

**ARE YOU
READY
TO GO
ROGUE?**

2026
**CORPORATE
SPONSORSHIP
OPPORTUNITIES**



HOW CAN WE PARTNER?

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More Than Sponsorship → You're Joining a Movement

ROGUE WATER LAB is the only national nonprofit exclusively focused on revolutionizing water industry communications and engagement.

We drive innovation in stakeholder engagement, immersive trainings and narratives that stick.
We throw out old templates and use behavioral research and neuroscience
to **promote messaging that drives action and builds trust.**

When you partner with Rogue, you're building support for utilities, reaching hundreds of decision-makers and leaders across the U.S., advancing the water workforce and promoting careers in our sector.

AMPLIFY YOUR BRAND INFLUENCE & LET US CONNECT YOU



WITH DECISION-MAKERS SHAPING THE FUTURE OF WATER



ROGUE WATER LAB is an operating project of Multiplier, a 501c3 tax-exempt nonprofit organization; our federal tax ID is 91-2166435. The information provided in this document is informational and is not a fundraising solicitation. The value of each sponsorship, net of the fair market value of goods or services received (if any), may be tax-deductible as allowable by law.

New Leadership → Fast Growth

- We've **grown following by 72%** in the past 21 months!
- We've **increased the number of water workforce Rogue trained by 25%** over the past year!
- We **expanded access to Catalyst two years in a row and SOLD OUT!**

**PEOPLE ARE
HUNGRY FOR THIS
MOVEMENT AND
READY TO ENGAGE!
JOIN US!**



Who You'll Reach

- Thousands of professionals from utilities, NGOs, government, academia, and industry.
- Decision-makers: Managers, directors, & executives committed to resiliency and improvement.
- National reach with a strong concentration in key growth regions: TX, DC, CA, NY & CO.

A Movement With Momentum

2,200 WATER PROS TRAINED directly through Rogue programming in 2025.

An **audience 4-times more active and engaged** than industry standards.

More than **7,500 online followers** across six unique platforms with **strategic growth** on LinkedIn, **where water leaders engage**.

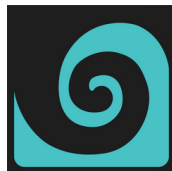
Newsletter with a 62% open rate – **more than 4x the industry standard**.

Real Impact

- **Hallway Hot Takes** - A multi-edition video campaign promoting diverse voices and innovative ideas to move our sector forward. 20,000+ views in the first year.
- **Catalyst** - The sector's premiere gathering for collaboration and innovative comms strategy.
- **Convergence** - The only master class in messaging and media relations specifically for the water sector.
- **Thought Leadership** - Webinars, newsletter spotlights, in-person events and social features presenting our partners as industry leaders in innovation and thought leadership.

MISSION

Bolstering public trust in water by equipping, inspiring & empowering the sector to better engage communities and policymakers, elevating the conversations around water.



ROGUE WATER LAB is a nonprofit engagement studio specialized in translating complex water issues into accessible stories and strategies that resonate with policymakers, utilities, and communities. We provide tools, resources, training and opportunity to create community.

SPONSOR TESTIMONY

“Sponsoring Rogue Water has given US Pipe a unique platform to show up where real conversations in the water sector are happening. It helped elevate our brand in a way that felt fresh, relevant, and aligned with the voices shaping the future of the industry. We were proud to be a committed supporter.”



– **Brian Kise**
Director of Business Dev.
US Pipe



PARTICIPANT TESTIMONY

“Catalyst 2025 was impactful! I left empowered and better equipped to support utilities, communities and clients with their water challenges and needs. This experience is 100% people-centered and people-led!”

– **Stephanie Dillon**
Consultant



2,200 TRAINED IN 2025!



“Rogue Water is leading the way in how to make learning engaging, open and memorable. I learned so much about the journalist's perspective & how to embrace the media. Thank you for providing space to be creative!”

