



2027 SPONSORSHIP OPPORTUNITIES

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Begin →

WQA/WQRF Sponsorship Opportunities

Whether your company has hundreds of employees or fewer than 50, Water Quality Association (WQA) and Water Quality Research Foundation (WQRF) sponsorship offers unique opportunities to elevate visibility and connect with key decision-makers throughout the water treatment industry. Customized sponsorship packages, mission support options, and participation in exclusive industry events provide distinct, effective ways to enhance your market presence, engage essential audiences, and reinforce your role as an essential contributor to our industry's vision and vitality.

Sponsorship Advantages



Brand Visibility

Connect your company identity with the trust WQA and WQRF have earned throughout the water quality industry. You align your company with leading authorities while raising your profile among an audience that already has been filtered for relevance. It's a strong reflection of your credibility!

Experience/Engagement

It starts with being seen. It evolves into being known. From educational events to networking opportunities, interactions become connections. You're more than a WQA member or WQRF supporter. You're a participant who helps make our mission possible. It's a great way to ripple the pond.

Thought Leadership Platform

Visibility is great for your brand, and thought leadership gives you the opportunity to further illuminate your ideas. Give your decision-makers the chance to make a real splash, sharing insights that can influence how we understand our industry while always working to ensure water quality.

Lead Generation

Here's where the benefit is clear: There's a proven pipeline between organizational sponsorship and access to potential new business. You stand out to a selection of highly qualified prospects who already appreciate your investment in WQA, our industry's strongest advocate, and WQRF, our most dedicated ally. That's definitely a pool you want to be in.



Sponsorship Bonus Levels

WQA sponsorship includes opportunities for bonus awareness! Reach one of five levels of commitment above \$9,999 and earn additional Convention presence, Industry Strategy Forum presence, and ongoing visibility throughout the year. The more you invest in sponsorship opportunities, the more bonus opportunities you receive!*

**Please note that these bonus opportunities do not apply to WQRF sponsorship.*

Tier V: Sponsor

(total commitment of \$3,000–\$9,999)

Event Presence

- Logo placement within corresponding level on the event website

Tier IV: Silver

(total sponsorship commitment of \$10,000–\$19,999)

Year-Round Visibility

- Recognition on the WQA websites as a Silver sponsor
- Recognition in quarterly WQA sponsor social media posts

Convention Presence

- 4 Convention Exhibitor Priority Points
- 2 Convention customer passes
- Sponsor sign for your Convention booth
- Logo placement within corresponding level on the Convention website, attendee emails, and on-site signage

WQA Industry Strategy Forum Presence

- Logo placement within corresponding level on the Forum website, attendee emails, and on-site signage

Tier III: Gold

(total sponsorship commitment of \$20,000–\$29,999)

Year-Round Visibility

- Recognition on the WQA websites as a Gold sponsor
- Recognition in quarterly WQA sponsor social media posts

Convention Presence

- 6 Convention Exhibitor Priority Points
- 5 Convention customer passes
- Sponsor sign for your Convention booth
- Logo placement within corresponding level on the Convention website, attendee emails, and on-site signage

WQA Industry Strategy Forum Presence

- Logo placement within corresponding level on the Forum website, attendee emails, and on-site signage

Tier II: Platinum

(total sponsorship commitment of \$30,000–\$39,999)

Year-Round Visibility

- Recognition on the WQA websites as a Platinum sponsor
- Recognition in quarterly WQA sponsor social media posts
- Individual recognition in WQA social media post

Convention Presence

- 8 Convention Exhibitor Priority Points
- 10 Convention customer passes
- Sponsor sign for your Convention booth
- Logo placement within corresponding level on the Convention website, attendee emails, and on-site signage

WQA Industry Strategy Forum Presence

- Logo placement within corresponding level on the Forum website, attendee emails, and on-site signage

Tier I: Diamond

(total sponsorship commitment Starting at \$40,000)

Year-Round Visibility

- Recognition on the WQA websites as a Diamond sponsor
- Recognition in quarterly WQA sponsor social media posts
- Individual recognition in WQA social media post

Convention Presence

- 10 Convention Exhibitor Priority Points
- 15 Convention customer passes
- Sponsor sign for your Convention booth
- Logo placement within corresponding level on the Convention website, attendee emails, and on-site signage

WQA Industry Strategy Forum Presence

- Logo placement within corresponding level on the Forum website, attendee emails, and on-site signage

DON'T WAIT!

