

About The Groundwater Project

The Groundwater Project, a non-profit organization registered in Canada, is committed to contribute to advancement in education by creating and making available online free high-quality groundwater educational material for all.

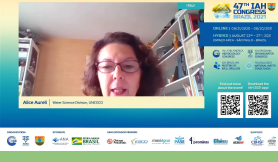

The Groundwater Project is led by Dr. John Cherry, recipient of the 2020 Stockholm Water Prize, and managed by an 11-member international Steering Committee and a larger and globally diverse Advisory Committee.

About The Groundwater Project Event: you name it!

It's the first Groundwater Project Event and it's going to be 100% online so everyone from all around the world can join. You'll meet the authors of the books that helped shape your professional life and many other experts.

The event will take place in February 2021 with speakers from all the continents that will talk about different aspects of groundwater and their experiences solving groundwater problems in their countries.

Deliverable	Example	Bronze		Silver		Gold		Platinum	
		One Time Annual Contribution	Five-year Sustaining Contribution	One Time Annual Contribution	Five-year Sustaining Contribution	One Time Annual Contribution	Five-year Sustaining Contribution	One Time Annual Contribution	Five-year Sustaining Contribution
		2021 US\$10,000	2021-2025 US\$10,000 x5	2021 US\$20,000	2021-2025 US\$20,000 x5	2021 US\$30,000	2021-2025 US\$30,000 x5	2021 US\$50,000 +	2021-2025 US\$50,000+ x5
Name recognition on the homepage at the Groundwater Project website. Platinum first (1 different logo per line), Gold second (3 different logos per line), Silver third (6 different logos per line), Bronze fourth (10 different logos per line)		✓	✓	✓	✓	✓	✓	✓	✓
Annual image post with the companies' logos that support the project on all Groundwater Project social media pages		✓	✓	✓	✓	✓	✓	✓	✓
Image post with a name recognition on the Groundwater Project social media pages as a sustaining contributor		-	✓ (once a year)	-	✓ (once a year)	-	✓ (once a year)	-	✓ (once a year)
The company is invited to post a 30s promotional video about the partnership with The Groundwater Project on our social media pages annually . The company is to provide the video; the video is to be approved by the GW-Project Board of Directors before being published	The sponsoring organization will provide the video	-	-	✓	✓	✓	✓	✓	✓
The GW Project will include a message about the company in the newsletter	The newsletter is emailed to every email subscriber of the Groundwater Project	-	-	✓ (once a year)	✓ (once a year)	✓ (twice a year)	✓ (twice a year)	✓ (four times a year)	✓ (four times a year)
Interview on YouTube on a groundwater-related issue with a spokesperson from the company (up to 15 min.) and 30s teaser on Groundwater Project social media pages	 YouTube link with an example: https://youtu.be/bo3hPnWD0sc	-	-	-	✓ (once a year)	-	✓ (once a year)	-	✓ (twice a year)
Groundwater Talks Takeaway post based on the interview above	 Facebook link with an example: https://www.facebook.com/groundwaterproject/posts/581701405809374	-	-	-	✓ (once a year)	-	✓ (once a year)	-	✓ (twice a year)
(During our annual online event) Logo on the fixed frame around the video of the speaker on the live broadcast	 Access the event page for more details: https://events.gw-project.org/2021	-	-	-	-	✓	✓	✓	✓
(During our annual online event) Company logo at the beginning and at the end of the "highlights" videos of the event, inviting more people to participate. Each video will be around one minute long. To be released on Groundwater Project social media pages on each day of the annual event.		-	-	-	-	✓	✓	✓	✓
(During our annual online event) Company logo on every image post about the event. To be uploaded to all Groundwater Project social media pages between 2 months before the event, during the event and 1 month after the event		-	-	-	-	✓	✓	✓	✓

<p>(During our annual online event) The Groundwater Project offers the company the opportunity for a 10-min. technical talk at the event</p>		-	-	-	-	-	-	✓	✓
<p>John Cherry, The Groundwater Project President, will record a short video (about 30 sec.) thanking the company for their sponsorship. The company can also use the video in their own marketing strategies and channels</p>	<p>THANK YOU FOR YOUR SPONSORSHIP</p>	-	-	-	-	-	-	✓	✓
<p>An interview show (video) on a specific (groundwater) topic selected by the company. We plan on two interviews per year on that topic with employees and directors of the company.</p>		-	-	-	-	-	-	✓	✓
<p>Newsletter story once a year (embedded in The Groundwater Project newsletter)</p>	<p>The newsletter is emailed to every email subscriber of the Groundwater Project</p>	-	-	-	-	-	-	✓	✓
<p>Moderated interview with John Cherry and a spokesperson of the company to be published on our social media pages (annually). (the company can use the video in their own marketing strategies and channels as well)</p>	<p>The interview will stay on the Groundwater Project Website and YouTube for the duration of the sponsorship</p>	-	-	-	-	-	-	-	✓