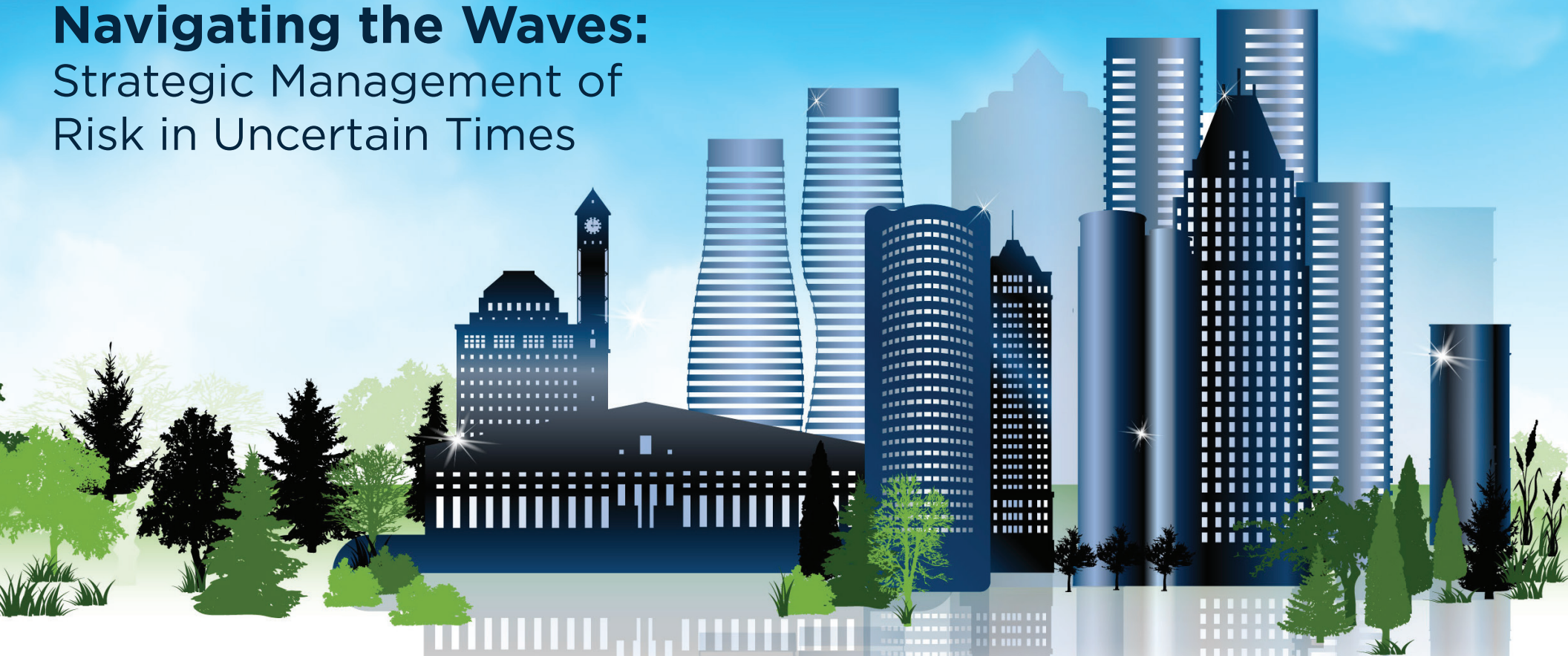


Canadian Water Network
BLUE CITIES 2025

MAY 14 & 15 | MISSISSAUGA



Navigating the Waves:
Strategic Management of
Risk in Uncertain Times



Sponsorship Prospectus

bluecities.ca

Become a Sponsor of Blue Cities

Shaping the Future of Urban Water Management

Blue Cities is a focal point for dialogue and collaboration amongst decision-makers in local government, the private sector, researchers, knowledge and technology providers, as well as other levels of government and government agencies. The program focuses on strategic issues of importance related to municipal water management, climate adaptation and mitigation and public health protection.

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 senior decision makers across government, the private sector, academia, the NGO sectors and Indigenous led organisations, are also invited to share experiences and insights.

Canadian Water Network's Canadian Municipal Water Consortium



Why Sponsor Blue Cities?