– **Ariel Bushel, Raleigh Stormwater Analyst**

PARTICIPANT TESTIMONY

“Hearing the perspectives of a utility executive vs. journalist really hit home with the message of the value of making a connection over noise and humanity over jargon. Catalyst brought me to the edge of my seat, and really stretch my perspective. Truly inspiring.”



– **Frederick Tack, P.E.**
VP, Consor Engineers

4X MORE ENGAGED AUDIENCE!

“This is the training many of us never had, but desperately need.”

– **Michelle Stockness**
Executive Director,
Freshwater



PARTNER TESTIMONY

“Chelsea is a strong trainer and facilitator and was prepared, communicative, and adaptable. She brought new concepts and skills to the table that RCAP and our field practitioners have used to enhance our work in this space.”



– **Sarah Buck**
Chief Program Officer



SPONSOR TESTIMONY

“Catalyst is an industry gold standard for what is possible when it comes to thoughtfully curated programming & professional connections.”



– **Nicole Kaiser**

Annual Corporate Sponsor Benefits	Visionary ★ (1) \$25,000	Industry Innovator \$15,000	Change Maker \$10,000	Impact \$5,000	Advocate \$2,500	Supporter \$1,000
Company Logo in Website Supporter Section	✓	✓	✓	✓	✓	✓
Basic Social Media Shout Out <i>One-time recognition in a solo post with tag on Rogue's social platforms</i>	✓	✓	✓	✓	✓	—
Recognition in Programming & Key Events <i>Verbal and visual recognition during Rogue's major events, including Catalyst*</i>	✓	✓	✓	Webinars only	—	—
Customized Social Media Feature <i>Tailored storytelling carousel highlighting your organization's work and impact</i>	✓	✓	✓	—	—	—
Quarterly Newsletter Spotlight <i>Dedicated (customizable) feature in Rogue's email newsletter 4x per year</i>	✓	✓	✓	—	—	—
Guest Blog Opportunity	✓	✓	✓	—	—	—
Recognition & Speaking Role in Year-End Wrap-Up Video	✓	✓	Innovator Extra Perks			
Hallway Hot Takes <i>One sponsored edition + 3 representatives featured over the year</i>	✓	Sponsored edition only	—	—	—	—
Thought Leadership Opportunity <i>Strategically placed keynote, workshop, or joint presentation</i>	✓	✓	—	—	—	—
Sponsor Spotlight Webinar	✓	✓	—	—	—	—
Catalyst Sponsorship Recognition <i>Catalyst event sponsorship with additional perks; includes 2 or 3 registrations</i>	Platinum	Gold	Visionary Extra Perks			
 Seat on Rogue's Leadership Council <i>Connect with top thought leaders and guide Rogue's vision</i>	✓	—	—	—	—	—
 Join One Leadership Council Call <i>Exclusive listening + introduction + connection opportunity</i>	—	✓	—	—	—	—
 Exclusive Sponsorship of the "Going Rogue" Podcast <i>Exclusive sponsorship & brand integration for the launch season (2026)</i>	Exclusive	—	—	—	—	—
 Podcast Guest Invitation + Suggest Guests	✓	Suggest Guests	Suggest Guests	—	—	—
 Co-Branded Journal Article or Custom Content Collaboration <i>+ Private strategy consult w/ Rogue's Executive Director</i>	✓	—	—	—	—	—
 Half-Page Recognition in Annual Impact Report	✓	—	—	—	—	—
 Legacy Partner Recognition <i>Permanent recognition as a founding visionary partner</i>	★	—	—	—	—	—



Rawaa Al Saadi Milner
Sustainability and Technology Strategy
at Accenture



Cathy Bernardino Bailey
Executive Director of Greater
Cincinnati Water Works



Margaret Bowman
Principal at Bowman Environmental
Consulting



Sylvia Brown
Managing Member, Thought Leader
& Action Partners Ltd.



