

2021

SPONSORSHIP & ADVERTISING

PROSPECTUS



OWEA

OHIO WATER ENVIRONMENT ASSOCIATION
EDUCATION. PRESERVATION. DEDICATED TO YOUR WATER ENVIRONMENT.

VISIT WWW.OHIOWEA.ORG/SPONSOR TO SIGN UP



The Ohio Water Environment Association is a non-profit, wastewater related organization with over 2000 members dedicated to the preservation and enhancement of our most precious natural resource ... WATER.

Founded in 1926, OWEA has grown to meet the challenges of our ever-changing environment. OWEA is one of the early members of the Water Environment Federation, an international federation of member associations with over 35,000 members worldwide and 81 affiliated Member Associations. WEF represents an additional 50,000 water quality professionals throughout the world. As a member of WEF, OWEA enjoys the benefits of all the resources and relationships of an international organization and proudly works to achieve the mission of preserving and enhancing the global water environment.

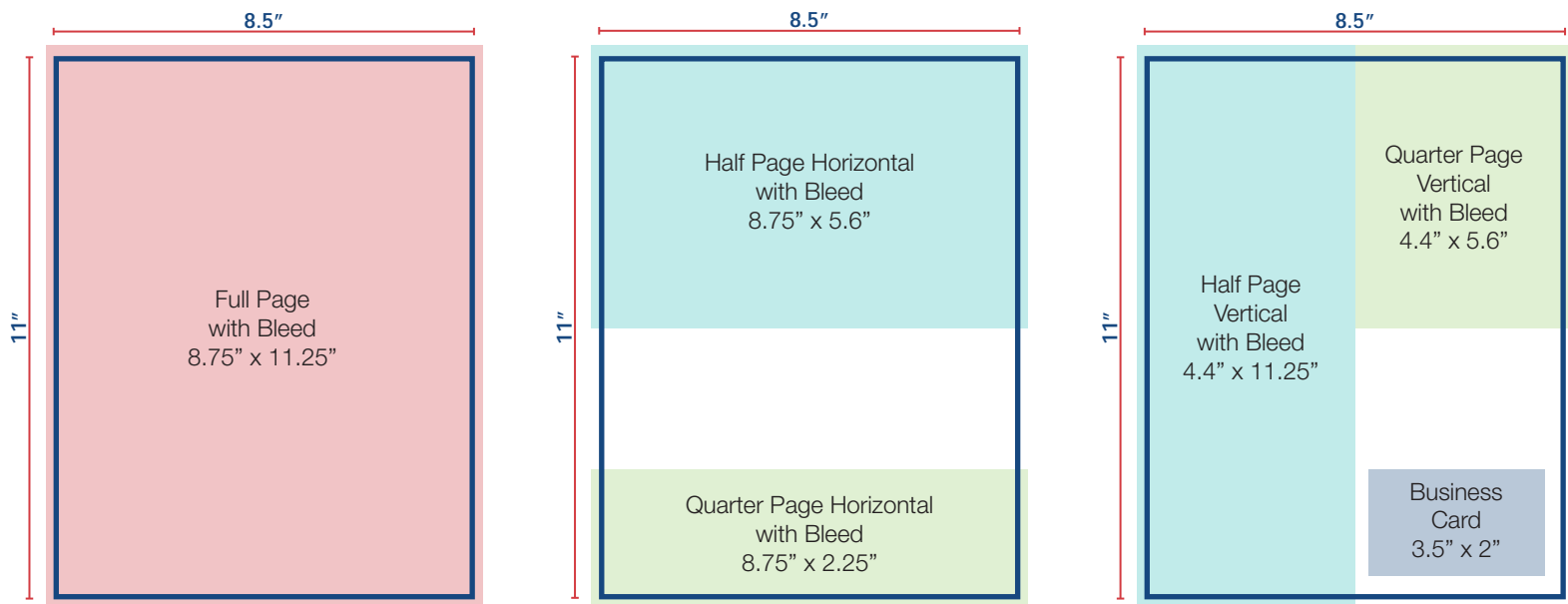
Several educational workshops and seminars are conducted throughout the year. These events offer members the ability to work closely with others in our profession, offer peer support, discuss problems, and arrive at appropriate solutions. Starting this year we will be joining forces with the Ohio Section of AWWA to bring you One Water. One Water is a joint conference that brings professionals from both water and wastewater together.