WQA and WQRF sponsorship opportunities go fast!

Please note that many sponsorship opportunities are exclusive to a single sponsor and are time sensitive, so act quickly to secure the participation options you prefer!

Email our sales team at **sponsorship@wqa.org** and learn more about customized WQA and WQRF sponsorship packages and options. Someone will contact you within one business day to finalize your selections and confirm your sponsorship agreement.

Be sure to ask about customized sponsorship opportunities!

We can also offer expert guidance on which sponsorship options best align with your company's budget and goals, ensuring you realize the greatest possible benefit.

And if you have ideas on how you'd like to stand out in the water treatment industry, please share them with us. Let's work together to create an ideal branding opportunity for you!

Choose Your Sponsorship Opportunities



Select your top objective to ensure your sponsorship opportunities align with your goals.

- ☐ Experiential/Engagement
- ☐ Thought Leadership
- ☐ Lead Generation
- ☐ Brand Visibility

Clear Choices

Go Back

Filter objectives further:

Experiential/Engagement ›

Thought Leadership ›

Lead Generation ›

› Select every item you'd like to discuss. This is not your final commitment.

WQA: Convention Sponsorship Opportunities ⓘ

- ☐ Convention Mobile App Title Sponsor – \$25,000
- ☐ General Session – \$10,000
- ☐ Keynote Session – \$15,000
- ☐ Member Honors Celebration – \$5,000 (NEW for 2027!)
- ☐ Networking Reception Title Sponsor – \$30,000
- ☐ Pre- or Post-Show Eblast – \$1,200
- ☐ Refreshment Break – \$6,000
- ☐ Sponsored Session – \$3,000
- ☐ Continental Breakfast Sponsor – \$15,000 (NEW for 2027!)
- ☐ Water Bottles – \$18,000

WQA: Convention EXHIBITOR-ONLY ⓘ
Sponsorship Opportunities

- ☐ Activity Zone Title Sponsor – \$20,000 (NEW for 2027!)
- ☐ Activity Zone Sponsored Session – \$1,500 (NEW for 2027!)
- ☐ Aisle Signs – \$7,500
- ☐ Expo Food Court – \$10,000
- ☐ Hosted Water Pros – \$20,000
- ☐ In-Booth Activation Listing on WQA Schedule – \$500
- ☐ Innovation Hub Title Sponsor – \$20,000 (NEW for 2027!)
- ☐ Innovation Hub Tabletop Product Display – \$1,500

WQA: Industry Strategy Forum ⓘ
Sponsorship Opportunities

- ☐ Meal – \$4,000
- ☐ Refreshment Break – \$2,500
- ☐ Engagement Event – \$6,000

WQA: Water Resources Congressional ⓘ
Summit & DC Fly-In Sponsorship Opportunities

- ☐ Presenting Sponsor – \$5,000
- ☐ Refreshment Break – \$2,000
- ☐ Scholarship Sponsor – \$1,000

WQA: Ongoing Sponsorship ⓘ
Opportunities

Throughout the Year

- ☐ WQA Podcasts – \$3,500
- ☐ WQA Webinars – \$4,000
- ☐ Lanyards – \$15,000

WQRF: Convention Sponsorship Opportunities ⓘ

- ☐ Walk for Water Title Sponsor – \$10,000
- ☐ Poster Gallery Title Sponsor – \$10,000
- ☐ Luncheon Table Sponsor – \$2,500 (NEW for 2027!)

WQRF: Ongoing Sponsorship Opportunities ⓘ
Throughout the Year

- ☐ Summer School Webinar Series Sponsor – \$12,000
- ☐ Webinar Sponsor – \$4,000
- ☐ Student Scholarship Sponsor – \$1,000
- ☐ National Lead Poisoning Prevention Week Education Campaign Sponsor – \$5,000–\$7,500 (NEW for 2027!)
 - ☐ WQRF Supporting Sponsor: \$5,000
 - ☐ WQRF Presenting Sponsor: \$7,500

ⓘ Learn more about these sponsorship opportunities

I Want Help Customizing My Package →

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I'm Done/Ready to Review My Choices →

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WQA: Convention Sponsorship Opportunities ⓘ

