



# 2021 Sponsorship Opportunities



Limited number, only available until April 1st

## Grand Marquee Package - \$5,000

Become a Marquee Level Sponsor for all TWF 2021 events, including exclusive sponsorship of both Business Match campaigns. Includes Water/Ways VIP after hours event for 10 guests OR a table for 8 guests at the Dance Through the Decades event.

### Business Match Challenge Summer / Winter Campaigns

Summer - May 17 - June 21  
Winter - Nov 22 - Dec 31

*(Prices represent cost for each campaign)*

- \$250+** Guarantees inclusion (Share week with other sponsors)
- \$1,000+** Exclusive sponsor (Only sponsor that week)

### SMITHSONIAN Water/Ways Exhibit

June 26<sup>th</sup> - August 8<sup>th</sup> 2021  
at North Webster Community Public Library  
*(see overleaf for detailed benefits of each level)*

- \$250** Program Sponsor
- \$500** Exhibit Sponsor
- \$1,000** Marquee Sponsor

### Dance Through the Decades at Tippy Ballroom

Saturday July 31<sup>st</sup>, 2021  
Reach 6,000+ Local Residents  
*(see overleaf for detailed benefits of each level)*

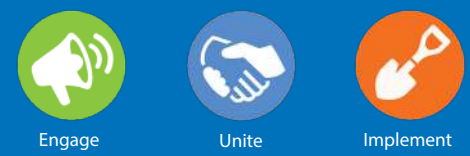
- \$500** Event Sponsor
- \$1,000** Music/Food Sponsor
- \$2,000** Marquee Sponsor

### Fifth Annual Snapshot Water Monitoring Day

September 2021  
Support Citizen Science in Action!  
*(see overleaf for detailed benefits of each level)*

- \$250** Event Sponsor
- \$500** Staging Site Sponsor
- \$1,000** Main Sponsor

Through your support, TWF takes on-the-ground action to **stop pollution** before it reaches our rivers and lakes!



WATERSHEDFOUNDATION.ORG



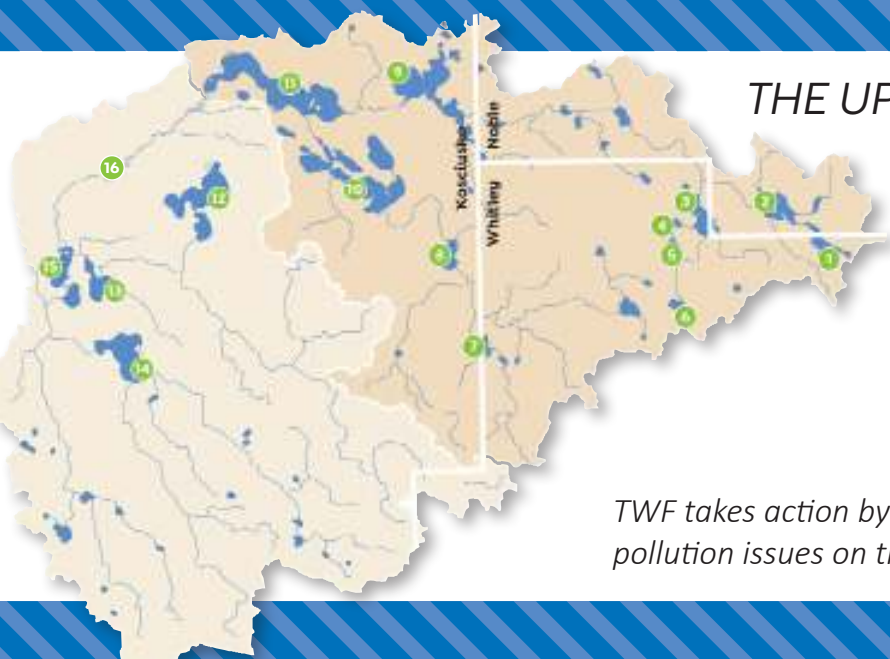
## IS YOUR COMPANY A LAKE HERO?

Clean lakes are the backbone of our local economy and your support is vital to sustaining their health.



