



Canadian Water Network  
**BLUE CITIES** 2020  
CONNECTING THE DOTS IN WATER MANAGEMENT

MAY 7 & 8, 2020  
Hilton Toronto

CONFERENCE  
PROSPECTUS



# YOUR INVITATION TO SPONSOR **BLUE CITIES 2020**

Blue Cities 2020 will feature discussions on the emerging environmental, social and technological disruptions impacting water utilities today and in the future, and will focus on the strategies, policies and actions needed to successfully build resilient and sustainable water systems.

Getting water management right provides a gateway to sustainability and resilience, and Canadian Water Network is charting a path through that complex but critical space. Blue Cities 2020 will connect the dots among leading people and ideas so that Canadian communities can set the course to proactively address their unique challenges.

Session topics will include:

- ◆ Crossing the Public-Private Divide: Lead, Legionella and Beyond
- ◆ Matching Levels of Service to Changing Public and Regulatory Requirements
- ◆ Practical Ways to Prioritize through an Effects-Based Approach

Each year the Blue Cities speaker roster is carefully curated to ensure maximum impact. Highly-respected interdisciplinary experts from across Canada and the globe are invited to share their innovative approaches and perspectives. The attendees, who are progressive leaders within the municipal water sector, are also invited to share experiences and insights.

*Support and accelerate progress in the municipal water sector.*

“ *One of best managed events we participate in.*”  
2019 sponsor

“ *The intimate size of the conference was great for networking and CWN made a point of introducing me to the top delegates at the conference.*”  
2018 sponsor



Blue Cities is an intimate conference that typically attracts around 200 water leaders from municipalities, industry, NGOs and government. The event is designed to maximize networking opportunities, with interactive breakout sessions, lengthy networking breaks, an all-delegates Welcome Reception, and Blue Networking – an informal evening with Toronto’s water community.

“

*I enjoyed networking with colleagues who are interested in progressive solutions.”*

### Who will you find at Blue Cities?

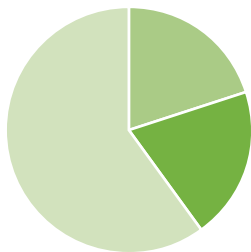
- Utility executives from across Canada, the U.S. and globally
- Industry CEOs
- Executive Directors from NGOs
- Canadian and international topic experts
- Provincial and federal government decision makers

### Why become a sponsor?

- Showcase your organization to the people who make decisions about water systems
- Network with water executives and position yourself as an industry thought leader
- Build stronger relationships with municipalities, governments, industry and NGOs
- Participate in shaping solutions for the municipal water sector

## BLUE CITIES BY THE NUMBERS

### Attendees



- President | CEO | Director 60%
- Management 20%
- Academic | Government | Dignitary Young Professional 20%

### Social Media Outreach



Twitter impressions  
May 7-8, 2019

### 2019 Media Coverage



## CONFERENCE SCHEDULE

### MAY 6

Canadian Municipal Water Consortium Meeting (closed door)

Exclusive Evening Reception (by invitation)

### MAY 7

Conference Welcome

Opening Keynote

Plenary Panel

Interactive Breakout Sessions

Welcome Reception

Blue Networking with the Toronto water community (off-site)

### MAY 8

Sponsored Breakfast Session

Interactive Breakout Sessions

Closing Address

# SPONSORSHIP INVESTMENT LEVELS



## PLATINUM SPONSOR

(2 Available)

\$15,000

### Option 1: Blue Cities Welcome Reception, May 7

Place your CEO on the podium to welcome all delegates to the conference's signature networking opportunity. You'll also receive two guest passes to attend our exclusive evening reception on May 6.

### Option 2: Exclusive Evening Reception, May 6

Invite your CEO to welcome special guests at an exclusive invite-only evening reception with the Canadian Municipal Water Consortium. You'll also receive two guest passes to attend the Blue Cities welcome reception on May 7.

**Add-on option:** Sponsor a young Water Leader of Tomorrow for an additional \$1,000. These funds will support registration, travel and accommodation.

### Each platinum sponsorship option also includes:

- 3 complimentary full-conference registrations (sponsors will be identified with a name badge ribbon)
- 6 reception guest passes
- recognition on the conference website, registration package, signage and social media
- highly visible company branding during the sponsored reception
- pull-up banner at the conference
- 2 promotional items in the conference display rack (subject to CWN's approval)
- 8 discounted conference registrations (\$400 savings per person)

# SPONSORSHIP INVESTMENT LEVELS

## GOLD SPONSOR

(4 Available)

\$10,000

### Option 1: Branded Networking Lounge (2 available)

Host this space for the duration of the conference with an 8'x8' exhibit and special refreshments, such as cappuccinos, gourmet biscotti, iced coffee, smoothies or other treats. The two networking lounges will be strategically placed outside the concurrent sessions and ballroom.