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- ☐ Keynote Session – \$15,000
- ☐ Sponsored Session – \$3,000

WQA: Convention EXHIBITOR-ONLY ⓘ
Sponsorship Opportunities

- ☐ Activity Zone Title Sponsor – \$20,000 (NEW for 2027!)
- ☐ Hosted Water Pros – \$20,000
- ☐ In-Booth Activation Listing on WQA Schedule – \$500

WQA: Water Resources Congressional Summit & DC Fly-In Sponsorship Opportunities ⓘ

- ☐ Scholarship Sponsor – \$1,000

WQA: Ongoing Sponsorship ⓘ
Throughout the Year

- ☐ WQA Podcasts – \$3,500
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WQA: Industry Strategy Forum ⓘ
Sponsorship Opportunities

- ☐ Engagement Event – \$6,000

WQA: Ongoing Sponsorship ⓘ
Opportunities
Throughout the Year

- ☐ Lanyards – \$15,000

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WQA: Water Resources Congressional ⓘ
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WQRF: Convention Sponsorship ⓘ
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- ☐ Walk for Water Title Sponsor – \$10,000
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- ☐ Activity Zone Title Sponsor – \$20,000 (NEW for 2027!)
- ☐ Hosted Water Pros – \$20,000
- ☐ In-Booth Activation Listing on WQA Schedule – \$500

ⓘ Learn more about these sponsorship opportunities

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Review your choices, complete and submit the form, and a team member will follow up to finalize your sponsorship.

Begin Review →

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REVIEW YOUR SPONSORSHIP CHOICES

WQA: Convention Sponsorship Opportunities

- ☐ Convention Mobile App Title Sponsor – \$25,000
- ☐ General Session – \$10,000
- ☐ Keynote Session – \$15,000
- ☐ Member Honors Celebration – \$5,000 **(NEW for 2027!)**
- ☐ Networking Reception Title Sponsor – \$30,000
- ☐ Pre- or Post-Show Eblast – \$1,200
- ☐ Refreshment Break – \$6,000
- ☐ Sponsored Session – \$3,000
- ☐ Continental Breakfast Sponsor – \$15,000 **(NEW for 2027!)**
- ☐ Water Bottles – \$18,000

WQA: Convention EXHIBITOR-ONLY Sponsorship Opportunities

- ☐ Activity Zone Title Sponsor – \$20,000 **(NEW for 2027!)**
- ☐ Activity Zone Sponsored Session – \$1,500 **(NEW for 2027!)**
- ☐ Aisle Signs – \$7,500
- ☐ Expo Food Court – \$10,000
- ☐ Hosted Water Pros – \$20,000
- ☐ In-Booth Activation Listing on WQA Schedule – \$500
- ☐ Innovation Hub Title Sponsor – \$20,000 **(NEW for 2027!)**
- ☐ Innovation Hub Tabletop Product Display – \$1,500

WQA: Industry Strategy Forum Sponsorship Opportunities

- ☐ Meal – \$4,000
- ☐ Refreshment Break – \$2,500
- ☐ Engagement Event – \$6,000

WQA: Water Resources Congressional Summit & DC Fly-In Sponsorship Opportunities

- ☐ Presenting Sponsor – \$5,000
- ☐ Refreshment Break – \$2,000
- ☐ Scholarship Sponsor – \$1,000

WQA: Ongoing Sponsorship Opportunities Throughout the Year

- ☐ WQA Podcasts – \$3,500
- ☐ WQA Webinars – \$4,000
- ☐ Lanyards – \$15,000

WQRF: Convention Sponsorship Opportunities

- ☐ Walk for Water Title Sponsor – \$10,000
- ☐ Poster Gallery Title Sponsor – \$10,000
- ☐ Luncheon Table Sponsor – \$2,500 **(NEW for 2027!)**

WQRF: Ongoing Sponsorship Opportunities Throughout the Year

- ☐ Summer School Webinar Series Sponsor – \$12,000
- ☐ Webinar Sponsor – \$4,000
- ☐ Student Scholarship Sponsor – \$1,000
- ☐ National Lead Poisoning Prevention Week Education Campaign Sponsor – \$5,000–\$7,500 **(NEW for 2027!)**
 - ☐ WQRF Supporting Sponsor: \$5,000
 - ☐ WQRF Presenting Sponsor: \$7,500

APPENDIX

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WQA Convention Sponsorship Opportunities



Convention Mobile App Title

\$25,000

Your support of this essential Convention tool will be visible to participants throughout the day as they plan their schedules, navigate the Expo floor, and network with fellow attendees as well as exhibitors. Your logo will be featured on the mobile app's title screen and in all pre-event marketing materials promoting the app. Your organization will also get preferred ad placement within the app.

