

# 2022

**SPONSORSHIP & ADVERTISING**

# PROSPECTUS



# OWEA

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

**VISIT [WWW.OHIOWEA.ORG/SPONSOR](http://WWW.OHIOWEA.ORG/SPONSOR) TO SIGN UP**



# ABOUT US

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. We also join 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.

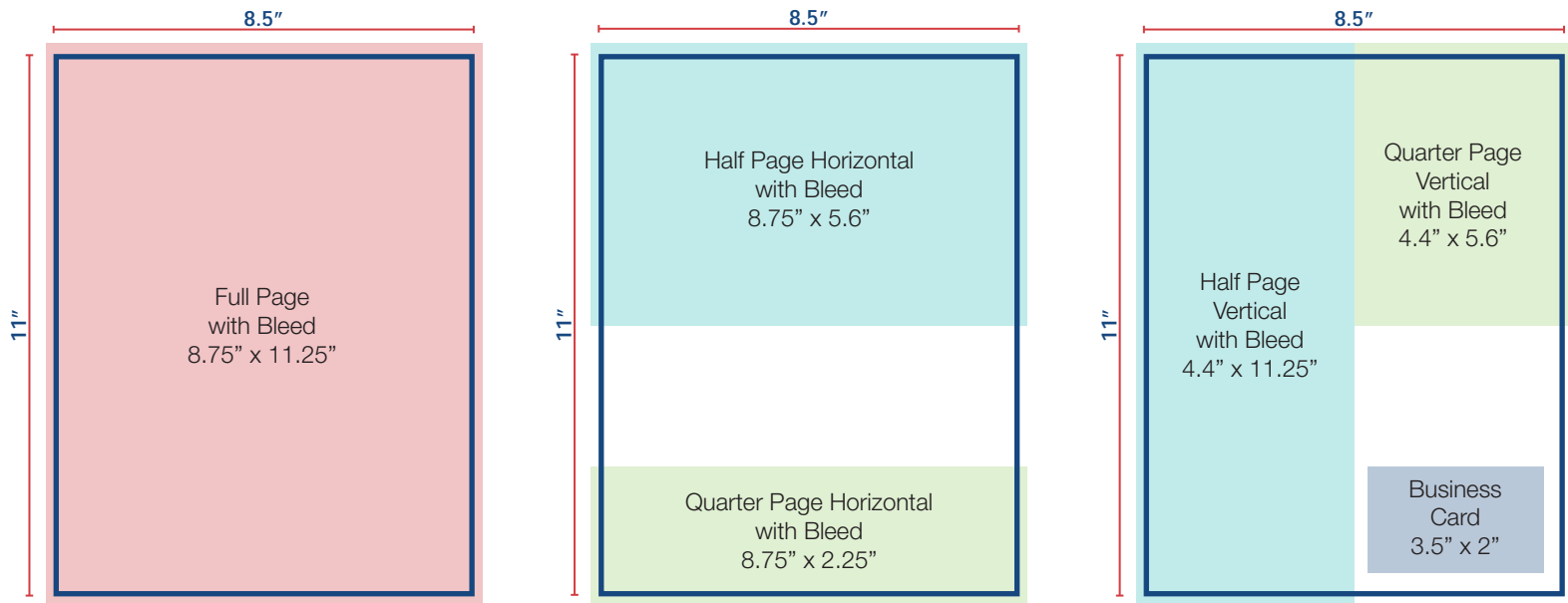
Our members consist of Scientists and Laboratory Specialists, Engineers, Treatment Plant and Collection Systems Personnel, Manufacturer's Representatives, Educators and Students, and Regulators.

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 One Water 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	\$2,350
Half Page	All four issues	\$1,350
Quarter Page	All four issues	\$800
Business Card	All four issues	\$500
E-Newsletter Announcement	One E-Newsletter (details on page 6)	\$225

There are a limited number of premium placement options for an additional fee. There is currently a waitlist for these spots. Email [megan@ohiowea.org](mailto:megan@ohiowea.org) if you would like to be added to the waitlist.

