

Sponsorship Prospectus

2024-2025





Become an AWS sponsor and help drive innovative and critical advances in water science, technology, and management while promoting your brand and joining a global community.

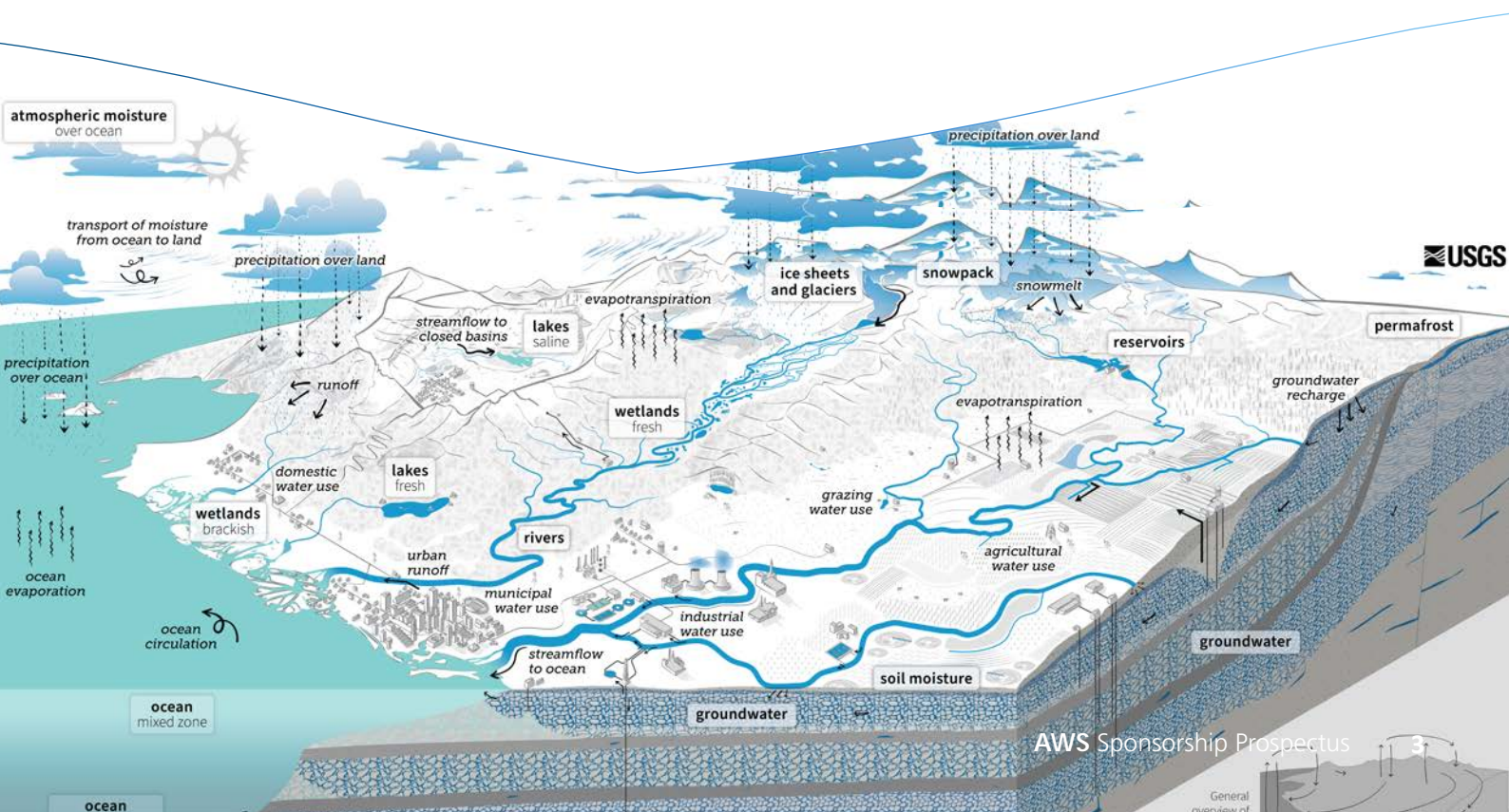
About AWS

With over 27,000 subscribers worldwide, the Australian Water School (AWS) ensures the water industry receives demand-driven and industry-designed professional development and training to upskill professionals and consolidate knowledge across the sector.

Utilising the latest software, AWS delivers high-calibre webinars and online training with a significant focus on innovative and critical advances in water science, technology, and management.

Our free webinars provide education and knowledge delivered by world-class experts, covering an extensive range of topics. Our webinars are a great opportunity for water professionals to connect and expand their personal networks.

