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**Member Association of the**  
Water Environment Federation

**Technical Publication:**  
*Keystone Water Quality Manager*

## To Our Valued Vendors, Sponsors and Advertisers:

The Pennsylvania Water Environment Association (PWEA) is hosting a WEFMAX Leadership Virtual Conference on Thursday, April 22, 2021. WEFMAX is a Water Environment Federation (WEF) event.

For those of you unfamiliar with this event, WEFMAX stands for WEF Member Association (MA) Exchange. The host MA volunteers to jointly sponsor a WEFMAX Conference with WEF. This is an annual event offering state MA leaders nationwide an opportunity to gather together in a forum to share successes and lessons learned to strengthen both the MA and WEF levels. A Students & Young Professionals (SYP) Summit Event is held in conjunction with WEFMAX.

WEFMAX is usually an in-person conference, held in four different regions around the country. Due to the pandemic, it was decided to switch to virtual WEFMAX Conferences for 2021. The SYP Summit will also be held virtually, and will focus on a soft-skill topic relevant to SYP's and other industry members.

As plans are being finalized, we are thinking of new ways to connect with attendees similar to an in-person conference. One idea is to assemble a custom-made gift box containing items significant to the host MA and the original location for the WEFMAX Conference—the PWEA location was to be Pittsburgh. A virtual Social Event will follow the presentations.

Your company's support in the form of a sponsorship would be greatly appreciated. WEFMAX draws over one hundred attendees, including industry leaders from across the WEF community, meaning your company's sponsorship will be visible at a national level. Sponsorships are also available for the SYP Summit.

Sponsors may have their logos imprinted on the box and/or may sponsor items within the box. Sponsored items (procured by PWEA) inside the box will include sponsor information printed on a label and attached to that item. Sponsors may also choose to provide a line card or small imprinted item to be added to the box (item to be reviewed and approved by PWEA prior to acceptance). SYP Summit sponsors will be given the opportunity to make short presentations during the Summit.

All sponsorships will be listed in the PWEA's magazine – the *Keystone Water Quality Manager (KWQM)*. The logo of each sponsoring company will be displayed on PWEA's website, with a link to their website. Logos will also be displayed during PWEA's WEFMAX presentation; or on slides within the SYP Summit presentations.

A Platinum Sponsorship is required in order to have a logo imprinted on the box. Completed Platinum sponsorship registration must be received, and a high resolution JPG file of your logo must be sent, to [cindyrock@pwea.org](mailto:cindyrock@pwea.org), by **no later than January 15, 2021**. Registration for all other levels of sponsorship, and any items to be included in the box, must be received by **no later than March 12, 2021**. (Shipping address and details about item sizes/dimensions to be provided with sponsorship confirmation.) Boxes will need to be assembled, filled, and shipped soon after that date, so they arrive prior to the virtual events.

If you have any questions, please contact Cindy Rock, PWEA Conference Manager, at [cindyrock@pwea.org](mailto:cindyrock@pwea.org) or at 570-549-2204; or Megan Fenstermaker, WEFMAX Committee Sponsorship Contact, at [mfenstemaker@duperon.com](mailto:mfenstemaker@duperon.com) or at 989-928-8994.

Thank you so much for your consideration!

*Daniel Slagle*  
Daniel Slagle  
PWEA First Federation  
Delegate

*Michael Sedon*  
Michael Sedon  
PWEA Second Federation  
Delegate

*Douglas Pike*  
Douglas Pike  
PWEA WEF Delegate-at-Large



## WEFMAX 2021 SPONSORSHIP

**Yes**, our company would like to participate as a sponsor of the Water Environment Federation's WEFMAX Leadership Conference, to be held virtually on Thursday, April 22, 2021, at the indicated level of support:

### Company Logo Imprinted on Box\*:

- \$1,000** Platinum Level

\*Box Sponsors: email high resolution JPG file of company logo to [cindyrock@pwea.org](mailto:cindyrock@pwea.org) by **January 15, 2021**

### Custom-Made Gift Box Sponsorships\*:

- \$ 750** Gold Level – Box Sponsorship  
 **\$ 500** Silver Level – Mailing Sponsorship  
 **\$ 250** Bronze Level – Event Sponsorship

\*Label attached to item of value according to sponsor level

### SYP Summit Sponsorship\*:

- \$ 750** Gold Level – 1-minute scripted presentation  
 **\$ 500** Silver Level – 45-second scripted presentation  
 **\$ 250** Bronze Level – 30-second scripted presentation

\*Logo displayed on slide in size according to sponsor level

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Company Website (to link to logo posted on PWEA website): \_\_\_\_\_

All sponsor logos will be displayed on PWEA's website, with a link to your website. Please email a high resolution PDF of your logo to [cindyrock@pwea.org](mailto:cindyrock@pwea.org) by April 1<sup>st</sup>.

### Method of Payment:

- CHECK (PAYABLE TO PWEA)**

- CREDIT CARD PAYMENTS MUST BE MADE ONLINE**

After we receive this form, you will be sent a confirmation email which will include a link to the online payment screen for credit card payments.

Or you may sign up online instead of completing this form. Go to [www.pwea.org](http://www.pwea.org), click the Calendar tab, select Event Registration, and scroll down to the WEFMAX Sponsorship listing.

**Return this form by mail to:** PWEA, P.O. Box 61, Blossburg PA 16912

**By fax to:** 570-549-2221

**By email to:** [cindyrock@pwea.org](mailto:cindyrock@pwea.org)

**Questions?** Contact Cindy Rock, PWEA Conference Manager, at email above or at 570-549-2204: or Megan Fenstermaker, WEFMAX Committee Sponsorship Contact, at [mfenstemaker@duperon.com](mailto:mfenstemaker@duperon.com) or 989-928-8994.