



Sponsorship Program

Partnering with the Michigan Section of the American Water Works Association as an annual sponsor isn't just a marketing opportunity. It's a chance to make a **meaningful** impact in the water industry. Our sponsorship levels offer a variety of visibility benefits, from complimentary registrations and **high-profile logo placement** to recognition at major events like the MI-ACE Conference, U.P. conferences, and Michigan Field Days. Whether you're looking to showcase your brand, connect with water professionals across the state, or support workforce development initiatives, our sponsorship packages are designed to **meet your goals**.

The included chart highlights the tangible value offered at each sponsorship tier. As a sponsor, you'll gain access to **targeted audiences**, build stronger relationships within the water sector, and demonstrate your commitment to public health and sustainable water infrastructure. With benefits ranging from hands-on exposure at events to year-round recognition across our communications platforms, there's no better way to support Michigan's water future while **elevating your brand**.

Sponsorship packages are active for one year, from September 1 through August 31. Payment is due no later than September 30 for the sponsorship year. Sponsor will provide the Section with logo and other art as applicable. For more information or to purchase a package, visit www.mi-water.org or reach out to staff at info@mi-water.org.

Great Lakes Sponsor - \$10,500

MICHIGAN SECTION ANNUAL CONFERENCE & EXHIBITS (MI-ACE)

MI-ACE PLATINUM Sponsorship

- 4 Complimentary registration and/or 1 booth space
- 2 Complimentary ticket to Fuller Lunch
- 2 Complimentary ticket to Social Event
- Ad in pocket guide
- Ad in conference app
- Golf hole sign
- 4 Complimentary golf registration
- Recognition during opening session and social event
- Provide 30-sec promo video or "mic" time
- Logo item to attendees (must provide item)
- Early access to 2027's booth selection
- Web Banner (30 days leading to conference)
- Introduce session speaker
- Logo in conference promo material
- Link from website
- Logo in walk on reel
- Website recognition
- Logo on onsite signage
- Recognition in WWN
- Pre and post-event attendee list

SOCIAL MEDIA

- Mention on LinkedIn and Facebook

WEBSITE

- Side Bar Ad
- Spotlight Logo on website as partner

EDUCATION EVENTS:

MI Field Day
UP Fall and Spring
Water Conference

- 1 Complimentary registration
- Logo in promo materials
- Recognition during opening remarks
- Logo on onsite signage
- Logo in walk on reel
- Pre and post-event attendee List
- Complimentary information table

YOUNG PROFESSIONAL & YOUTH ED EVENTS

- Logo in promo materials
- Logo on onsite signage
- Logo in walk on reel

MEMBERSHIP

- Logo in new member welcome emails/letters
- Logo in promo materials prior to member networking events

PUBLICATIONS

- Spotlight in Water Works News
- Logo in Water Works News as partner
- Banner ad in Water Works Update e-newsletter
- Recognition in Water Works Update e-newsletter

Customizations may affect benefit features and price | event registrations are transferrable

Lake Michigan Sponsor - \$7,500

MICHIGAN SECTION ANNUAL CONFERENCE & EXHIBITS (MI-ACE)

MI-ACE GOLD Sponsorship

3 Complimentary registration and/or 1 booth space
 Early access to 2027's booth selection
 Ad in pocket guide
 Ad in conference app
 2 Complimentary golf registration
 Recognition during opening session
 Introduce session speaker
 Logo in conference promo material
 Link from website
 Logo in walk on reel
 Website recognition
 Logo on onsite signage
 Recognition in WWN
 Pre and post-event attendee list

PUBLICATIONS

Logo in Water Works News as partner
 Recognition in Water Works Update e-newsletter

WEBSITE

Spotlight Logo on website as partner

EDUCATION EVENTS:

MI Field Day
 UP Fall and Spring
 Water Conference

1 Complimentary registration
 Recognition during opening remarks
 Logo on onsite signage
 Logo in promo materials
 Logo in walk on reel
 Pre and post-event attendee List
 Complimentary information table

YOUNG PROFESSIONAL & YOUTH ED EVENTS

Logo on onsite signage
 Logo in walk-on reel

MEMBERSHIP

Logo in promo materials prior to member networking events

SOCIAL MEDIA

Mention on LinkedIn and Facebook

Lake Superior Sponsor - \$5,000

MICHIGAN SECTION ANNUAL CONFERENCE & EXHIBITS (MI-ACE)

MI-ACE SILVER Sponsorship

2 Complimentary registration and/or 1 booth space
 Recognition in pocket guide
 Early access to 2027's booth selection
 1 Complimentary golf registration
 Link from website
 Logo in walk on reel
 Website recognition
 Logo on onsite signage
 Recognition in WWN
 Pre and post-event attendee list

PUBLICATIONS

Logo in Water Works News as partner
 Recognition in Water Works Update e-newsletter

EDUCATION EVENTS:

Spring or Fall Regional

1 Complimentary registration
 Recognition during opening remarks
 Logo on onsite signage
 Logo in walk on reel
 Pre and post-event attendee List
 Complimentary information table

SOCIAL MEDIA

Mention on LinkedIn and Facebook

WEBSITE

Spotlight Logo on website as partner

Lake Huron Sponsor - \$3,000

MICHIGAN SECTION ANNUAL CONFERENCE & EXHIBITS (MI-ACE)

MI-ACE Bronze Sponsorship

1 Complimentary registration and/or a booth space
 Logo in walk on reel
 Website recognition
 Logo on onsite signage
 Recognition in WWN
 Pre and post-event attendee list

PUBLICATIONS

Logo in Water Works News as partner
 Recognition in Water Works Update e-newsletter

EDUCATION EVENTS:

MI Field Day

1 Complimentary registration
 Recognition during opening remarks
 Logo on onsite signage
 Logo in walk on reel
 Pre and post-event attendee List
 Complimentary information table

SOCIAL MEDIA

Mention on LinkedIn and Facebook

WEBSITE

Spotlight Logo on website as partner