General Session

\$10,000

Sponsor one of three general sessions where all attendees gather each morning for high-quality, high-impact programming. Benefits include logo on all materials related to the general session, opportunity to deliver brief welcome remarks (in person or via prerecorded video), and inclusion in all pre-event marketing materials.

Keynote Session

\$15,000 | NEW FOR 2027!

Sponsor the Convention's most highly attended session, where everyone gathers for top industry honors, official WQA business updates, and an engaging keynote presentation. Benefits include logo placement on all materials related to the Keynote Session, an opportunity to deliver brief welcome remarks (either in person or via prerecorded video), and inclusion in all pre-event marketing materials.

Member Honors Celebration*

\$5,000 | NEW FOR 2027!

A sponsorship opportunity in conjunction with this gathering for WQA Premier Members and volunteer leaders where we recognize their contributions and celebrate their achievements.

**Event attendance by invitation only.*

Networking Reception Title Sponsor

\$30,000

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

Pre- or Post-Show Eblast

\$1,200

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).

Refreshment Break

\$6,000

Support attendee engagement and networking by sponsoring a refreshment break. Sponsor will benefit from branded signage, event recognition, and valuable exposure while helping provide a comfortable, enjoyable experience for participants.

Sponsored Session

\$3,000 | NEW FOR 2027!

Sponsor a specific educational session that aligns with your company's objectives. Benefits include logo on all materials related to the session, the opportunity to serve as the session moderator (no commercial remarks allowed), and inclusion in all pre-event marketing materials.

Continental Breakfast Sponsor

\$15,000 | NEW FOR 2027!

Help everyone kick-start their day on the final day of the Convention with a continental breakfast before the Expo opens. Benefits include logo on breakfast signage and inclusion in Convention promotional materials (such as the website, mobile app, and event guide).

Water Bottles

\$18,000

Your logo alongside WQA's on water bottles available to Convention participants. Distributed in a common foyer area by WQA team members.

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WQA Convention EXHIBITOR-ONLY Sponsorship Opportunities



Activity Zone Title Sponsor

\$20,000 | NEW for 2027!

This dedicated space on the Expo floor will host exciting attendee meetups and gatherings. Benefits include branding on marketing materials, schedule listings, event signage, and additional attendee engagement opportunities.

Activity Zone Sponsored Session

\$1,500 | NEW for 2027!

Sponsor a specific session or activity in the Activity Zone. Recognition in session promotional materials in advance and on-site.

Aisle Signs*

\$7,500

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

**For signs on 50% of Expo aisles.*

Expo Food Court

\$10,000

On-site logo placement, inclusion in lunch schedule listings, and the opportunity to distribute branded materials and handouts at dining tables.

Hosted Water Pros

\$20,000

A portion of your sponsorship fee supports water quality professionals who qualify for registration and travel expense assistance to attend the WQA Convention & Expo. You'll get one-on-one meetings with sponsored attendees at their company booth, company name inclusion on all relevant promotions, and detailed application data of up to 100 water quality professionals.

In-Booth Activation Listing on WQA Schedule*

\$500

Promotion of in-booth activities through the official WQA event schedule. Ideal for those hosting a presentation, giveaway, or demo activity at their booth.

**Good for one 60-minute listing. Please inquire about CPD/CEU qualifications and pricing.*

Innovation Hub Title Sponsor

\$20,000 | NEW for 2027!

Sponsor the Innovation Hub, an exhibition space showcasing innovative water treatment products and processes. Benefits include branding on marketing materials, schedule listings, event signage, and additional attendee engagement opportunities.

Innovation Hub Tabletop Product Display

\$1,500

Showcase your innovative water treatment product or process with an informative tabletop display that attendees can explore along with education sessions the day before the Expo opens.

