



# WATER - USE IT WISELY

## PARTICIPATION LEVELS

### WUIW Arizona Partner

Any persons, governments, corporations, or other entities located in Arizona who signs the Letter of Agreement with the City of Mesa.

- ◆ May join the partnership at no cost, however additional production costs for use of the campaign materials must be paid if special modifications or alternate formats are requested
- ◆ Use of campaign creative in the same or other mediums is limited to areas within Arizona
- ◆ Any additional campaign creative developed by Park & Co on behalf of an individual partner must be available for reuse by other participating partners
- ◆ Logo will be displayed on the Web site as an Arizona partner

### WUIW Regional Campaign Partner

Any WUIW Arizona Partner that provides an annual financial contribution towards the regional campaign. A minimum of \$2,000 must be contributed.\*

- ◆ All rights and conditions of a WUIW Arizona Partner
- ◆ May attend regional campaign meetings as a voting partner
- ◆ May attend all strategic planning or other specific planning meetings
- ◆ Will receive copies of all meeting minutes
- ◆ Will receive copies of a majority of creative developed during calendar year of contribution
- ◆ Partnership Levels
  - Level One: \$2,000 to \$4,999**
    - Logo placement on promotional materials if feasible, is subject to space availability
  - Level Two: \$5,000 to \$14,999**
    - Logo placement on promotional materials if feasible
    - Will have priority for use of materials or displays, for example, the water tower
    - Will have priority to participate in television interviews or be quoted in press releases
    - Eligible for one "no-charge" Water Tower set up each fiscal year.
  - Level Three: \$15,000 or greater**
    - Is designated as a steering committee member (provides direction and decision-making for regional campaign efforts—participation optional)

\*\$1,000 will be accepted for a first-year partner

### WUIW Regional Campaign Sponsorship Opportunities

Any persons, governments, corporations, or other entities that contribute to a specific campaign event or promotion annually – either in-kind and/or financial dollars.

- ◆ May attend regional campaign meetings as a non-voting guest
- ◆ Logo will be featured on the Web site as a WUIW sponsor for the period of time of the specific campaign, event or promotion sponsored
- ◆ Recognition and logo placement will depend on promotion and amounts contributed
- ◆ If available, annual sponsors may use materials or displays with a small additional fee (currently an additional \$150 will be charged for the water tower)

### ABOUT THE CAMPAIGN

The Water – Use It Wisely program is a comprehensive community awareness campaign that stars ordinary household objects as unexpected but highly effective water-saving devices. The program demonstrates how changing a few simple habits can have a significant impact on water consumption.

Our campaign headline, "There are a number of ways to save water, and they all start with you," communicates the theme that water conservation is the responsibility of every individual.

The campaign doesn't tell people to save water, it shows them how to save water. It's a bright, colorful, fun approach that encourages everyone to be mindful of when and how they use water.

### BENEFITS OF A REGIONAL CAMPAIGN

By participating with an ongoing program rather than beginning a new campaign, a partner can benefit significantly as the bulk of campaign monies will go directly to purchasing media space or time, bolstering the campaign's frequency. This represents considerable savings of creative development costs, which a separate advertising program would otherwise incur. The partnership further provides better buying power and greater marketing possibilities for sponsorships.

[www.wateruseitwisely.com/arizona](http://www.wateruseitwisely.com/arizona)

*There are a number of ways to save water, and they all start with you*



# WATER - USE IT WISELY

## DID YOU KNOW?

*Only 20% of those surveyed believe their local government or water provider have done anything to promote water conservation.*

*Up to 59% surveyed agree government should spend tax dollars to promote water conservation. Only 14% disagree.*

*Up to 86% of Arizona residents surveyed recognize Water - Use It Wisely.*



This pyramid of 136 gallon jugs provides a stunning visual of the typical water use by each person each day in the Valley. The display travels to City Halls, libraries and other public locations.

## Advantages of Becoming a Water - Use It Wisely Regional Campaign Partner

- ◆ Participate in a ready-made, award winning outreach campaign. Decrease your dollars on creative development, increase buying power and marketing potential
- ◆ Feature your company/organization name through:
  - Campaign materials and handouts
  - Through television interviews
  - At public outreach and educational events
  - Web site (ranks as the top online search site for water conservation)
    - Partner listings and links are featured on the Arizona page
    - Partners can contribute stories to the news section on the Arizona home page
    - Online *Home Water Challenge* can link to one of your how-to videos
- ◆ Availability of top quality water conservation television messaging for your local stations or city channels, and radio messaging for your telephone on-hold communication with customers
- ◆ Use of the travelling water pyramid display shown at the top of this page
- ◆ Access to ordering branded giveaways, like recycled tire jar openers
- ◆ Information sharing with agency and other conservationists throughout the valley to learn more about promotional ideas, strategies and latest marketing trends

## Water - Use It Wisely Campaign Partners 2012

Phoenix	Glendale	Salt River Project	Queen Creek
Mesa	Peoria	EPCOR Water	Fountain Hills
Scottsdale	Avondale	AZ Municipal Water Users Assoc.	
Chandler	Surprise	Global Water	
Tempe			

*There are a number of ways to save water, and they all start with you.*

## WHAT YOU'LL FIND AT WATERUSEITWISELY.COM/ARIZONA

**Home Water Challenge:** A short animated video showing where water is typically used in the home and how to reduce your water use.

**100+ Tips:** Lots of ideas to save water both indoors and out.

**Calendar of Water-Wise Classes:** Classes, workshops and events sponsored by Valley Water- Use It Wisely partners featuring water saving landscapes or home improvements.

**Landscape Watering Guide:** An interactive online tutorial on how to water your landscape properly.

**Monthly Planner:** Provides dozens of easy ideas to save water with a new focus each month.

**How To's:** From container gardening and programming your timer to plant lists and Xeriscape principles – get the details at our site.

**Water-Wise Links:** For resources regarding water issues in Arizona and nationally to help you save water.

**Water Saving Products:** Learn about the latest products and technologies to help you save water around your home.

**Games and Links for Youth:** Play *Tip Tank* to test your concentration skills while learning how to save water.

**Water Provider Contacts:** A listing of Valley water providers with phone and email contact information to learn more about specific water saving programs in your community.