## 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](mailto:megan@ohiowea.org)

# SPONSORSHIP

**Deadline to be included  
in the February Buckeye  
Bulletin is January 7<sup>th</sup>**

	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.	✓	✓	✓	✓	✓	✓
<b>Sponsor Points</b> (details on page 5)	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	✓	✓	✓	✓		
<b>Headline Sponsorship Opportunities</b>	✓	✓	✓			
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	✓					
<b>Featured webinar speaker from company</b>	✓	✓				
<b>Headline Sponsorship of a webinar</b>	✓	✓				
One E-Newsletter Announcement	✓					

# 2021 CONTINUED TO CHALLENGE OUR INDUSTRY AND ASSOCIATION. THE SUSTAINED SUPPORT FROM OUR SPONSORS ALLOWED US TO...

still serve our members where they are, whether that is in office or working remotely. We continue to pivot and change to meet the varying needs of our members and industry. In 2021, 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 a standing monthly webinar at a very low cost and provided a discounted package option for ease of administration.
- Hold in person workshops as safely as possible. This meant limiting class size and closely following CDC guidance. We worked hard to serve those who wanted to meet in person. This gave networking opportunities that virtual can't always duplicate.
- Continue to fight the COVID-19 virus. OWEA continues to work 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 and shared our knowledge with our members.
- Maintain our traditions, such as our Student Design competition. We were able to send our student design team to WEFTEC in Chicago for the experience of a lifetime. Winning students also attended and presented at One Water. This life changing opportunity gives our students amazing exposure and opens possibilities they may not have known even existed. Your support is elevating our state and our future water professionals!
- Support the best and brightest in our state, through science fairs. While most science fairs remained virtual this year, we still evaluated projects and gave away thousands of dollars in prize money to middle and high school students. These young people worked to create new ways to ensure we protect our most valuable resource of water.
- Reach out to our congressional leaders during Water Week. This event was also held virtually due to the pandemic, but OWEA still met with multiple congresspeople and Ohio's two senators. We detailed the role of water in the COVID -19 fight, offered technical assistance and explained the importance of proper water infrastructure funding.
- Maintain 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

## NEW & IMPROVED!

## SPONSOR POINTS ARE NOW EACH WORTH \$35!

LEVEL	POINTS INCLUDED
Platinum	47
Gold	35
Silver	23
Bronze	11
Copper	7
Nickel	3

### REDEMPTION OPTIONS

Can be used toward any OWEA state event or One Water event

#### WORKSHOP REGISTRATION

Attendee Registration

Exhibitor Registration

Webinar Registration

On Demand Virtual Registration

#### ONE WATER REGISTRATION

Attendee Registration

Exhibitor Registration

Additional Tickets

Golf Hole Sign

Golf Foursome

#### ADVERTISING

Buckeye Bulletin Advertising

E-Newsletter Announcement

### HOW IT WORKS

1. Each point is equivalent to a \$35 credit.
2. Credits can also be applied to any add ons such as nonmember fees and additional tickets.
3. You can use points to cover the entire invoice or to discount the invoice. I.e. a single day workshop at the member rate of \$185 can be completely covered using 6 points, or you can use 5 points and pay the \$10 balance.
4. Points cannot be split between invoices and no partial points can be applied.
5. **Points must be redeemed in 2022. Unredeemed points will be lost.**

### HOW TO REDEEM

1. To redeem points, please register normally on the registration page, click "Bill Me" under the payment options
2. Go to [www.ohiowea.org/sponsor](http://www.ohiowea.org/sponsor) to fill out a sponsor point redemption form.
3. If there is a remaining balance we will send you a link to process payment via credit card.

For questions or a current points balance please email [megan@ohiowea.org](mailto:megan@ohiowea.org).



# 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@ohiowea.org](mailto:megan@ohiowea.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."**