

WATER IN THE WEST

# SYMPOSIUM

INAUGURAL  
WATER IN THE WEST SYMPOSIUM

**THURSDAY AND FRIDAY  
APRIL 26 – 27, 2018**

MCNICHOLS CIVIC CENTER BUILDING

HOSTED BY  
**COLORADO STATE UNIVERSITY**



**COLORADO STATE UNIVERSITY**

## AN INTRODUCTION

Dear Valued Partner,

Colorado State University presents Water in the West, the inaugural Symposium to bring diverse interests to the table to discuss water solutions.

Water connects our region. As the headwater state of the Colorado River, which provides water to seven basin states, Colorado is well-positioned to lead conversation and collaboration among the Western region's thought-leaders, policy-makers, and investors.

Regardless of where we begin, we all need to be part of the solution. We invite you to be the leaders who step forward and support this Symposium and the creation of creative solutions in the realm of water.

The Symposium is expected to draw more than 400 attendees and more than 20 speakers, including U.S. Secretary of Agriculture Sonny Perdue, former U.S. Secretary of Agriculture Tom Vilsack, Governor John Hickenlooper, and Denver Mayor Michael B. Hancock.

Water is at the core of the West. Outdoor recreation. Food production. Community vitality. Rural and urban. The urgency of our water issues spans the state, the nation, and the world.

This Symposium will set the roadmap for water research and innovation to take place at the Water Resources Center, the first building to be constructed at the National Western Center, a reimagined 250-acre space focused in north Denver.

Join us as the leaders in this space, and to be part of a solution that will change not only Colorado and the Western United States, but the globe.

Sincerely,



Amy Parsons  
Colorado State University



## \$25,000 PRESENTING SPONSOR

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### HOSPITALITY BENEFITS

- Opportunity for sponsor to speak on featured Symposium panel
- 8 full Symposium tickets
- 2 VIP Dinner tickets
- 2 VIP tickets to lunch with Secretary Sonny Perdue
- At sponsor request, two complimentary hotel nights or two rooms for one night will be provided at a premium downtown hotel (request submitted no later than 30 days prior to event)
- 1 complimentary parking pass at sponsor hotel

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### PRE-EVENT RECOGNITION

- Sponsor listed as presenting sponsor near the title of the event on electronic event invitation
- Sponsor listed as presenting sponsor near the title on printed advertising
- Sponsor listed as presenting sponsor on main event web page
- Sponsor listed as presenting sponsor near the title on all promotional emails (minimum 4)
- Sponsor logo prominent above other sponsor logos on email invitation
- Sponsor logo prominent above other sponsor logos on printed advertising
- Sponsor logo and link prominent above other sponsor logos on event web page
- Sponsor logo prominent in banner at top of event mobile app
- 4 promotional messages on CSU Facebook & Twitter promoting the sponsor during months of Feb-April, 2018

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### AT EVENT RECOGNITION

- ♦ Sponsor listed near the title as presenting sponsor on all welcome signage at event
- ♦ Opportunity to air a 30-second video acknowledging Sponsor/Center partnership during program (sponsor to produce the video and supply to CSU no later than one month before the event)
- ♦ Sponsor logo on rotating video logo displays at event
- ♦ Sponsor logo included on “step and repeat” photo backdrop at entrance
- ♦ Recognition and thank you during welcome and closing speaker sessions
- ♦ One promotion of presenting sponsor during event on CSU social networks



## \$15,000 PREMIER SPONSOR

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### HOSPITALITY BENEFITS

- Opportunity for sponsor to speak on featured Symposium panel
- 6 full Symposium tickets
- 1 VIP Dinner ticket
- 2 VIP tickets to lunch with Secretary Sonny Perdue

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### PRE-EVENT RECOGNITION

- Sponsor listed and linked as Premier Sponsor on main event web page
- Sponsor listed on electronic event invitation
- Sponsor listed on all promotional emails (minimum 4)
- 4 promotional messages on CSU Facebook & Twitter pages during months of March & April, 2018
- Sponsor logo prominent in banner at top of event mobile app

