

Caribbean Water & Wastewater Association (CWWA)  
29<sup>th</sup> Annual Conference & Exhibition

# OFFICIAL SPONSORSHIP PACKAGE

## CWWA Conference & Exhibition

19-23 October 2020

St. Lucia Royalton  
Resort & Spa



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# About The Conference and Exhibition

## CWWA 29<sup>th</sup> Annual Conference & Exhibition

The 29<sup>th</sup> Annual Caribbean Water and Wastewater Association (CWWA) Conference and Exhibition is scheduled to take place on the beautiful island of St. Lucia from the 19<sup>th</sup> October to the 23<sup>rd</sup> October, 2020. The event will be hosted under the auspices of the Government of St. Lucia and the Water and Sewerage Corporation of St. Lucia (WASCO), in collaboration with the CWWA. This year, the event will be hosted at the luxurious, all inclusive, Royalton St. Lucia Spa and Resort. The 2020 CWWA Conference and Exhibition promises to a memorable experience for all participants. This year's Conference theme is *"Water Security and Waste Reduction: Sustainability in an Uncertain Climate"*.

The planning committee for the 2020 Conference and Exhibition is committed to providing an informative, action packed and fun-filled week of activities. Some of the highlights of the week-long event are:

- ❖ Hosting of the 16<sup>th</sup> High Level Forum for Ministers with responsibility for water and the 4<sup>th</sup> High Level Forum of Ministers with responsibility for Waste;
- ❖ Cutting-edge, research based technical presentations from over 60 sector specialists across the globe;
- ❖ Daily tradeshow presentation by industry specialists;
- ❖ Over 55 exhibition booths showcasing the leading service providers and products in the water, waste and environmental sectors
- ❖ Cultural Night celebration at the renowned Pigeon Island historic site in St. Lucia (includes the annual rum, water and pepper tasting competition);
- ❖ Technical tours to key water and wastewater facilities on the island.

***"The 29th Annual CWWA Conference and Exhibition is scheduled to take place on the beautiful island of St. Lucia from the 19th - 23rd October 2020"***

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## About the Caribbean Water and Wastewater Association

The Caribbean Water and Wastewater Association (CWWA) is a regional Non-Governmental Organization (NGO) established by an Act of Parliament in Trinidad & Tobago in 1991. The CWWA is a grouping of water and sanitation professionals in the public and private sectors focused on key issues such as water resources management, the protection of public health and the promotion of sustainable development. Through collective leadership, CWWA positively influences advancements in technology, education, science, water and sanitation management and policies.



### 2020 SPONSORSHIP PACKAGES

This year, the CWWA is pleased to offer an attractive Sponsorship Package with a full range of options for interested persons to participate in the 2020 Conference and Exhibition. Sponsorship of this year's event will undoubtedly deliver increased product/service awareness and general branding and exposure for the Sponsor. Due to our expansive delegate listing with persons attending the event from regional and international locations, the CWWA can ensure maximum marketing and advertising for your company.

If you have any questions or wish to discuss any packages listed below, feel free to contact the CWWA Secretariat at email address [cwwattsecretariat@gmail.com](mailto:cwwattsecretariat@gmail.com)

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PLATINUM  
**SPONSOR**

## **Sponsorship Package Cost: US\$40,000.00**

### **BENEFITS:**

- Named recognition of the Platinum sponsor from the Conference Chair during the Opening Ceremony and other major Conference events;
- The first Platinum Sponsor engaged is allowed a five (5) minute speaking opportunity at the official opening and ribbon cutting ceremony for the 2020 Conference and Exhibition;
- Company's name and logo will be placed (emboldened) in the Conference magazine guide and on the CWWA website with a link to your company's website and on all major Conference materials and on the Conference App;
- Complimentary promotional inserts (to be provided by sponsor) placed in all Conference bags and/or free upload of company information on Conference issued USBs. These bags are distributed to all registered, Conference attendees;
- Sponsor company's logo will be placed on main the banners & signage at the conference venue which will be on display throughout the Conference week and at all major events (including the media launch hosted in the lead up to the Conference);
- One full-page and full colour advertisement in the Conference magazine with accompanying article. The Conference magazine is distributed to all Conference attendees, participants in the Ministerial High-Level Forum and other stakeholders;
- One complimentary Premier, customizable exhibition Booth. Platinum sponsors will be allowed a larger booth size and preferred booth locations at central spots in the exhibition area;
- Complimentary Conference registration passes for six (6) persons to attend all Conference events;
- Three (3) minute allocation for loop advertisement on screens placed throughout the Conference/Exhibition area (video and/or images to be provided by sponsor)

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The logo consists of the word "GOLD" in a smaller, uppercase font above the word "SPONSOR" in a larger, bold, uppercase font, both in a dark blue color on a gold rectangular background.

