



# 2025 SPONSORSHIP OPPORTUNITIES

## 52nd ANNUAL CONVENTION & SUPPLIERS' SHOWCASE

July 21 - 24, 2025  
Hyatt Hill Country  
Resort & Spa  
San Antonio, TX

Suppliers / Members Annual Golf  
Tournament July 22, 2025 Hyatt Hill  
Country Golf Course San Antonio, TX

# TO OUR GENEROUS SPONSORS...



Thank you for considering a sponsorship with the Texas Water Quality Assn for the 52nd Annual Convention & Suppliers Showcase! We are proud to host high quality, educational and training events that foster growth and business relationships. Our sponsors are an invaluable asset to our organization and events!

*Please note: All sponsorship opportunities are restricted to TWQA members in good standing.*

Every effort will be made to deliver maximum exposure for all sponsors. Considering variations among event venues, circumstances may prevent delivery on certain benefits at a given time. Should this occur, the sponsor will be contacted and alternative mutually agreed upon arrangements will be made.

## Past Attendees Include:





# 52nd Annual **CONVENTION & SUPPLIERS' SHOWCASE SPONSORSHIPS**

July 21 - 24, 2025 Hyatt Hill Country  
Resort & Spa San Antonio, TX

## **SPONSORSHIP POLICIES**

Sponsorships will be tiered, with each sponsor receiving recognition/visibility commensurate with the level of sponsorship (see next page).

There will be no limits on the number of sponsors accepted at each tier below platinum. However, logistics dictate that there must be limits at the higher tiers. There will be a single title sponsor and up to two diamond level sponsors each year. If the diamond level sponsor is an “in-kind” sponsor (see page 8), an additional diamond level sponsor may be accepted at the discretion of the Convention Committee. Platinum+ and platinum sponsors will be limited to 10 combined sponsors.

Special note regarding high-level sponsors (Title, Diamond, Platinum, & Platinum+): The degree of visibility received by these sponsorship levels creates significant demand. In this regard, title and diamond sponsors may claim these sponsorships for no more than two years in a row. After two years, those sponsorships will be released to other interested sponsors on a first-come basis. In the event that those sponsorships are not claimed by April 1 of the convention year, the two-year restriction will be waived for that year or for other years in which an “in-person” convention is not held. Also, the deadline is to ensure that all high-level sponsors receive adequate visibility in promotions at the time the convention registration site goes live in early April.

Every effort will be made to deliver maximum exposure for all sponsors. Considering variations among event venues, circumstances may prevent delivery of certain benefits at a given time. Should this occur, the sponsor will be contacted and alternative mutually agreed upon arrangements will be made.





# EXPLANATION OF BENEFITS

<b>Program Book Recognition</b>	Sponsor receives recognition in program book.
<b>Logo on Prominent Signage</b>	Sponsor recognized on signage at convention venue in prominent location(s).
<b>Slide Show</b>	Sponsor recognized via PowerPoint images during general sessions and social events at which PowerPoint is being used.
<b>Announcements During Sessions</b>	Sponsor verbally recognized by facilitator of general sessions.
<b>TWQA Website</b>	Sponsor recognized with logo/link on TWQA website (as part of the convention promo) from time of commitment until July 22
<b>Logo/Link in Email Promos</b>	Sponsor's logo/link included on all TWQA email promotions for the convention from time of commitment until the convention (at least 15 promo emails & 400 emails)
<b>Half Page Ad in Program Book</b>	Sponsor receives complimentary half-page advertisement in the convention program book (\$250 value). If desired, sponsor may apply that value toward a full-page ad.
<b>New Member Pre-exhibit Reception</b>	Platinum and Up Sponsors have the opportunity to receive new members in advance of the exhibit.
<b>Complimentary Supplier Showcase Table</b>	Sponsor gets a complimentary table in the Suppliers' Showcase and choice of table location (\$900 value), based on sponsorship level
<b># of Complimentary Registrations</b>	Title sponsor will receive 6 complimentary member registrations including Tuesday Awards banquet tickets (X Value). Gold through Diamond Sponsors will receive corresponding member registrations per company (as listed above)