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WQA: Industry Strategy Forum Sponsorship Opportunities

Meal \$4,000 Logo on dining area signage where lunch is offered and opportunity to deliver brief remarks.	Refreshment Break \$2,500 Support attendee networking and engagement by sponsoring a refreshment break. Benefit from branded signage, event recognition, and valuable exposure while helping provide a comfortable and enjoyable experience for event participants.	Engagement Event \$6,000 This event will engage attendees and create memorable networking opportunities.
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WQA: Water Resources Congressional Summit & DC Fly-In Sponsorship Opportunities

DC Fly-In – Presenting Sponsor \$5,000 Logo featured in event promotional materials (web and email) and presentation collateral.	DC Fly-In – Refreshment Break \$2,000 Logo on signage where refreshments are offered.	DC Fly-In – Scholarship Sponsor \$1,000 Company featured as contributor to WQA scholarship fund.
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WQA: Ongoing Sponsorship Opportunities

Throughout the Year – WQA Podcasts \$3,500 The WQA podcast covers industry news, business developments, industry history, and more. Sponsors receive company recognition during each episode, along with logo placement in promotions and collateral.	Throughout the Year – WQA Webinars \$4,000 Company recognition during webinars, along with logo placement in promotions and collateral.	Throughout the Year – Lanyards \$15,000 Your organization name featured on lanyards worn by attendees and exhibitors for the Convention and Water Resources Congressional Summit.
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WQRF: Convention

Walk for Water Title Sponsor

\$10,000

Title sponsorship of this high-visibility industry fundraising event that supports critical water quality research. Benefits include logo placement on all promotional materials and sponsor recognition on all signs and social media posts as well as promotion of the event.

Convention – Luncheon Table Sponsor

2,500 | NEW for 2027!

Reserved seating for eight guests at the Convention luncheon, along with recognition in event materials and signage.

Poster Gallery Title Sponsor

\$10,000

Your support of this premier research showcase highlights your organization’s support of scientific advancement, workforce development, and water quality solutions. Benefits include logo placement on all promotional materials and sponsor recognition in all Poster Gallery promotions.

WQRF: Ongoing Sponsorship Opportunities



Throughout the Year – Summer School Webinar Series Sponsor

\$12,000

Exclusive sponsorship of the Summer School webinar series exposes your brand to an industry-focused audience and highlights your commitment to education, innovation, and advancing water quality solutions. Benefits include logo placement and sponsor recognition in all webinar promotions.

Throughout the Year – Webinar Sponsor

\$4,000

Sponsor a WQRF webinar for brand visibility among industry professionals. Receive logo placement and sponsor recognition in all webinar promotions.

Throughout the Year – Student Scholarship Sponsor

\$1,000

Support promising student researchers and invest in innovation with your scholarship support. Benefits include recognition in all scholarship promotional materials.

Throughout the Year – National Lead Poisoning Prevention Week Education Campaign Sponsor

\$5,000–\$7,500 | NEW for 2027!

In October, WQRF will host an educational webinar combining expert-led education and public awareness resources to help communities better understand lead exposure risks and effective treatment solutions. Sponsorship demonstrates your commitment to protecting public health, educating consumers, and advancing science-based water quality solutions.

Supporting Sponsor

\$5,000

- Logo on campaign materials
- Recognition on social media
- Opportunity to contribute expertise

Presenting Sponsor

\$7,500

- All benefits of Supporting level
- Premium logo placement
- Featured sponsor spotlight

Home



Complete the Form to Submit Your Sponsorship Selections

Company* _____

Name* _____

Email* _____

Phone* _____

Exhibitor booth number _____

Submit →

Thank you for your submission.

You will be contacted within one business day by a member of the WQA team. If you have not heard back, please reach out to **sponsorship@wqa.org**.

You may save your selection for your records.



Help Me Choose the Right Sponsorship Items

Our sponsorship team will reach out to ensure you are choosing the items that are the best fit for your goals.

I'M INTERESTED IN:

- ☐ Experiential/Engagement
- ☐ Thought Leadership
- ☐ Lead Generation
- ☐ Brand Visibility

Company* _____

Name* _____

Email* _____

Phone* _____

Exhibitor booth number _____

Submit →



Thank You

We've received your sponsorship selections and someone from the membership team will be in touch.

A summary of your selections has been emailed to our team.

[Start Over →](#)