































## WaterAid Corporate Engagement Package Overview

### MEMBERSHIP AND SPONSORSHIP

This is the backbone of our collaboration with the industry. Our **corporate membership program** is central to our business and the foundation of our supporters' network. Membership offers a unique opportunity to engage staff, customers and stakeholders while giving you networking opportunities with the influential players within the sector. We are proud to have **36 members (4 Platinum, 8 Gold and 24 Silver)** in our corporate family to date. Please refer to the below table to understand what each membership category offers:

Corporate Membership Benefits	Silver	Gold	Platinum
Opportunities for a WaterAid internship			
An invitation to a WaterAid Board hosted event			
CEO presentation to your Board and executive team			
Invitation to attend supporter tours and project visits			
Invitation to a special water sector networking event			
Promotion of company logo at external water industry events			
Colour logo featured in the WaterAid Annual Report			
Nomination and election of Board positions and voting rights			
Invitation to participate in WaterAid's annual employee engagement program, <b>Winnovators</b>			
Annual presentation at your workplace			
Presentation of a framed WaterAid art piece for your boardroom			
Full colour logo recognition on the WaterAid Australia website			
Public recognition for your WaterAid membership enhanced by a specially designed membership logo for your use			
Recognised in WaterAid's annual report			
Certificate of recognition for membership			

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WaterAid has a diverse events program with **commercial sponsorship opportunities** where your brand is acknowledged and recognised. 40 corporate sponsors every year take advantage of this offer and support our events. In order to streamline the process and optimise our interaction with the sector, **we have created a bundled annual membership-sponsorship package**. See below the offering for the current fiscal year (please note all prices are exclusive of GST) that includes membership and sponsorship of the WaterAid Balls in Australia:

Membership	Cost
Platinum	\$40,000
Gold	\$20,000
Silver	\$10,000

New South Wales		Queensland		Victoria		South Australia		
<b>Major</b>	\$25,000*	<b>Major</b>	\$20,000*	<b>Major</b>	\$25,000*	<b>24 Carat</b>	<i>Includes 2 tables of 10</i>	\$25,000
<b>Gold</b>	\$12,000**	<b>Gold</b>	\$10,000**	<b>Gold</b>	\$10,000***	<b>18 Carat</b>	<i>Includes 1 table of 12</i>	\$15,000
<b>Theme</b>	\$7,000					<b>12 Carat</b>	<i>Includes 8 seats</i>	\$10,000
<b>Electronic bidding Program</b>	\$6,000	<b>Electronic bidding Program</b>	\$5,000	<b>Program</b>	\$5,000	<b>Event</b>	<i>Includes 4 seats</i>	\$5,000
<b>Wine wall</b>	\$4,000	<b>Wine wall</b>	\$4,000	<b>Wine drop</b>	\$4,000			
<b>Photobooth</b>	\$3,000	<b>Photo booth</b>	\$2,500	<b>Photo booth</b>	\$3,000			
		<b>Cocktail bar</b>	\$4,000	<b>VIP upgrade</b>	\$2,500			
		<b>Gelato bar</b>	\$2,000	<b>Jewellery</b>	\$2,000			

\*Includes 1 table of 10 and 4 VIP cocktail party tickets

\*\*Includes 1 table of 10

\*\*\*Includes 1 table of 10 and 2 VIP cocktail party tickets

WaterAid offers a **discount** to partners who commit to a minimum 2-year deal as follows:

Annual investment 0-20,000: full price

Annual investment 20,001-40,000: full price and one place on our supporters' trip (see below)

Annual investment 40,001-80,000: 5% discount and one place on our supporters' trip (see below)

Annual investment over 80,001: 10% discount and one place on our supporters' trip (see below)

## WORKPLACE GIVING

Our workplace giving program is a great way for employees to support our work worldwide. **We currently have 30 organisations partnering with WaterAid** in our program and we are keen to expand the number of workplace giving partners. Donations can come through direct deposit or through the **Good to Give platform** (<https://good2give.ngo/>), of which WaterAid is an official partner.

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## BILL INSERT

For organisations with an individual customer base, your collaboration in our bill insert program allows WaterAid to increase awareness across the general public about our work and grow our individual donor base, while it boosts your reputation as a socially-minded organisation. Every year we run bill insert campaigns **asking your customers to support WaterAid with either a monthly or one-off donation**. We currently work with **6 Water Utilities across Australia** who have kindly agreed to insert our material annually in one of their billing rounds. We are eager to jointly build an on-line donation functionality in your customer e-billing system, since we acknowledge this is where the sector is rapidly moving and we want to be at the forefront of this conversation.