### Option 2: Sponsored Breakfast Session or Workshop (1 available)

Deliver customized content in a 1-hour session and provide participants with branded products. A description of this session will be included on the conference website and in the print program.

### Option 3: Water Leaders of Tomorrow Champion (1 available)

Engage the next generation of water leaders as the principal sponsor of our program for students and young professionals. Your brand will be featured on the conference website and print program, and through online promotion. Introduce the successful recipients from the conference podium!

**Add-on option:** Sponsor a young Water Leader of Tomorrow for an additional \$1,000. These funds will support registration, travel and accommodation.

### Each gold sponsorship option also includes:

- 2 complimentary full-conference registrations (sponsors will be identified with a name badge ribbon)
- 4 additional guest passes for the networking lounge, breakfast session/workshop or welcome reception (corresponds to selected option)
- 1 invitation to the exclusive evening reception on May 6
- Recognition on the conference website, registration package, signage and social media
- Pull-up banner on display during the conference
- 1 promotional item in the conference display rack (subject to CWN's approval)
- 6 discounted conference registrations (\$400 savings per person)



# SPONSORSHIP INVESTMENT LEVELS

## SILVER SPONSOR

(5 Available)

\$5,000

### Option 1: Enhanced Poster Showcase Exposure

(2 available)

Showcase four posters in a featured area during the welcome reception. Brand this area with a pull-up banner and product takeaways. Posters and presenters are highlighted on the conference website.

### Option 2: Blue Networking Event

(1 available)

Host an informal gathering for conference delegates and members of the Toronto water community. Bring unlimited guests/staff to mix and mingle, distribute branded materials and share your message.

### Option 3: Charging Station + Print Program Advertising

(2 available)

Smartphone charging station with sponsor branding and half-page display ad in the conference program.

Canadian Water Network  
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**Add-on option:** Sponsor a young Water Leader of Tomorrow for an additional \$1,000. These funds will support registration, travel and accommodation.

### Each silver sponsorship option also includes:

- 2 complimentary full-conference registrations (sponsors will be identified with a name badge ribbon)
- 2 additional guest passes for the welcome reception and poster showcase
- Pull-up banner on display during the conference
- 1 promotional item in the conference display rack (subject to CWN's approval)
- Recognition on the conference website, registration package, signage, social media
- 4 discounted conference registrations (\$400 savings per person)



Visit [bluecities.ca](http://bluecities.ca)

# SPONSORSHIP INVESTMENT LEVELS

## BRONZE SPONSOR

(Unlimited)

\$2,500

### Bronze sponsorship includes:

- 1 complimentary full-conference registration (sponsors will be identified with a name badge ribbon)
- Pull-up banner on display during the conference
- One promotional item in the conference display rack (subject to CWN's approval)
- Recognition on the conference website, program, signage, social media and video monitors
- 2 discounted conference registrations (\$400 savings per person)

**Add-on option:** Sponsor a young Water Leader of Tomorrow for an additional \$1,000. These funds will support registration, travel and accommodation.



# SPONSORSHIP INVESTMENT LEVELS

## WATER LEADERS OF TOMORROW PROGRAM

The Water Leaders of Tomorrow program was launched in 2019 to engage the next generation in strategic conversations with senior leaders from across the globe. Nine young people were awarded complimentary registration, accommodation and travel support to attend Blue Cities 2019. The participants were paired with a seasoned mentor (conference speaker or delegate) to enhance their experience.

**This year, we are seeking a gold-level champion to elevate this successful program.**

Other sponsorship levels are welcome to support a student or young professional for an additional \$1,000. CWN will continue to match these additional contributions.



“The Water Leader of Tomorrow experience opened my eyes to opportunities and inspired my continued quest for ways to improve stormwater management practices.” – Participant

“Staff are key assets and the competition for talent is fierce. Having opportunities to meet and get to know young people is important.” – Mentor





**Contact Bernadette Conant, CEO, Canadian Water Network  
to discuss sponsorship opportunities that will deliver  
high return on investment for your business.**

**519-888-4567 ext. 36171 | [bconant@cwn-rce.ca](mailto:bconant@cwn-rce.ca)**



**May 7 & 8 | Hilton Toronto | [bluecities.ca](http://bluecities.ca)**

Blue Cities is an annual event hosted by the Canadian Municipal Water Consortium, a nationwide collaboration to advance municipal water management. The conference is organized by Canadian Water Network, a trusted broker of insights for the water sector.