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### AT EVENT RECOGNITION

- ◆ Prominent logo recognition on event signage, in event mobile app and all other sponsor recognition displays
- ◆ Opportunity to air a 15-second video acknowledging Sponsor/Center partnership during program (sponsor to produce the video and supply to CSU no later than one month before the event)
- ◆ Sponsor logo on rotating video logo displays at event
- ◆ Sponsor logo included on “step and repeat” photo backdrop at entrance
- ◆ Recognition and thank you during welcome and closing speaker sessions



## \$10,000 SUPPORTING SPONSOR

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### HOSPITALITY BENEFITS

- Opportunity for sponsor to speak during Symposium event
- 4 full Symposium tickets
- 2 VIP tickets to lunch with Secretary Sonny Perdue

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### PRE-EVENT RECOGNITION

- Sponsor listed and linked as Supporting Sponsor on main event web page
- Sponsor listed on electronic event invitation
- Sponsor listed as presenting sponsor near the title on all promotional emails (minimum 4)
- 3 promotional messages on CSU Facebook & Twitter pages during months of March & April, 2018
- Sponsor logo prominent in banner at top of event mobile app

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### AT EVENT RECOGNITION

- ♦ Prominent logo recognition on event signage, in event mobile app and all other sponsor recognition displays
- ♦ Opportunity to air a 15-second video acknowledging Sponsor/Center partnership during program (sponsor to produce the video and supply to CSU no later than one month before the event)
- ♦ Sponsor logo on rotating video logo displays at event
- ♦ Sponsor logo included on “step and repeat” photo backdrop at entrance
- ♦ Recognition and thank you during welcome and closing speaker sessions



## \$5000 CONTRIBUTING SPONSOR

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### HOSPITALITY BENEFITS

- 4 full Symposium tickets

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### PRE-EVENT RECOGNITION

- Sponsor listed and linked as Contributing Sponsor on main event web page
- Sponsor listed on electronic event invitation
- Sponsor listed as presenting sponsor near the title on all promotional emails (minimum 4)
- Sponsor logo prominent in banner at top of event mobile app

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### AT EVENT RECOGNITION

- ♦ Prominent logo recognition on event signage, in event mobile app and all other sponsor recognition displays
- ♦ Sponsor logo on rotating video logo displays at event
- ♦ Sponsor logo included on “step and repeat” photo backdrop at entrance
- ♦ Recognition and thank you during welcome and closing speaker sessions

## \$3,000 WIFI & MOBILE APP SPONSOR

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### HOSPITALITY BENEFITS

- 4 full Symposium tickets

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### AT EVENT RECOGNITION

- ♦ Prominent logo recognition on event signage, in event mobile app and all other sponsor recognition displays
- ♦ Sponsor logo on rotating video logo displays at event
- ♦ Recognition and thank you during welcome and closing speaker sessions



## \$3,000 LANYARD SPONSOR

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### HOSPITALITY BENEFITS

- 4 full Symposium tickets

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### AT EVENT RECOGNITION

- Event lanyards branded with sponsor logo
- Prominent logo recognition on event signage, in event mobile app and all other sponsor recognition displays
- Sponsor logo on rotating video logo displays at event
- Sponsor logo included on “step and repeat” photo backdrop at entrance
- Recognition and thank you during welcome and closing speaker sessions

## \$2,500 SPONSOR

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### HOSPITALITY BENEFITS

- 2 full Symposium tickets

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### PRE-EVENT & EVENT RECOGNITION

- Sponsor listed and linked as Sponsor on main event web page
- Sponsor listed on electronic event invitation
- Sponsor listed as sponsor near the title on all promotional emails (minimum 4)
- Sponsor logo prominent in banner at top of event mobile app
- Prominent logo recognition on event signage, in event mobile app and all other sponsor recognition displays
- Sponsor logo on rotating video logo displays at event
- Recognition and thank you during welcome and closing speaker sessions

