

# WQA & WQRF Sponsorship Opportunities





# Strategic Sponsorships with the Water Quality Association

The Water Quality Association (WQA) is a leading non-profit organization dedicated to advancing the water treatment industry. With over 2,500 global member companies, we serve professionals across residential, commercial, and industrial water treatment sectors. Our membership primarily comprises executives and managers from companies with fewer than 50 employees, focusing on manufacturers and sellers of water treatment products such as filters.

**Becoming a WQA sponsor offers a unique opportunity to elevate your company's visibility and connect with key decision-makers in water treatment.** By leveraging our customized sponsorship packages and options, you can enhance your market presence and engage directly with a targeted audience. Reach out to our sales team today to explore how these opportunities can benefit your organization.



**CONTACT WQA/WQRF SPONSORSHIP TEAM AT [SPONSORSHIP@WQA.ORG](mailto:SPONSORSHIP@WQA.ORG)**



# 2025 WQA Events & Opportunities



Gain exposure and showcase your company to a wide audience of industry professionals across these key events and platforms.

## 2025 WQA CONVENTION & EXPOSITION

**Long Beach Convention Center | Long Beach, CA | April 22-24**

The premier annual event for water treatment professionals, offering a comprehensive platform for connecting with industry experts; exploring technologies; and accessing education, training, and business opportunities.



## CONGRESSIONAL FLY-IN

**Water Resources Congressional Summit | Washington, D.C.**

Day 2 of the Water Resources Congressional Summit, where members meet with senators, representatives, and key staff to discuss industry issues and collaborate on improving access to safe drinking water.

## WQA MID-YEAR LEADERSHIP CONFERENCE (MYLC)

**Westin O'Hare Hotel | Rosemont, IL | September 16-18**

MYLC brings together industry professionals to shape and advance water quality strategies and outreach. This intimate event offers networking opportunities, fresh ideas, and insights into WQA's committees and initiatives. Attendees can also contribute to the Water Quality Research Foundation (WQRF) through special fundraising events.



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# Educational & Thought Leadership

## PODCASTS

**WQA Radio, Apple Podcasts, YouTube Music, and Spotify | Year-Round**

The Water Quality Association Podcast covers industry news, business development, industry history, and more.

## WEBINARS

**Online | Year-Round**

WQA offers webinars that are divided between business operations and technical topics.



## WQRF 501(C)3 Foundational Support

### WALK FOR WATER

**WQA Convention | Long Beach, CA  
April 22-24**

Steps challenge is held during the WQA Convention and invites participants to track their steps over four days as small contributions help to make big strides in water research.

### WQRF EDUCATION TRACK

**WQA Convention | Long Beach, CA  
April 22-24**

There are multiple education tracks at the WQA Convention, including three technical tracks with Continuing Professional Development credits and one business operations track. Display your commitment to the industry by sponsoring the WQRF track.

### SUMMER SCHOOL SERIES WEBINARS

**Online | Summer**

Open webinars on research and trending topics in water treatment.

### MYLC EVENT

**WQA Mid-Year Leadership Conference  
Rosemont, IL | September 16-18**

A WQA-hosted fundraiser for WQRF, typically featuring activities relevant to the host city.

### WQA & WQRF AFTER-HOURS

**WQA Mid-Year Leadership Conference  
Rosemont, IL | September 16-18**

Reception where attendees receive a complimentary drink and can purchase additional drinks by donating to the WQRF.

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# Annual Sponsorship Packages

Maximize your reach and return on investment with our tiered sponsorship packages, designed to offer increasing value at each level.

## DIAMOND: \$25,000

- Year-round recognition on the WQA and WQRF websites as a Diamond Sponsor
- Recognition in quarterly diamond-level WQA social media posts
- Individual recognition in WQA social media post
- 10 Convention Exhibitor Priority Points
- 15 Convention customer passes
- Sponsor sign for Convention booth
- Logo placement within the corresponding level on the Convention and MYLC websites and Attendee emails
- Logo placement within the corresponding level on Convention and MYLC onsite signage
- Upgrade to Featured Exhibitor in Convention mobile app
- Pre **AND** post-show email blast

## PLATINUM: \$21,000

- Year-round recognition on the WQA and WQRF websites as a Platinum Sponsor
- Recognition in quarterly platinum-level WQA social media posts
- Individual recognition in WQA social media post
- 8 Convention Exhibitor Priority Points
- 10 Convention customer passes
- Sponsor sign for Convention booth
- Logo placement within the corresponding level on the Convention and MYLC websites and attendee emails
- Logo Placement within the corresponding level on Convention and MYLC onsite signage
- Upgrade to Featured Exhibitor in Convention mobile App
- Pre **OR** post-show email blast

## GOLD: \$15,000

- Recognition during Convention and MYLC as a Gold Sponsor
- Recognition in quarterly gold-level WQA social media posts
- 6 Convention Exhibitor Priority Points
- 5 convention customer passes
- Sponsor sign for Convention booth
- Logo placement within the corresponding level on the Convention and MYLC websites and attendee emails
- Logo Placement within the corresponding level on Convention and MYLC onsite signage

## SILVER: \$9,000

- Recognition during Convention and MYLC as a Silver Sponsor
- 4 Convention Exhibitor Priority Points
- 2 Convention customer passes
- Sponsor sign for convention booth
- Logo placement within the corresponding level of on Convention and MYLC onsite signage

## SCHOLARSHIP CHAMPION: \$7,500

- Year-round recognition on the WQA and WQRF websites as a Scholarship Champion
- Recognition in quarterly WQA social media posts
- 1 additional Convention pass
- 1 MYLC registration



# Custom-Tailored Sponsorship Package

## WQA Convention & Exposition

April 22-24

Choose from an array of à la carte sponsorship items to build your customized package — a strategic and cost-effective way to promote your company and drive meaningful connections.