David Sibelman
Chief Executive Officer of Operational
Technical Services



Arianne Shipley, CPC
Manager of Research and Advocacy at
US Pipe



Heather Collins
President-Elect of American Water
Works Association; Assistant Group
Manager of Water System Operations
at Metropolitan Water District of
Southern California



Juliet Ellis
Head of Utilities at Promise; Chair of
Water Agency Leaders Alliance



David Goldwater
Vice President of Public Policy at
Stantec



OJ McFoy
City Engineer at City of Houston; |
President of National Association
Clean Water Agencies



Mark Sirangelo
Former Chief innovation Officer for
the State of Colorado, founding
executive and former head of Sierra
Nevada Space Systems, former NASA
Special Assistant to the Administrator



Jeff Sober
Director of Water Services at Garver
and Chair of WEF Operations
Challenge



Nathan Ohle
President and CEO of International
Economic Development Council



Karyn Riley, Esq.
Vice President of Water Equity and
Social Impact at Arcadis



LaMar Parkin
Financial Director at Kyndryl; former
CFO and ED of Hands Up for Haiti



Wendell Scales Jr., MA
Deputy Director of Innovation at
Arkansas Lighthouse Charter Schools



Greg Wukasch
External Affairs Manager at San
Antonio Water System



Stephen Sanders
Environmental Training Center
Director at SUNY-Morrisville College

Catalyst-Only Sponsor Benefits	Local Host \$15,000	Diamond Video Sponsor ★ (1) \$10,000	Platinum \$8,000	Gold \$5,000	Silver \$2,500	Bronze \$1,000
Company Logo on Website, in Program, & Event Signage <i>Verbal and visual recognition during Catalyst</i>	Exclusive	Largest	Large	Medium	Small	Smallest
Basic Social Media Shout Out <i>One-time recognition in a solo post with tag on Rogue's social platforms</i>	✓	✓	✓	✓	✓	—
Complimentary Registration(s)	5	4	3	2	1	—
Refreshment Sponsor <i>Exclusive sponsor of a refreshment station (i.e. coffee, water, etc.)</i>	Co-Host	—	—	✓	—	—
Newsletter Spotlight <i>Dedicated (customizable) feature in Rogue's email newsletter 4x per year</i>	3	3	2	1	—	—
Customized Social Media Feature <i>Tailored storytelling carousel highlighting your organization's work and impact</i>	✓	✓	✓	—	—	—
Lunch Sponsor <i>Special sign, program, and verbal recognition as exclusive lunch sponsor</i>	Co-Host	✓	✓	—	—	—
Session Sponsor <i>Named sponsor of a session</i>	Co-Host	✓	✓	—	—	—
Attendee/Registration List <i>List of names, emails, job title, and employers of registrants</i>	✓	✓	✓	—	—	—
Swag Item <i>Opportunity to include swag item(s) at registration table or giveaway bag</i>	2	2	1	—	—	—
 Signature Drink <i>Signature Drink named for you at hosted reception</i>	—	✓	✓	—	—	—
 On-stage Spotlight <i>Five (5) Minutes for your company representative on-stage at Catalyst</i>	Co-Host	✓	✓	—	—	—
 Exclusive Video Sponsor – waterloop Collaboration <i>Premiere acknowledgement in daily video promotions and after-event videos + interviews co-published by waterloop media (1M+ views)</i>	Co-Host Recognition	★ Exclusive	Exclusive Video Sponsor			
 Recognition in Rogue Water Annual Impact Report	—	★	—	—	—	—
 Guest Blog Opportunity	✓	✓				

CATALYST

Rogue's Flagship Program

Catalyst is a professional accelerator created to harness the collective power of water sector communicators and educators around industry-leading interactive experiences. It delivers real-world impact that elevates the visibility and value of strategic communications as the true vehicle for making positive and lasting change in the industry and in the communities we serve.