(continued on the next page)



# EXPLANATION OF BENEFITS

## CONTINUED

<p><b>Company Logo GOBO</b></p>	<p>Custom made projections of the sponsor’s logo will be displayed at major convention functions. Logistics and space at the specific venues will vary, and all sponsors may not be displayed at the same events. Generally, the time and labor involved with GOBO set-up will dictate that each sponsor’s GOBO will be set-up in only one space per day (more than one convention event may take place in that space each day).</p>
<p><b>Branding of Individual Event</b></p>	<p>Sponsor will get to brand an individual event. Diamond level sponsors will be given first choice of the 2 events followed by Platinum + sponsors for 1 event. A list of individual events can be found on the next page.</p>
<p><b>Internet Branding in Meeting Space</b></p>	<p>Sponsor receives company name as internet password and attendees directed to company splash page at login (dependent on availability at the venue).</p>
<p><b>Reserved tables &amp; pairing for awards banquet</b></p>	<p>Title, Diamond &amp; Platinum Plus Sponsors get priority pairing and placement of tables at awards banquet</p>
<p><b>Branding of Attendee Gift</b></p>	<p>Each registered attendee receives a welcome gift with sponsor’s logo/branding.</p>
<p><b>5-10 Minutes Program Time</b></p>	<p>Title Sponsor gets maximum of 10 minutes to speak/promote company during the Wednesday general session. Diamond Sponsor gets maximum of 5 minutes.</p>
<p><b>Attendee Virtual Check-In Branding</b></p>	<p>Sponsor logo will be displayed on virtual kiosk, name badges, and lanyards at check-in.</p>
<p><b>Company Logo Note Pads &amp; Pens</b></p>	<p>Sponsor logo imprinted pads/pens placed at each seat in general session.</p>
<p><b>Convention Naming Rights</b></p>	<p>Annual convention naming rights (i.e. TWQA Annual Convention &amp; Suppliers Showcase presented by ABC Corp.) for inclusion on all promotional materials, emails and TWQA website as well as during the event</p>



# INDIVIDUAL EVENT SPONSORSHIP OPPORTUNITIES

Branding of individual events is available only to those sponsors at the Platinum + or Diamond levels. Each event that is branded by a sponsor will be identified in the program and at the venue as being presented by the sponsoring firm. For example, the New Dealer Reception being sponsored by Company ABC would be identified as "Company ABC New Dealer Reception" in all convention materials, promotion (both digital and printed), signage, ect.

## INDIVIDUAL EVENTS

- President's Reception / Networking Mixer (Monday Evening)
- Golf Lunch Sponsor (Tuesday, Post Golf Tournament)
- Family Mixer Lunch/ Cabana Sponsor (Tuesday 10am-2pm, TWQA families)
- Awards Banquet (Tuesday evening)
- Education & Training Sessions Beverage Sponsor
- Drip Drops Program (Breakfast & Banquet)
- Wednesday Evening (Andretti) Event
- New Member Reception

**Note:** While the branding/sponsorship of these individual events will result in the event being named in honor of the sponsoring firm, other significant convention sponsors may still be recognized in a more general way during all events.

### **REGARDING IN-KIND SPONSORS:**

While we are focused on increasing the value to our sponsors through enhanced visibility via the tiered sponsorships, there may be a very limited number of opportunities for firms to provide products or services that are aligned with a specific need identified by the convention planning committee. For those opportunities, the committee will work with the sponsoring firm to arrive at a mutually agreeable form(s) of recognition that is tied to the financial impact on the convention's budget.



# 2025 Bob Ruhstorfer & Bill Hall Sr. Tribute Golf Tournament

July 22, 2025

8am Shotgun Start

Hyatt Hill Country Resort Golf Course San Antonio, TX



The Bob Ruhstorfer & Bill Hall, Sr. Tribute Golf Tournament's purpose is to remember two individuals who contributed so much to our industry over their careers and pay tribute to them and provide a fun means of fundraising for the TWQA PAC & the Jo Grace Scholarship program(s). TWQA members enjoy the informal camaraderie and opportunity to support both worthy efforts. The primary ways sponsors may get involved are as the lead sponsor (one per year), or as a hole sponsor (unlimited number of sponsors or holes sponsored per firm).