Blue Cities 2025 presents a unique opportunity to showcase your organization to a national audience of decision-makers who are working to keep our communities healthy and safe.

Over the course of the event, sponsors will have the opportunity to:

- **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.

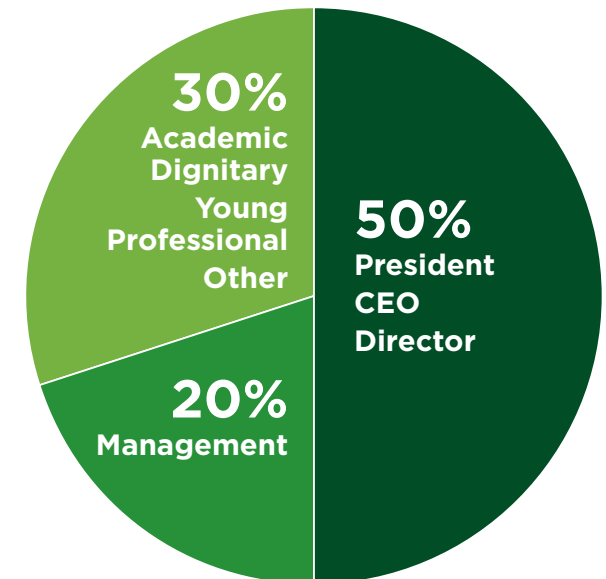
Blue Cities is a national conference that typically attracts around 200 water leaders from municipalities, industry, academia, NGOs, Indigenous-led organizations and government. The event is designed to maximize networking opportunities, with interactive breakout sessions, lengthy networking breaks and an all-delegates Welcome Reception.

To kick off the Blue Cities Conference on May 13, we're hosting an exclusive, invitation-only evening reception. As a valued sponsor, you'll receive VIP access to this special event, offering a unique opportunity to connect with industry leaders and fellow sponsors.

Who will you find at Blue Cities?

- Senior decision-makers and experts engaged in water management as it relates to communities, climate and health
- Government decision makers.
- Leaders of Indigenous-led organizations.
- Academics and topic experts.
- NGO and watershed directors.
- Industry product and service leaders.

2023 Blue Cities Attendees



Navigating the Waves: Strategic Management of Risk in Uncertain Times



Conference Schedule

May 13

- Canadian Municipal Water Consortium Meeting (closed door)
- Exclusive VIP Evening Reception (by invitation)

May 14

- Registration & Breakfast - 7:30 am
- Conference Welcome
- Lightning Talk
- Plenary Sessions
- Day 1 Lunch Keynote/Panel
- Interactive Breakout Sessions
- Welcome Reception

May 15

- Conference Opens - 8:00 am
- Welcome Day 2
- Breakfast Keynote
- Lightning Talk
- Interactive Breakout Sessions
- Day 2 Lunch Keynote/Panel
- Interactive Breakout Sessions
- Closing Remarks
- Blue Cities Concludes - 5:00 pm

Sponsorship Levels & Benefits

At a glance

	Platinum	Gold	Silver	Bronze	Support
Podium speaking opportunity	*				
Invitation to the exclusive evening reception	2	1	1		
Branded product placement (marketing materials and/or branded gifts at registration desk or booth)	*	*	*	*	
Complimentary full-conference registrations (sponsors will be identified with a name badge ribbon)	3	2	1	1	
Special sponsor rate registrations, discounted rate \$550 per person	6	5	3	2	2
Digital marketing opportunity on event platform	*	*	*	*	
Booth space *	Prime 8' x 8' booth space 6' table & two chairs	6' Table, two chairs & banner	High-top table & two chairs	High-top table & two chairs	
Recognition on the conference website, social media and on-line event app	*	*	*	*	*
Custom banner stand, provided by CWN **	*	*	*	*	
Number of packages available	5	6	5	3	Unlimited
Cost	\$15,000	\$10,000	\$7,500	\$4,000	\$2,500

* Booth/table setup provided by sponsor, optional rental furniture available upon request.

** Provided Bamboo X-Frame Banner Stands will include company logo, heading, 25 words of copy and 1 image. Sponsors to keep banner after event

Sponsorship Levels & Benefits

We offer a range of sponsorship opportunities designed to meet your business goals and maximize your visibility at Blue Cities. Choose the level that best aligns with your company's objectives.