## **Sponsorship Package Cost: US\$30,000.00**

### **BENEFITS:**

- Named recognition from the Conference Chair, as a Gold Sponsor, during the Opening and Closing Ceremonies and other major Conference events;
- Sponsor company's name and logo will be placed with other Conference sponsors (emboldened) in the Conference magazine guide and on the CWWA website with a link to your company's website and on all major Conference materials and on the Conference App;
- Complimentary promotional inserts (to be provided by sponsor) placed in all Conference bags and/or free upload of company information on Conference issued USBs. These bags are distributed to all registered, Conference attendees;
- Sponsor company's logo will be placed on main the banners & signage at the conference venue which will be on display throughout the Conference week and at all major events (including the media launch hosted in the lead up to the Conference);
- Sponsor company's logo and/or ad and/or Company profile/Bio will be placed on all CWWA social media platforms;
- One full-page and full colour advertisement in the Conference magazine. The Conference magazine is distributed to all Conference attendees, participants in the Ministerial High-Level Forum and other stakeholders;
- One complimentary Premier, customizable exhibition Booth. Gold sponsors will be allowed selection of preferred booth locations at central spots in the exhibition area;
- Complimentary Conference registration passes for four (4) persons to attend all Conference events;
- Two (2) minute allocation for loop advertisement on screens placed throughout the Conference/Exhibition area (video and/or images to be provided by sponsor)

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SILVER  
SPONSOR

## **Sponsorship Package Cost: US\$20,000.00**

### **BENEFITS:**

- Named recognition from the Conference Chair, as a Silver Sponsor, during the Opening Ceremony and other major Conference events;
- Sponsor company's name and logo will appear with other Conference sponsors in the Conference magazine guide and on the CWWA website with a link to your company's website and on all major Conference materials and on the Conference App;
- Complimentary promotional inserts (to be provided by sponsor) placed in all Conference bags and/or free upload of company information on Conference issued USBs. These bags are distributed to all registered, Conference attendees;
- Sponsor company's logo will be placed on main the banners & signage at the conference venue which will be on display throughout the Conference week and at all major events (including the media launch hosted in the lead up to the Conference);
- Sponsor company's logo and/or ad and/or Company profile/Bio will be placed on all CWWA social media platforms;
- One full-page and full colour advertisement in the Conference magazine. The Conference magazine is distributed to all Conference attendees, participants in the Ministerial High Level Forum and other stakeholders;
- One Premier, customizable exhibition Booth. Silver sponsors will be allowed selection of preferred booth locations at central spots in the exhibition area;
- Complimentary Conference registration passes for three (3) persons to attend all Conference events;
- One (1) minute allocation for loop advertisement on screens placed throughout the Conference/Exhibition area (video and/or images to be provided by sponsor)

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BRONZE  
SPONSOR

## **Sponsorship Package Cost: US\$10,000.00**

### **BENEFITS:**

- Named recognition from the Conference Chair, as a Bronze Sponsor, during the Opening Ceremony and other major Conference events;
- Sponsor company's name and logo will appear with other Conference sponsors in the Conference magazine guide and on the CWWA website with a link to your company's website and on all major Conference materials and on the Conference App;
- Complimentary promotional inserts (to be provided by sponsor) placed in all Conference bags and/or free upload of company information on Conference issued USBs. These bags are distributed to all registered, Conference attendees;
- Sponsor company's logo will be placed on main the banners & signage at the conference venue which will be on display throughout the Conference week and at all major events (including the media launch hosted in the lead up to the Conference);
- Sponsor company's logo and/or ad and/or Company profile/Bio will be placed on all CWWA social media platforms;
- One half-page and full colour advertisement in the Conference magazine. The Conference magazine is distributed to all Conference attendees, participants in the Ministerial High-Level Forum and other stakeholders;
- Fifty (50) percent off the cost of an exhibition Booth. Bronze sponsors will be allowed selection of preferred booth locations at central spots in the exhibition area;
- Thirty (30) second allocation for loop advertisement on screens placed throughout the Conference/Exhibition area (video and/or images to be provided by sponsor)

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COPPER  
SPONSOR

## **Sponsorship Package Cost: US\$6,000.00**

### **PACKAGE BENEFITS:**

- Named recognition from the Conference Chair, as a Copper Sponsor, during the Opening Ceremony and other major Conference events;
- Sponsor company's name and logo will appear with other Conference sponsors in the Conference magazine guide and on the CWWA website with a link to your company's website and on all major Conference materials and on the Conference App;
- Complimentary promotional inserts (to be provided by sponsor) placed in all Conference bags and/or free upload of company information on Conference issued USBs. These bags are distributed to all registered, Conference attendees;
- Sponsor company's logo will be placed on main the banners & signage at the conference venue which will be on display throughout the Conference week and at all major events (including the media launch hosted in the lead up to the Conference);
- Sponsor company's logo and/or Company profile/Bio will be placed on all CWWA social media platforms;
- One complimentary quarter-page and full colour advertisement in the Conference magazine. The Conference magazine is distributed to all Conference attendees, participants in the Ministerial High-Level Forum and other stakeholders;
- Twenty-five (25) percent off the cost of an exhibition Booth. Copper sponsors will be allowed selection of preferred booth locations at central spots in the exhibition area;
- Thirty (30) second allocation for loop advertisement on screens placed throughout the Conference/Exhibition area (video and/or images to be provided by sponsor).