### PRE OR POST-SHOW EMAIL BLAST: \$1,000

Targeted email blast sent to the registered attendee list via WQA's partnership with Event Technologies, who will assist with creation and timing (first-come, first-served).

### WQA ENEWS BANNER ADS: \$1,250

Advertisement in the weekly WQA eNews, reaching 7,000+ industry participants.

### EXPO GUIDE AD: \$2,000

Printed expo guide distributed onsite.

### GENERAL SESSION: \$7,500

Sponsor one of three General Sessions, where all attendees gather each morning for presentations. Benefits include logo on all general session-related materials, opportunity to deliver brief welcome remarks (in-person or via pre-recorded video), and inclusion in all pre-event marketing materials.

### KEYNOTE SPEAKER DEEP DIVE SESSION: \$5,000

Sponsor the Dealer Deep Dive Workshop, a 90-minute session led by keynote speaker Diana Kander. Benefits include logo placement within workshop, recognition in pre-event marketing campaigns, opportunity to deliver brief introductory remarks, and complimentary passes to the workshop.

### REFRESHMENT BREAK: \$6,000

Logo on signage where refreshments are offered.

### THE HUB: \$30,000

Sponsor The Hub, a dedicated relaxation space. Benefits include logo display throughout the area; recognition in the Convention program, mobile app, and website; the opportunity to provide branded materials; and inclusion in pre-event marketing and promotional content.

### LANYARDS FULL YEAR: \$12,000

Lanyards worn by attendees and exhibitors for the Convention and Congressional Water Resources Summit.

### NETWORKING RECEPTION: \$10,000

Sponsor the opening networking reception, which gathers more than 1,500 industry professionals. Benefits include logo on reception signage, inclusion in Convention promotional materials (website, mobile app, event guide), and exclusive photo/video opportunities with your team.

### MOBILE APP TITLE SPONSOR: \$12,000

Logo on title screen of mobile app and in all pre-event marketing materials promoting the app. Preferred ad placement within the app.

### AISLE SIGNS: \$5,000

Logo and booth number displayed directly below aisle markers suspended from ceiling in the expo hall.

### WATER BOTTLES: \$15,000

Logo on event water bottles available to all convention participants.



# WQA Mid-year Leadership Conference

September 16-18

## **WELCOME RECEPTION: \$5,500**

Logo on signage where attendees will gather for refreshments to kick off the event.

## **LUNCHEONS: \$5,000 (PER DAY)**

Logo on dining area signage where lunch is offered and opportunity to deliver brief remarks.

## **BREAKFASTS: \$4,000 (PER DAY)**

Logo on dining area signage where breakfast is offered and opportunity to deliver brief remarks.

## **REFRESHMENT BREAK: \$2,000**

Logo on signage where refreshments are offered.

## **LANYARDS FULL YEAR: \$12,000**

Logo placement on Convention, MYLC and Water Resources Congressional Summit lanyards.

## **WATER BOTTLES: \$2,500**

Logo on water bottles available to all event participants.

# WQA Educational & Thought Leadership

Year-round

## **PODCAST SPONSORSHIP: \$3,500**

Company recognition during podcast episodes and logo placement in promotions and collateral.

## **WEBINAR SPONSORSHIP: \$4,000**

Logo placement in webinar promotions and collateral.

# WQA Water Resources Congressional Summit

Date to be Confirmed

## **PRESENTING SPONSOR: \$7,000**

Logo featured in event promotional materials (web and email) and presentation collateral.

## **LUNCH: \$6,000**

Logo on signage where lunch is offered.

## **REFRESHMENT BREAK: \$2,500**

Logo on signage where refreshments are offered.

## **RECEPTION: \$7,000**

Logo on signage where attendees will network and enjoy refreshments.

## **SCHOLARSHIP SPONSORS: \$2,000**

Company featured as contributor to a scholarship fund.

# Water Quality Research Foundation

Throughout the Year

## **WALK FOR WATER: \$10,000**

Sponsor the app for the Walk for Water fundraiser.

## **WQRF EDUCATION TRACK: \$6,500**

Company recognition and logo placement across promotional and other marketing materials.

## **SUMMER SCHOOL SERIES WEBINARS: \$10,000**

Company recognition and logo placement across promotional and other marketing materials.

## **SCHOLARSHIP SPONSORS: \$2,000**

Company featured as contributor to a scholarship fund.

## **MYLC EVENT: \$6,000**

Sponsor the highly anticipated MYLC event. Benefits include company recognition and logo placement in event collateral and promotional materials.

## **MYLC WQRF AFTER-HOURS: \$6,000**

Logo on signage where attendees gather to network and enjoy refreshments.

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# Ready to Elevate Your Brand?

Connect with our sales team to learn more about our customized sponsorship packages and options, along with expert guidance on which ones best align with your company's budget and goals.

Have other ideas on how you'd like to stand out in the water treatment industry? Share them with us, and we'll craft the perfect branding opportunity for you!

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