Platinum Sponsor - \$15,000

Sponsorship opportunities page 8

- 1 podium speaking opportunity
- 3 complimentary registrations to the conference
- 6 special sponsor rate registrations, discounted rate \$550 per person
- 2 invites to VIP reception
- Recognition as a Platinum Sponsor in all conference materials and communications
- Prime exhibit space at the event, 8ft x 8 ft booth space, 6 ft table and two chairs* (see page 12)
- Premium logo placement on the conference website, distribution of company-provided branded premium & incentives at registration desk or at your booth
- Digital marketing opportunity on event platform, upload PDFs, photos and video
- On-site video interview and recognition in post-event communication
- Dedicated social media shout-outs before, during and after the event
- Custom banner stand **

Gold Sponsor - \$10,000

Sponsorship opportunities page 9

- 2 complimentary registrations to the conference
- 5 special sponsor rate registrations, discounted rate \$550 per person
- 1 invite to VIP reception
- Recognition as a Gold Sponsor in all conference materials and communications
- Exhibit space at the event, 6 ft table and two chairs* (see page 12)
- Recognition as a Gold Sponsor in conference materials and communications
- Premium logo placement on the conference website, distribution of company-provided branded premium & incentives at registration desk or at your booth
- Digital marketing opportunity on event platform, upload PDFs, Photos and video
- On-site video interview and recognition in post-event communication
- Social media shout-outs during the event
- Custom banner stand **

Silver Sponsor - \$7,500

Sponsorship opportunities page 10

- 1 complimentary registration to the conference
- 3 special sponsor rate registrations, discounted rate \$550 per person
- 1 invite to VIP reception
- Recognition as a Silver Sponsor in conference materials and communications
- Exhibit space at the event, high-top table and two chairs (see page 12)
- Logo placement on the conference website, distribution of company-provided branded premium & incentives at registration desk or at your booth
- Digital marketing opportunity on event platform, upload PDFs, Photos and video
- On-site video interview
- Custom banner stand **

Bronze Sponsor - \$4,000

Sponsorship opportunities page 10

- 1 complimentary registration to the conference
- 2 special sponsor rate registrations, discounted rate \$550 per person
- Digital marketing opportunity on event platform, upload PDFs, photos and video
- Logo placement on the conference website, distribution of company-provided branded premium & incentives at registration desk or at your booth
- Exhibit space at the event, high-top table and two chairs (see page 12)
- Custom banner stand **

Supporting Sponsor - \$2,500

- 2 special sponsor rate registrations, discounted rate \$550 per person
- Recognition as a Supporting Sponsor in conference materials
- Logo placement on the conference website
- Option to purchase custom banner stand**

Custom Sponsorship

- Tailored sponsorship packages are available to meet the unique needs of your organization. From exclusive networking events to branded merchandise and promotional opportunities, we can work with you to design a sponsorship package that delivers maximum impact.



Contact Nicola Crawhall, CEO of Canadian Water Network, to discuss sponsorship opportunities that will deliver a high return on your investment.

416-407-5880

ncrawhall@cwn-rce.ca



** Bamboo X-Frame Banner Stand, will include:

- company logo
- heading
- body copy, max 25 words
- 1 image
- artwork set up, standard layout
- content provided by sponsor

Sponsorship Opportunities | Platinum Sponsor

This Opportunity Has Been Reserved

VIP Reception Sponsor (1)

Platinum

- Host an exclusive VIP reception for keynote speakers, industry leaders and high-profile attendees. (invite only).
- Information table hosted by two company representatives during VIP event
- Opportunity to give a short welcome address at the VIP reception
- Banner displayed in the Greenwich Room during the event
- Prominent logo placement and recognition as the VIP Reception Sponsor on signage, the conference website, event app and social media
- 3 additional VIP invites
- VIP seating for your company representatives at plenary sessions

This Opportunity Has Been Reserved

Welcome Reception Sponsor (1)

Platinum

- Host the Welcome Reception at the end of day 1 with a poster board display and information table to display marketing materials
- Opportunity to give a short welcome address at the reception
- Prominent logo placement and recognition as the Welcome Reception Sponsor on signage, the conference website, event app and social media
- VIP seating for your company representatives at plenary sessions