This prospectus outlines the range of sponsorship and partnership opportunities available to promote your organisation and increase its profile to a diverse group of water professionals, as well as offering your support to further the school's efforts in enhancing knowledge and skills across the water industry globally.



Our goal

AWS is seeking to establish mutually beneficial partnerships with like-minded organisations so that together we can share knowledge, empower and connect with water industry professionals globally.

AWS is committed to delivering premier, demand-driven training and development for water industry professionals, giving participants a platform for upskilling in an innovative, enjoyable, and engaging manner.

All participants are given the chance to interact and network with industry leaders and hear about the latest research and technological developments.

Features of our webinars

- Education and knowledge delivered by world-class industry experts.
- An extensive range of demand-driven topics in modelling, water science, technology, AI, and management.
- Hands-on and interactive guidance from experienced and skilled practitioners.
- A publicly available catalogue on YouTube and the AWS website, providing free, cutting-edge knowledge at your fingertips.

AWS by the numbers

Our global audience



27,000+
enews subscribers



190+
Live webinars



15,500+
YouTube subscribers



3500+
Social followers

In the past 12 months



24
Live webinars with
15,000+ registrations



Introduction Premium Webinars
335 paid registrations



280,000+
Annual website visits



18,000+
Hours of YouTube watch time
from **190,000** views

Our audience

Sector profile

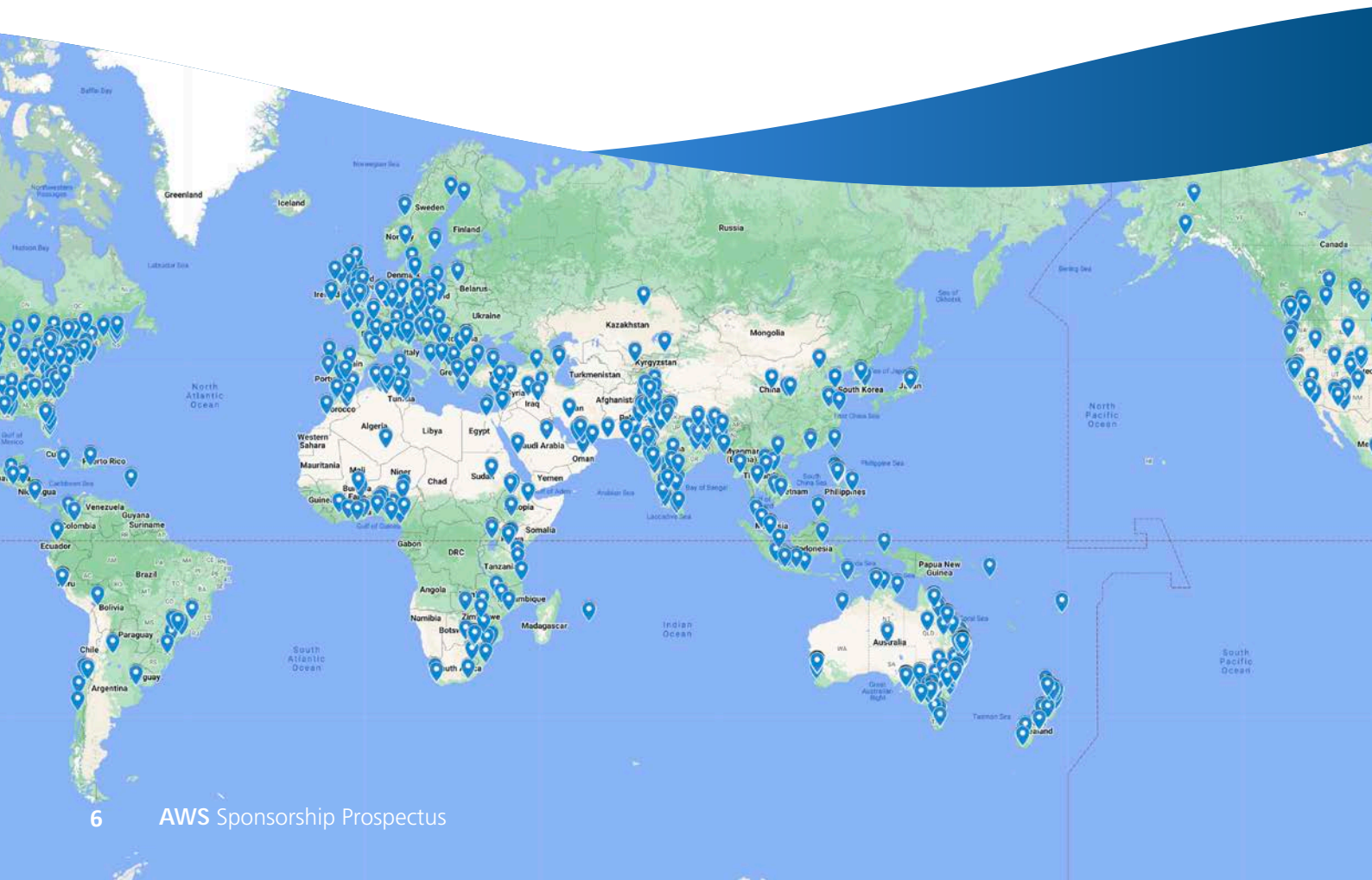
AWS provides access to over 27,000 subscribers globally representing a wide range of sectors including:

