including GST

The Water Industry Alliance runs a number of larger events each year and this is your opportunity to position your company and fast track your relationship with potential clients or key industry stakeholder and leaders.

Our forums over a dynamic process providing a greater insight into Clients' challenges and encourages their appetite for innovative solutions and collaborative problem solving while Members develop invaluable knowledge of emerging business opportunities.

Sponsors receive the following:

- ✓ Opportunity to distribute promotional material
- ✓ Corporate logo on all official promotional material
- ✓ Acknowledgment of sponsorship in the opening and closing remarks by the MC
- ✓ Display your companies free-standing banner
- ✓ 1 complimentary ticket to the event

## industry awards ceremony

Sponsorship packages range from \$1,500 - \$6,000 including GST

Our Awards Program highlights the expertise of our members whilst gaining media exposure, therefore promoting the growing water industry in our state - locally, nationally and internationally.

This is the largest water industry awards event of its kind attracting over 300 guests.

## want to find out more?

If you have any questions or wish to become a sponsor of one of our events please contact Anna Aubrey on 0412 320 768 or email [anna@waterindustry.com.au](mailto:anna@waterindustry.com.au)

We look forward to working with your company.