## LEAD SPONSOR- \$5,000

Lead Sponsor will receive credit in the convention program book, registration site, and on all signage associated with the golf tournament. Each golfer will receive two complimentary beverage cart tickets courtesy of the sponsor. The lead sponsor will preside over the awards presentation and have the opportunity to provide prizes. The price of this sponsorship will be established annually by the sponsorship subcommittee of the convention committee. *Note: Sponsorship of the golf tournament does not count toward the sponsorship tiers defined elsewhere in this document.* The lead sponsor shall have the right to remain lead sponsor for two consecutive years. After two years, this sponsorship will be opened to other firms on a first-come basis until March 15 prior to the event. If unclaimed at that time, the two-year restriction will be removed.

## GOLF HOLE SPONSOR- \$500 each

This is the primary source of revenue for the event and is critical to its success. Hole sponsorship, while partly a donation to the TWQA PAC & Annual Jo Grace Scholarship efforts, includes recognition on banners displayed at the event and in the conventions program book (providing sponsorship is received before printing of the banner or book).

## Beverage Cart Sponsor (X2) - \$350

The Beverage Car Sponsor will be offered first to the winning team from the previous years tournament. If the firm declines, it will be offered on a first-come basis to other companies. Recognition will be given to the firm in the program book and on banners displayed at the golf tournament.

## Other Golf Sponsorships (X5) - \$300

Men & Womens Long Drive, Men & Women Closest to the Pin, Golf Ball Sponsor, Swag Bag, Tee & Golf



# SPONSORSHIP AGREEMENT

## 52nd Annual Convention & Suppliers Showcase July 21-24, 2025

The Sponsorship Agreement is a joint agreement between Texas Water Quality Assn and

[Redacted]

(Sponsoring Company)

TWQA has the exclusive right to organize and conduct the 52nd Annual Convention & Suppliers' Showcase which is to be held on July 21-24, 2025, at Hyatt Hill Country Resort in San Antonio, TX. The sponsoring company has agreed to be a [Redacted] sponsor and provide

(Level of Sponsorship)

financial support in the amount of [Redacted] for the event in exchange for promotional rights presented in TWQA's 2025 sponsorship Policy.

(Sponsorship Amount)

The Parties agree to the terms as follows:

### 1. Term of the Agreement

This agreement has been concluded only for the 52nd Annual Convention & Suppliers' Showcase. Issues regulated in this Agreement are valid only from the time of signing the Agreement and the conclusion of the event (July 24, 2025).

### 2. Services Provided

During the effectivity of this Agreement, TWQA is granted by the sponsoring company the right to use the Sponsor's logos as described herein in advertising and promoting the sponsor's products and services as defined herein as the official product or services for the event.

### 3. Promotion Rights

TWQA shall provide the benefits of sponsorship based upon the level of sponsorship outlined in TWQA 2025 Sponsorship Policy.

### 4. Trademarks and Trade Names

TWQA is authorized to use the sponsoring company's trademark in all advertising materials of TWQA for the convention with reasonable care that shall not negatively affect the sponsoring company's reputation

### 5. Payment

TWQA commits to accepting payment from the sponsoring company in the form of ACH, check, or credit card (subject to a 3.25% card processing fee). Payment in full or deposit for Title & Diamond Sponsors shall take place in Q1 of the convention year. The deadline for paying the full sponsorship amount outlined in TWQA's 2025 Sponsorship Policies is June 1, 2025.

## Additional Contact Information

Provide information for the appropriate contacts:

### Accounting

### Marketing

Name: [Redacted]

Name: [Redacted]

Phone: [Redacted]

Phone: [Redacted]

E-mail: [Redacted]

E-mail: [Redacted]

## Signature

By signing below, both parties outlined in this Agreement agree to the terms listed in this Agreement and outlined in TWQA's 2025 Sponsorship Policy.

Company Representative: [Redacted]

Phone: [Redacted]

E-mail: [Redacted]

Signature: [Redacted]

Date: [Redacted]