Breakfast Sponsorships Has Been Reserved

Breakfast or Lunch Sponsor (2)

Platinum

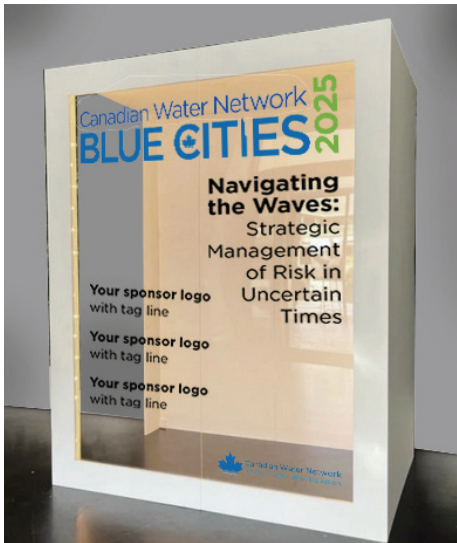
- Exclusive branding as the sponsor of one of the conference's keynote sessions with your logo prominently displayed on-screen during the keynote introduction.
- Opportunity to deliver a brief opening address or welcome remarks (up to 3 minutes) and introduce the keynote speaker.
- Prominent logo placement and recognition as a Breakfast or Lunch Sponsor on signage, the conference website, event app and social media
- VIP seating for your company representatives at plenary sessions

Sponsorship Opportunities | Gold Sponsor

Magazine Photo Wall Sponsor (3)

Gold

- Brand a section of the photo wall where our photographer can take professional-quality photos.
- Your company logo featured on the front glass.
- Logo placement and recognition as a Magazine Photo Wall Sponsor on signage, the conference website, event app and social media



Magazine Photo Wall
Actual unit may be different

This Opportunity Has Been Reserved

Network Lounge Sponsor (1)

Gold

- Exclusive branding of the Network Lounge, the primary hub for attendee interactions and networking throughout the conference.
- Opportunity to distribute branded materials and set up banner or small media wall within the lounge.
- Logo placement and recognition as the Network Lounge Sponsor on signage, the conference website, event app and social media

Plenary Sponsor (2)

Gold

- Exclusive opportunity to deliver a 3-minute introduction to lightning talk to the full audience in the main plenary room.
- Your company logo prominently displayed on-screen during the lightning talk
- Logo placement and recognition as a Lightning Talk Sponsor on signage, the conference website, event app and social media
- VIP seating for your company representatives at the keynote session.

Sponsorship Opportunities | Silver/Bronze Sponsor

Networking Break Sponsor (2)

Silver

- Branding of the coffee break area with your company's logo on table tri-fold table top display
- Recognition as a Networking Break Sponsor on signage, the conference website, event app and social media

Wi-Fi Sponsor (1)

Bronze

- Logo placement on cards provided to attendees featuring your company logo at registration desk with login details
- Recognition as the Wi-Fi Sponsor on signage, the conference website, event app and social media

These Opportunities Have Been Reserved

Lanyard Sponsor (2)

Silver

- Your company logo prominently displayed on all attendee lanyards, worn throughout the conference.
- Recognition as a Lanyard Sponsor on signage, the conference website, event app and social media

1 of the 2 Sponsorships Has Been Reserved

Charging Station Sponsor (2)

Bronze

- Sponsor a branded charging station for attendees to recharge their devices.
- Recognition as a Charging Station Sponsor on signage, the conference website, event app and social media

Photography Sponsor (1)

Silver

- Branded t-shirts worn by two photographers during the event with your company's logo
- Recognition as a Photography Sponsor on signage, the conference website, event app and social media