## WINNOVATORS

This is our flagship global employee development program, where your team(s) compete with others from around the world to **solve real-world challenges on water, sanitation and hygiene** faced by one of our offices in the field. Through the challenge, your team(s) will learn new skills, think outside the box, enhance leadership qualities while creating and pitching exciting fundraising activities. The program has **teams from companies in Australia, Canada, Sweden, UK and US competing to solve challenges around the world**. We are currently planning the 2020 Winnovators program and more detailed information will be shared with you in the upcoming months. In the meantime, you can start spreading the voice with your colleagues and get your team(s) of 6-10 people selected ready to take on the 2020 challenge.

## WATER CHALLENGE

To mark World Water Day on 22 March 2020, we encourage the general public including your staff to take the fizz out of their drinks, give coffees a wake-up call and raise a glass to the one drink nobody should live without. Ask your staff to join us in drinking just water for the month of March to help make clean water a reality for everyone. **People taking The Water Challenge ask friends and family to sponsor them along the way** and every dollar raised will help some of the world's poorest communities access clean, safe water.

## WALK FOR WATER

Again, to mark World Water Day on 22 March, we invite your organisation to participate in Walk for Water asking your staff and/or local community to walk in solidarity with those who need to walk long distances to collect water. You can choose to **invite your staff to walk 10,000 steps a day with their colleagues or run your custom designed walk to raise money** for people who walk too much to access water. Organisations have customised Walk for Water in the past with a walk over Sydney Harbour Bridge, a walk around their local lake, and many other walking ideas to raise money and awareness. The Walk for Water challenge will be taking place from 16-20 March 2020. If you choose the customised option the date can also be customised.

## WORLD TOILET DAY

Many of our members are keen to increase the awareness around sanitation and their core messages to customers. What better way to do this than raise awareness of WaterAid's work on sanitation around World Toilet Day on 19 November 2020! Build a toilet from a cluster of items within a timeframe or build a stack of toilet rolls to **beat the current Guinness Book of Records** or get a local community group to paint a

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toilet mural on a local toilet block. WaterAid releases a detailed global report on sanitation each year on World Toilet Day, which is also a valuable member resource.

## SHARED VALUE

We are proud to launch this new initiative to leverage the amazing knowledge of WaterAid partners across the globe. We work within the framework of Sustainable Development Goal 6, which states: “More international cooperation is also needed to encourage water efficiency and support treatment technologies in developing countries”. We are keen to expand our partnership with the industry and **tap into your intellectual capital, expertise and business acumen to design new programs and solutions** which will certainly maximise the impact of our work overseas. The Australia and New Zealand water sector is renowned around the world for its quality and innovative approach and we want to provide a platform for the sector to use its skills around the globe, in partnership with us.

WaterAid has recently refined its approach to development, focusing more on an integrated methodology that aims at ensuring that access to water, sanitation and hygiene are prioritised not only at community level, but also at local, district and national government level. Our partnership proposition to the sector is therefore not only around water engineering, but also on governance, strategy, business support and management for our local partners (including water utilities) in Asia and the Pacific.

## INDUSTRY EVENTS

WaterAid attends the main industry events in Australia and New Zealand to spread our message and get more organisations and people on board. For example we have a strong presence at **OzWater** (the industry annual conference in Australia) with a dedicated stand, a corporate breakfast for our partners and collaboration with the Australian Water Association to raise funds and awareness about WaterAid during the conference. In the past, we have partnered with members to **design specific activities in support of WaterAid during the conference** (i.e. the sale of water bottles from water utilities with the revenue directed to WaterAid). We are keen to explore any collaboration opportunity at all major events held in New Zealand to maximise the visibility of our respective brands.

## SUPPORTERS' TRIP

Every two years, we organise a supporters' trip to give our partners the opportunity to **experience firsthand our work in the field**, connect with our staff and local partners and see with your eyes the impact of our work in communities around the world. In 2019 we will be heading off to Cambodia in November with a group of 13 people representing some of our main corporate partners. One company representative is allocated a **spot on the trip from each partner who commits to an annual investment of more than \$20,000 over 2 years** through the bundled membership-sponsorship package (please refer to the member and sponsorship section). This allocated place is self-funded by the represented company.

## CAUSE-RELATED MARKETING

Our main partner **Who Gives a Crap** (<https://au.whogivesacrap.org/>) donates a significant proportion of its profits to WaterAid every year. They have supported us over the last 6 years and are committed to doing so in the future. You can help them give even more money towards water, sanitation and hygiene in the Asia/Pacific region by **choosing them as your toilet paper supplier**. Please get in touch with us so we can assist you in getting the best deal for your corporate needs.

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