Our members consist of Scientists and Laboratory Specialists, Engineers, Treatment Plant and Collection Systems Personnel, Manufacturer's Representatives, Educators and Students, and Regulators.

OWEA's quarterly publication, the Buckeye Bulletin, reaches approximately 2,200 addresses: public and private owners of wastewater treatment works, Ohio cities and counties, consultants, engineers, treatment plant operators, laboratory analysts, public utility managers, and Ohio EPA staff, as well as Ohio's legislative members. Considered one of the best publications in the industry, each issue offers 80-100 pages of content including information on the Annual Conference, current technologies, plant renovations, and more. Along with your advertisement, it is a one-stop shop for Ohio wastewater professionals.

PACKAGE	INCLUDES	COST
Full Page	All four issues	\$2,225
Half Page Horizontal	All four issues	\$1,275
Half Page Vertical	All four issues	\$1,275
Quarter Page Horizontal	All four issues	\$760
Quarter Page Vertical	All four issues	\$760
Business Card	All four issues	\$485
New! E-Newsletter Announcement	One E-Newsletter (details on page 6)	\$225

AD SPECIFICATIONS



New artwork may be submitted each issue ahead of the following dates:

Winter - January 7
Spring - April 1
Summer - July 1
Fall - October 1

- Artwork must be submitted as a press-ready PDF, EPS, TIFF, or JPG file
- File must be 300 DPI
- Questions regarding file quality can be directed to megan@ohiowea.org

SPONSORSHIP

**Deadline to be included
in the February Buckeye
Bulletin is January 7th**

	Tier 1		Tier 2		Tier 3	
	Platinum \$6,000	Gold \$4,500	Silver \$3,000	Bronze \$1,500	Copper \$1,000	Nickel \$500
Supports the industry that supports YOUR business	✓	✓	✓	✓	✓	✓
Aid OWEA in funding student design competitions, outreach efforts, operator education, and much, much more!	✓	✓	✓	✓	✓	✓
Aid OWEA in providing critical education to Ohio's Operators amid COVID-19 Pandemic.	✓	✓	✓	✓	✓	✓
Sponsor Points	47	35	23	11	7	3
Only one bill a year	✓	✓	✓	✓	✓	✓
Recognition in quarterly Buckeye Bulletin	✓	✓	✓	✓	✓	✓
Recognition on OWEA website	✓	✓	✓	✓	✓	✓
Recognition signage at all events	✓	✓	✓	✓	✓	✓
Support recognition booth marker at One Water	✓	✓	✓	✓		
Website ad banner	✓	✓	✓	✓		
Quarterly eblast recognition	✓	✓	✓	✓		
Recognition in monthly newsletter	✓	✓	✓	✓		
Annual Conference President's Lunch invitation	✓	✓	✓	✓		
Headline Sponsorship Opportunities	✓	✓	✓			
Opportunity to offer brief remarks at headline event (if applicable)	✓	✓	✓			
Half Page Sponsor Spotlight in one issue of the Buckeye Bulletin		✓	✓			
Full Page Sponsor Spotlight in one issue of the Buckeye Bulletin	✓					
Quarterly Twitter mention	✓	✓				
Quarterly LinkedIn mention	✓					
New! Featured webinar speaker from company	✓	✓				
New! Headline Sponsorship of a webinar	✓	✓				
New! One E-Newsletter Announcement	✓					

2020 BROUGHT MANY CHALLENGES TO OUR INDUSTRY AND ASSOCIATION. THE CONTINUED SUPPORT FROM OUR SPONSORS ALLOWED US TO...

serve our members even more than we had pre-pandemic. We pivoted and changed when necessary to meet the changing needs of our members and industry. In 2020, because of YOUR continued support we were able to:

- Meet our members where they are concerning their continuing education, whether that is virtual or in person. We greatly expanded our online offerings through both our state office and our sections. We offered our wastewater professionals 24 virtual hours OUTSIDE of our conference.
- Offer FREE contact hours to members with continuing professional education needs. We offered one free monthly contact hour beginning in July of 2020 and an additional three hours through our sections for a total of nine no cost hours. These free offerings benefited both our operators and other licensed professionals.
- Fight the COVID-19 virus. OWEA prioritized communication concerning the virus and worked closely with the US and Ohio EPA, the Ohio Governor's office and State Emergency Management Agency to ensure our members had the most up to date information available. We were on the front line regarding COVID-19 surveillance of wastewater.
- Serve as a resource to smaller communities, who are even more challenged during this time. OWEA acted quickly to create an easily accessible way for our water professionals to help each other in the event of a staffing emergency. This was and still is available 24/7 from anywhere in the state to both members and nonmembers.
- Continue our traditions, such as our Student Design competition. While our students couldn't head to New Orleans due to WEFTEC being held virtually, they were given cash prizes and the opportunity to present to all our members during a virtual webinar. This life changing opportunity gives our students amazing exposure and opens up possibilities they may not have known even existed. Your support is elevating our state and our future water professionals!
- Create strong relationships with various officials and other water and wastewater associations. This includes constant communication between our office and the Ohio EPA. These relationships ensure that our wastewater professionals hear the most current regulatory information and can provide feedback on important decisions that affect the industry.