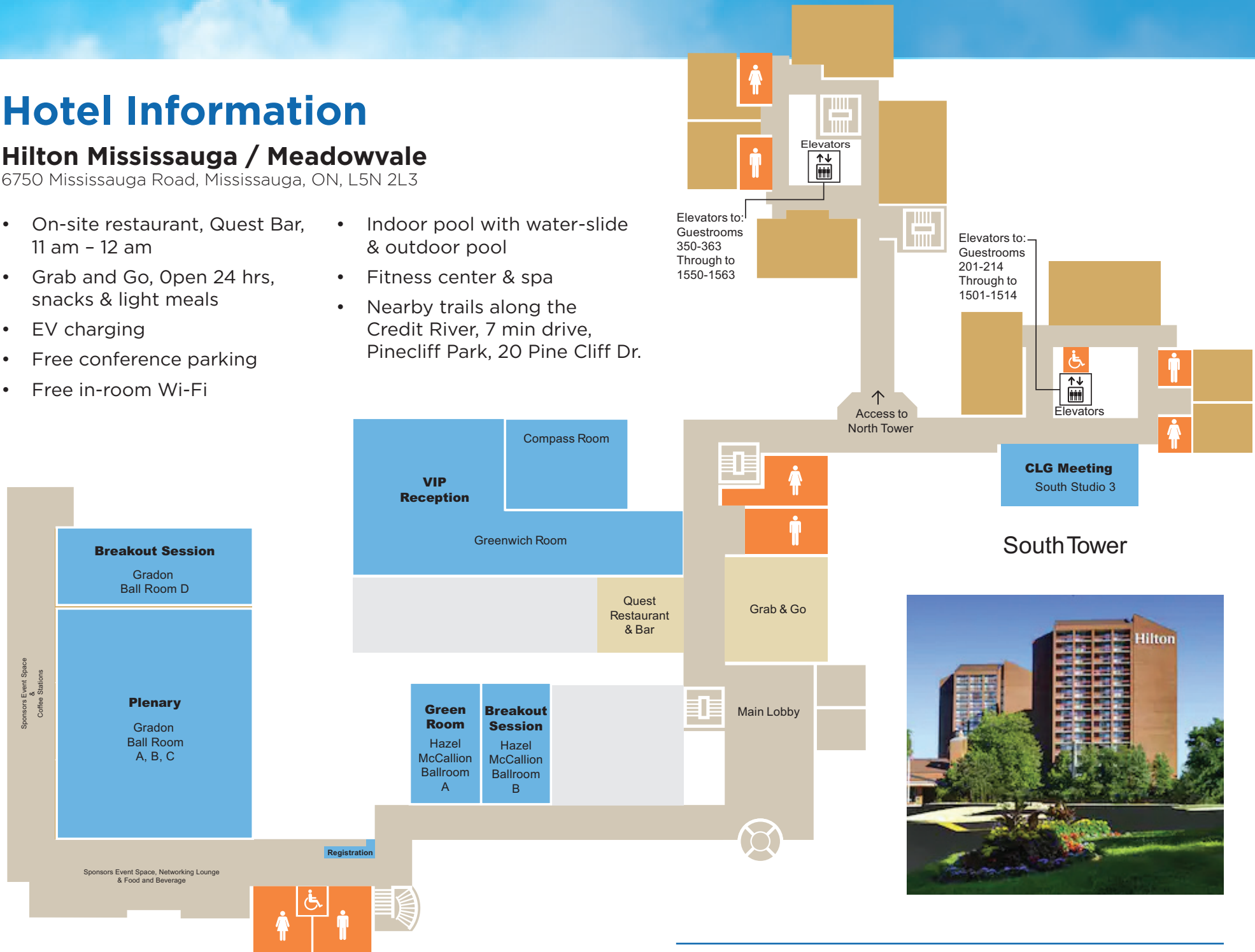
Charging Station
Actual unit may be different