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## TECHNICAL SESSIONS SPONSOR

**Cost: \$10,000.00**

The Technical Sessions segment of the Conference is a three-day event involving research-based presentations from industry and public/private sector specialist in water, wastewater and solid waste. Sponsorship of this package will ensure exposure for your company to all Conference attendees on a daily basis. This Sponsorship Package also includes the following benefits:

### PACKAGE BENEFITS

- Named recognition as a Conference Sponsor at the official Opening Ceremony;
- A one-hour time slot for collaboration on a technical session with Conference Planning Committee;
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising and on the Conference App;
- Complimentary promotional inserts (to be provided by sponsor) placed in all Conference bags and/or free upload of company information on Conference issued USBs. These bags are distributed to all registered, Conference attendees;
- Sponsor's logo to be placed on Technical Sessions Banner, placed in the general area of the Technical Sessions venue;
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship;
- Complimentary Conference registration passes for two (2) persons to attend all Conference events;



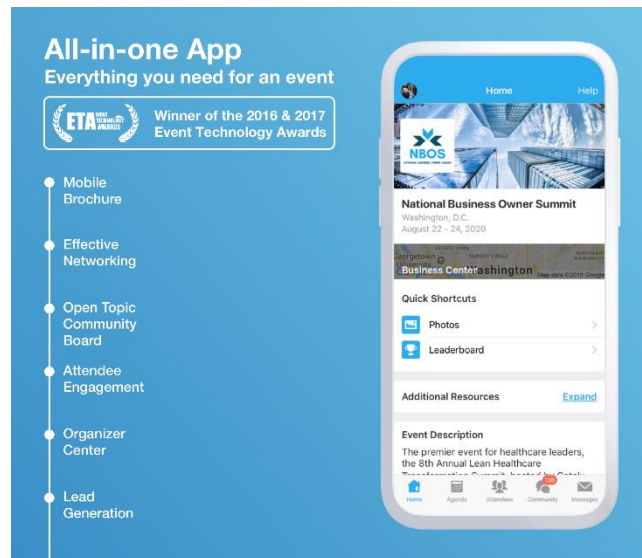
## Conference App Sponsor

**Cost: US\$5000.00 (1 Spot Available)**

The CWWA is pleased to announce, that this year the WHOVA Conference App will be an integral part of the Conference experience. Sponsorship of the WHOVA App will ensure high impact exposure of the Sponsor Company's name and logo throughout the week-long event.

### PACKAGE BENEFITS:

- Recognition as a Sponsor at the Opening Ceremony;
- Placement of the Sponsor's logo on the main banner page of the App (this is the opening page of the app that every delegate will view);
- Recognition from the Conference Chair, as a Conference Sponsor, during the Opening Ceremony and other major Conference events;
- Sponsor's name and logo will be placed on the CWWA Conference website with a link to the company's website;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.



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## Conference Lanyard

**Cost: US\$4000.00 (1 Spot Available)**

The Conference lanyard is distributed to all registered delegates and Ministerial representatives at the Water and Waste High Level Forum. Sponsorship of the lanyard would ensure high impact exposure of the Sponsor company's name and logo throughout the week-long event.

### PACKAGE BENEFITS:

- Recognition as a Sponsor at the Opening Ceremony;
- Sponsor logo will appear on the Conference lanyard and distributed to all delegates, Ministerial attendees and Conference planning committee (logos to be provided in required format by Sponsor);
- Sponsor's name and logo will be placed on the CWWA Conference website with a link to the company's website;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.



**Sample Conference Lanyards (final product may vary)**

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## Conference Bags

**Cost: \$4000.00 (2 Spots Available)**

The Conference bags are a signature part of every CWWA Conference. These items are distributed to all registered delegates and Ministerial representatives at the Water and Waste High Level Forum. Sponsorship of the Conference bags would ensure high impact exposure of the Sponsor company's name and logo. Additionally, delegates/Ministerial officials return home and utilize the bags long after the Conference is over:

### PACKAGE BENEFITS:

- Recognition as a Sponsor at the Opening Ceremony;
- Sponsor logo will appear on the official Conference bags (logos to be provided in required format by Sponsor);
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.