- Agriculture
- Built Environment
- Education
- Energy
- Environment
- Government (all levels)
- Irrigation
- Mining
- Research
- Water utilities

Attendee profile

Our audience represents all levels of government, research institutions, utilities, non-government and private organisations:

- Consultants
- Contractors
- Engineers
- Government agencies
- Health professionals
- Scientists and laboratory/analytical service providers
- Policy and regulatory professionals
- Research and academia
- Technology suppliers
- Utility staff



Benefits for you

- Access to our global audience of over 27,000 subscribers.
- Wide acknowledgment of your organisation's involvement, commitment, and support leading up to and during the webinar.
- The opportunity to raise your organisation's profile and position through significant exposure to an interested, relevant, and influential audience in an informal yet informative environment.
- The opportunity to connect with water professionals and expand their personal networks and industry knowledge.
- Assistance with webinar chairing duties and Q&A moderation.
- Real-time technical support with two AWS staff on hand.

If your organisation has a strong interest in the water sector including science, engineering, environment, agriculture, mining, planning, and policy, you may be interested in forming a strategic partnership with AWS.



Webinar sponsorship

- Facilitate webinars dedicated to your brand – all you need to do is present and AWS will do the rest!
- Reach a wider audience through the various packages tailored to your needs.
- Engage with our audience to showcase your brand.
- Be recognised as a valuable partner and supporter.
- Be part of a growing community and showcase your brand to the world through an impartial and trusted educational organisation.

FULL SPONSOR INCLUSIONS

| |
|--|
| Sponsor name and Logo displayed on website landing page hosted on the AWS website |
| Logo displayed on webinar registration page, webinar emails to subscribers + all Social Media platforms |
| Logo displayed on recording webinar thumbnail |
| Presenters Names and Company on Certificates of Attendance |
| Naming Rights as a sponsor during webinar opening, closing and webinar recording |
| Verbal acknowledgment by the webinar Chair at the opening and closing of webinar |
| Link to your website posted in the webinar chat box |
| Real-time technical and Chair support with 2 staff on hand to assist with moderating Q&A |
| Opportunity to participate in the live Q&A with the lead presenter if desired |
| Naming Rights as a sponsor in the webinar recording description with links to your organisation |
| Ongoing exposure through promotion in webinar recording available on the AWS website and YouTube channel |
| Post webinar analytics provided including survey feedback, evaluation reports, and poll results |

Your Investment AUD (ex GST)

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|--|
| Single Webinar \$5,000 |
| Webinar Series (x3) \$12,000 (\$3,000 discount) |
| Webinar Series (x5) \$17,000 (\$8,000 discount) |

Brand visibility

The AWS send weekly email campaigns with a reach to our subscribers of over 27,000.

- A cost-effective way to reach a highly engaged audience.
- Opportunities to showcase your brand through banner ads, sponsored emails, and posts.
- Increase your brand awareness.
- Help with creating an effective ad campaign that resonates with the AWS audience.

OPTIONS

E-NEWS AD CAMPAIGNS

| AD PACKAGES | PRICE AUD (EX GST) |
|--------------------|--------------------|
| E-newsletters (x1) | \$960 |
| E-newsletters (x2) | \$1,200 |
| E-newsletters (x4) | \$1,800 |
| E-newsletters (x6) | \$2,400 |

your logo

< 25 words



1 x link



| SHOUTOUT PACKAGES | PRICE AUD (EX GST) |
|-------------------|--------------------|
| Enews (x1) | \$1,800 |
| Enews (x2) | \$2,400 |
| Enews (x4) | \$4,200 |
| Enews (x6) | \$5,400 |

your logo

< 100 words



3 x links



| OPTIONS | E-NEWSLETTER INCLUSIONS |
|----------|---|
| Ads | Logo, < 25 words and Link |
| Shoutout | Logo, < 100 words, 1 image, and 3 Links |

Prices are correct as at 1 November 2024

For more information or to discuss tailored packages for your organisation, please contact the Australian Water School team:



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Australian Water School

The Australian Water School is a business unit of Water Research Australia, a profit-for-purpose organisation dedicated to building the capacity and capability of the water sector.

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