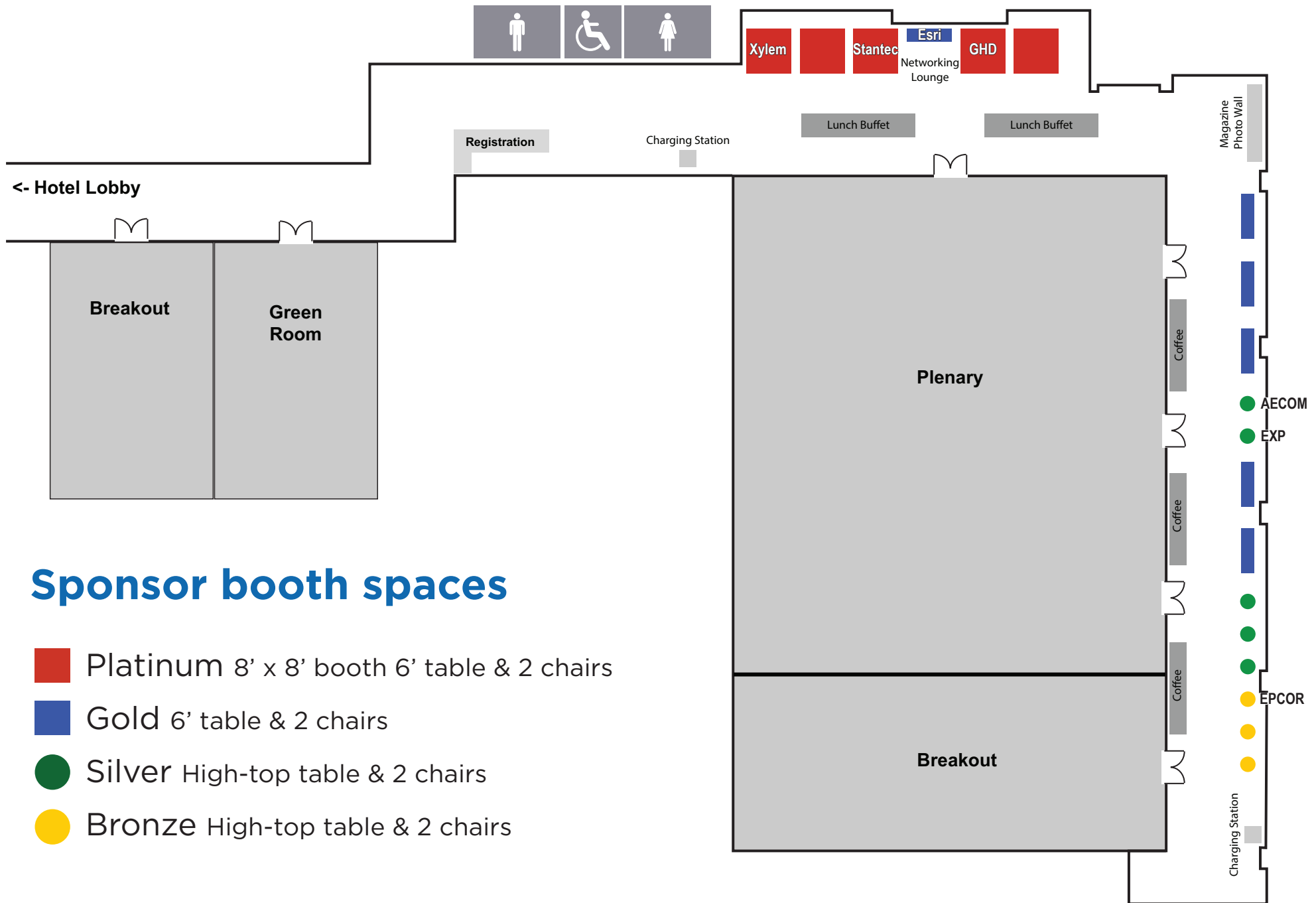
Hotel Information

Hilton Mississauga / Meadowvale

6750 Mississauga Road, Mississauga, ON, L5N 2L3

- On-site restaurant, Quest Bar, 11 am - 12 am
- Grab and Go, Open 24 hrs, snacks & light meals
- EV charging
- Free conference parking
- Free in-room Wi-Fi
- Indoor pool with water-slide & outdoor pool
- Fitness center & spa
- Nearby trails along the Credit River, 7 min drive, Pinecliff Park, 20 Pine Cliff Dr.





Sponsor booth spaces

- Platinum 8' x 8' booth 6' table & 2 chairs
- Gold 6' table & 2 chairs
- Silver High-top table & 2 chairs
- Bronze High-top table & 2 chairs

Thank you to our 2023 Sponsors

- Xylem
- GHD
- Stantec
- Matrix Solutions
- IBC
- Esri Canada
- ECO Canada
- Ideavation
- Verily
- Genome Canada
- Association of Local Public Health Agencies (ALPHA)
- National Collaborating Centre for Infectious Diseases (NCCID)
- Water Canada Magazine



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Canadian
Water
Network
Igniting interest.
Inspiring action.