# 2021 Sponsorship Opportunities

<b>Grand Marquee Package</b> All TWF 2021 Events	<b>\$5,000</b> Marquee Level Sponsorship of all TWF events. Limited to one company per industry. Payment plan available.	<b>DEADLINE</b> April 1 <sup>st</sup> to guarantee all benefits
<b>Business Match Challenge</b> Summer / Winter Campaigns  <i>Reach 5,000+ TWF supporters and help protect our lakes!</i>	<b>\$250+</b> Reach 3,000+ subscribed TWF supporters and 2,000+ social media followers with your LOGO and website link during the matching campaign. Your sponsorship will double public donations to TWF!  <b>\$1,000+</b> Guarantees your business will be the exclusive feature for one week.	<b>DEADLINE</b> May 1 <sup>st</sup> for Summer Campaign November 1 <sup>st</sup> for Winter Campaign
  <ul style="list-style-type: none"> <li>6 Weeks – Jun 26 - Aug 8</li> <li>25,000+ Attendees</li> <li>Magazine, radio, print and social media coverage across Northern Indiana</li> </ul>	<b>\$250</b> Name on pre-event promotions via news articles, email, website, and social media. Printed sponsorship posters will be displayed during the 6-week Smithsonian exhibit with an estimated audience of 25,000+.  <b>\$500</b> Above benefits with LOGO rather than name on promotional publications, t-shirt, and exhibit signage.  <b>\$1,000</b> Larger LOGO with benefits as above, plus invitation to and recognition at the Grand Opening/Ribbon-Cutting event, as well as four tickets to a VIP after-hours guided tour.	<b>DEADLINE</b> April 1 <sup>st</sup> for Marquee Sponsors May 1 <sup>st</sup> for Program and Exhibit Sponsors
<b>Dance Through the Decades</b> at Tippy Ballroom  <ul style="list-style-type: none"> <li>Saturday July 31<sup>st</sup>, 2021</li> <li>Broadly advertised to 15,000+</li> <li>300 Attendees</li> <li>Magazine, radio and social media coverage</li> </ul>	<b>\$500</b> Name listed on pre-event promotions via news articles, email, website, and social media. Day of event sponsor posters and post-event summary.  <b>\$1,000</b> Above benefits, plus recognition by the MC at the event and prominent display of company LOGO prior to and during event.  <b>\$2,000</b> Marquee Sponsor receives all sponsor benefits plus a table for 8 guests at Dance Through the Decade event and prominent LOGO placement on all pre-event promotions.	<b>DEADLINE</b> April 1 <sup>st</sup> for Marquee Sponsors July 1 <sup>st</sup> for Food & Music Sponsors and Event Sponsors
<b>Fifth Annual Snapshot Water Monitoring Day</b>  <ul style="list-style-type: none"> <li>September 2021</li> <li>Advertised to wide community</li> <li>100+ Volunteers</li> <li>Newspaper and social media coverage</li> </ul>	<b>\$250</b> Name on 100+ participant T-shirts and mention in newspaper articles emails, social media and event data and summary delivered to event participants and partners.  <b>\$500</b> Above benefits, plus prominent display of your company's LOGO at one of TWF's three Snapshot Water Monitoring Day staging sites and the opportunity to provide promotional items to participants.  <b>\$1,000</b> Marquee Sponsor receives all sponsor benefits, plus display of your LOGO at all staging sites and on all promotions and media coverage.	<b>DEADLINE</b> August 1 <sup>st</sup> for all Sponsorship Levels



## THE UPPER TIPPECANOE WATERSHED

1. Crooked Lake
2. Big Lake
3. Loon Lake
4. Old Lake
5. New Lake
6. Goose Lake
7. Robinson Lake
8. Ridinger Lake
9. Webster Lake
10. Barbee Chain of Lakes
11. Lake Tippecanoe
12. Chapman Lake
13. Pike Lake
14. Winona Lake
15. Center Lake
16. Tippecanoe River

TWF takes action by implementing on-the-ground projects that fix pollution issues on the land, before reaching our rivers and lakes.