SPONSORSHIP POINTS MENU

SPECIALTY WORKSHOP REGISTRATION

3	Attendee Half Day Workshop
4	Attendee One Day Workshop
7	Attendee Two Day Workshop
8	Exhibitor One Day Workshop
10	Exhibitor Two Day Workshop
1	Webinar Registration (1 point per hour offered)
4	On Demand Virtual Learning Registration

ONE WATER GOLF OUTING

3	Golf Hole Sign
6	Golf Foursome for 1/2 Price
10	Golf Foursome

ONE WATER REGISTRATION

6	Full Attendee Registration for 1/2 Price
8	Full Standard Booth Registration for 1/2 Price
10	Full Attendee Registration
18	Full Standard Booth Registration
4	Booth Attendant Registration
5	One Day Registration
3	Extra Meet & Greet Ticket - Tuesday
2	Extra Wednesday Evening Ticket - Wednesday

BUCKEYE BULLETIN ADVERTISING

6	1/8 Page Ad in 1 issue of the 2021 Buckeye Bulletin
10	1/4 Page Ad in 1 issue of the 2021 Buckeye Bulletin
15	1/2 Page Ad in 1 issue of the 2021 Buckeye Bulletin
19	Full Page Ad in 1 issue of the 2021 Buckeye Bulletin

To redeem points, please register normally on the registration page, click "Bill Me" under the payment options, and go to www.ohiowea.org/sponsor to fill out a sponsor point redemption form.

Please note that points only cover the cost of a member registration. If your attendee is a nonmember you will be invoiced for the difference.

For questions or a current points balance please email megan@ohiowea.org.

All points must be redeemed in 2021

NEW! E-NEWSLETTER ANNOUNCEMENT

Each month OWEA sends a member newsletter containing 5-6 articles or updates, upcoming events, and recognizes premium sponsors. Our 2,100+ members use this as a quick way to see what's currently going on within OWEA and the industry. Our new offering, an E-Newsletter Announcement, will allow you to share an announcement with the membership including new services and equipment, staffing changes, or upcoming events. The possibilities are infinite!

The announcement will consist of a headline, article body of up to 500 words, and up to two images. *Please keep in mind that some members may not be able to view or download the images.*

E-Newsletter announcements have limited availability. Email megan@ohioweatreatment.org to check availability for the upcoming month. Content is due by the first of the month.



\$225 / ANNOUNCEMENT

LIMITED AVAILABILITY

OUR PARTNERSHIP WITH OUR SPONSORS IS ESSENTIAL & THE FEELING IS MUTUAL

"Supporting OWEA has been a tradition for over 20 years. For our company, it has always seemed like 'the right thing to do'."

"Our company could not be more pleased and honored to support this group with our sponsorship of the OWEA!"

"OWEA members support the companies that support them. As a small company, deciding to sponsor OWEA was one of the easiest & most beneficial business decisions I've ever made."

"Sponsoring attracts customers to our business and increases our sales. When consumers see strong and positive advertisements they are more willing to buy and ready to choose our business for products and services. We also want to inspire and encourage young people to further their growth and expertise in the water treatment industry."

LOOKING TO 2021...

PLEASE CHECK OHIOWEA.ORG
FOR CURRENT INFORMATION

OPPORTUNITY	DATE	ENROLLMENT/ REGISTRATION OPENS
Buckeye Bulletin Advertising		now enrolling
Annual Sponsorship Program		now enrolling
One Water Government Affairs	March 3, 2021	mid January
Plant Operations & Lab	June 2-3, 2021	mid April
Collection Systems	Date coming soon	
One Water Conference	July 26-29, 2021	Exhibition January Attendees March
Biosolids	Date coming soon	

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 @Ohio_WEA



THANK YOU