**Sample Conference Bag (final product may vary)**

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## Conference Polos

**Cost: \$5000.00 (1 Spot Available)**

Sponsorship of the official Conference Polos will ensure active branding for your company throughout the Conference & Exhibition. The Polos are worn by all members of the Conference/Exhibition planning and coordination committee during the conference. Sponsorship of the polos would ensure high impact exposure of the Sponsor Company's name and logo. Additionally, members return home and utilize the polos long after the Conference is over:

### PACKAGE BENEFITS:

- Recognition as a Sponsor at the Opening Ceremony;
- Sponsor logo will appear on the official Conference polos (logos to be provided in required format by Sponsor);
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.



**Sample Conference Polo (final product may vary)**

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## Conference USBs

**Cost: \$3000.00 (1 Spot Available)**

The Conference USB is distributed to all registered delegates and Ministerial representatives at the Water and Waste High Level Fora. Sponsorship of the USBs would ensure high impact exposure of the Sponsor company's name and logo as well as the following element:

### PACKAGE BENEFITS:

- Recognition as a Sponsor at the Opening Ceremony;
- Sponsor will be allowed to provide promotional media (short video or info brief) to be provided in required format by Sponsor no later than August 31<sup>st</sup>, 2020;
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.



**Sample Conference USBs (final product may vary)**

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## Ministerial Portfolios

**Cost: \$4000.00 (2 Spots Available)**

The Ministerial Portfolios are distributed to all Ministerial representatives, Utility heads and other stakeholders at (i) the High-Level Forum of Caribbean Ministers with responsibility for Water and (ii) the High Level Forum of Caribbean Ministers with responsibility for Waste. Sponsorship of the portfolios would ensure high impact exposure of the Sponsor company's name and logo during the Conference as well as after.

### PACKAGE BENEFITS

- Recognition as a Sponsor at the Opening Ceremony;
- Sponsor logo will appear on the Ministerial portfolios (logos to be provided in required format by Sponsor);
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.



**Sample Ministerial Portfolio (final product may vary)**

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## CONFERENCE NOTEBOOKS

**Cost: \$2000.00 (2 Spots Available)**

The Conference Notebooks are distributed to all registered delegates and Ministerial representatives at the Water and Waste High Level Fora. Sponsorship of the notebooks would ensure high impact exposure of the Sponsor company's name and logo during the Conference as well as after. This Sponsorship Package also includes the following benefits:

### PACKAGE BENEFITS

- Recognition as a Sponsor at the Opening Ceremony;
- Sponsor logo will appear on the official Conference Notebooks (logos to be provided in required format by Sponsor);
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.



**Sample Conference Notebook (final product may vary)**



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## TECHNICAL TOURS

**Cost: \$1000.00 (2 Spots Available)**

The technical tours are much anticipated events for Conference delegates, usually occurring on the final day of the Conference. It involves trips to water, wastewater and solid waste treatment facilities. Sponsorship of the tour will ensure branding exposure for your Company as well as the following benefits:

### PACKAGE BENEFITS

- Recognition as a Sponsor at the Opening Ceremony;
- Sponsor's logo will appear on tour signage and all promotional material;
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.

## STUDENT SPONSORSHIP

**Cost: \$1000.00**

The CWWA is committed to mentorship and capacity development of our student members and young minds. A critical aspect of this development is exposure to the right environment, learning opportunities and possible networking opportunities. The Annual CWWA Conference and Exhibition is an excellent opportunity for students to learn and develop an understanding and passion for the sector.

### PACKAGE BENEFITS

- Recognition as a Sponsor at the Opening Ceremony;
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship;
- Photo Opportunity with student and write up to be published in CWWA Newsletter and distributed on Social Media networks.

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## **AWARDS SPONSOR - CLOSING GALA**

**Cost - US\$3000.00**

### **PACKAGE BENEFITS**

- Recognition as a Sponsor at the Opening Ceremony;
- Company's name and logo appear with other Conference sponsors in the Conference magazine and on the CWWA website with a link to your company's website and on all major Conference materials including advertising;
- Recognition from the CWWA President or Conference Chair as official Award Sponsor at the Closing Gala Awards;
- Complimentary promotional inserts in Conference bags distributed to all registered Conference attendees (inserts to be provided by sponsor);
- Sponsor's logo will be placed on main Conference banners at the conference venue recognizing your company's sponsorship.

## **PROMOTIONAL INSERTS**

**Cost - US\$1000.00 per set**

This is a great opportunity to get your promotional materials such as brochures/calendars/key chain/water bottle/pens, etc. in the hands of every Conference attendee. Bag inserts are placed in each of the official Conference Bags that are distributed to all Conference delegates.

Bag inserts must be received (delivered to the St. Lucia Local Organizing Committee) by October 12<sup>th</sup>, 2020. Please note that the necessary shipping and delivery information will be provided upon request.