CONVERGENCE

A Master Class in Messaging & Media Strategy

The only expert-led deep dive into proven communications & media strategy built specifically for water professionals. Cohort members graduate trained in:

- Message Development
- Crisis Communications
- Behavioral Science
- Content Creation
- Policy Advocacy
- ... and More!

**ROGUE IS THE ONLY
NATIONAL NONPROFIT
EXCLUSIVELY FOCUSED
ON IMPROVING WATER
INDUSTRY COMMS**



À La Carte Opportunities

\$3,000 - Hallway Hot Takes - Special Conference Edition

This series captures **candid insights** from water professionals on the **big questions shaping the future** of the sector. The thought-provoking and refreshingly honest video series shakes up water sector thought leadership by pulling back the curtain, inviting new voices into the conversation and encouraging **real talk about real innovation and solutions**.

Includes:

- Company logo on mic held by all guests
- One (1) representative featured in edition
- 5-10 reels (dependent on conference size/length) posted during conference
- Named in 4-second intro and outro of each reel
- Tagged in every social media post (LinkedIn, Instagram, Facebook, X. Reels also posted to Youtube & TikTok)
- Recommend clients/partners to feature



More than
50k views
in first
year!

More:

- **Feature in Rogue's Newsletter** (1,500+ subscribers) - \$500
- **Sponsor a Rogue Webinar** (includes registrant list) - \$1,500
- **Hire Rogue for an Online Speaking Gig** - \$1,000
- **In-person Keynote** (30-60 minutes) - \$2,500 + travel/lodging
- **Half-day In-person Workshop** - \$4,000 + travel/lodging
- **Full-day In person Workshop** - \$8,500 + travel/lodging

<https://catalysth2o.org/more-programs/>

Got a better idea? We love 'Going Rogue'!

Let's create a custom package aligned with your organization's objectives and thought leadership needs.

Email chelsea@roguewaterlab.org

Training & Professional Development

Customized and tailored training for the water sector, offering practical skills for public engagement, communications and leadership development.



LEARN.
LAUNCH.
LEVEL UP.



Why Choose Rogue?



Impact Driven

Learn to effectively engage and improve communications to move the needle of your organization's mission.



Tailored to You

Every training is customized to meet your organization's unique challenges and goals, ensuring maximum value.



The Rogue Way

Our presentations are engaging and fun, leaving attendees energized, inspired, and equipped to perform.



First-Hand Experience

We offer practical insights from our boots-on-the-ground utility experience that resonates with your employees or clients.

Leadership Development

Storytelling & Branding

Crisis Communications

Customer Service

Government Affairs

Digital & Media

Behavioral Change

Regionalism Comms

Whether you need a one-hour webinar, half-day workshop, or you want to host a multi-day summit, Rogue Water offers a range of trainings to meet your needs.



Not seeing exactly what you're looking for? Just ask!

We're happy to develop a presentation that meets your specific needs, and we've cultivated an extensive partnership network we can tap into to share.

BRANDS ON THE LEADING EDGE KNOW INVESTING

WHO WE'VE PARTNERED WITH:

**SPRING
POINT
PARTNERS**

Reservoir
CENTER FOR WATER SOLUTIONS



Value of Water
CAMPAIGN



xylem
Let's Solve Water

olsson



**CDM
Smith**

bā BOEH
AGENCY



fontusblue

MD
McWANE
DUCTILE



Texas AWWA
American Water Works Association



**Water Environment
Association of Texas**



Ohio Section
American Water Works Association

LIMs-Plus

Mead&Hunt

GARVER



IN PUBLIC TRUST CREATES LASTING IMPACT

WHO WE'VE PARTNERED WITH:



**Water Agencies
Leaders Alliance**



ALASKA WATER WASTEWATER
MANAGEMENT ASSOCIATION

American Water Works Association
Alaska Section wwf Member Association



HENDRIX
COLLEGE



AR WATER YP NETWORK
CONNECTING THE WATER WORKFORCE



AMERICAN



**Walnut Valley
Water District**



Badger Meter



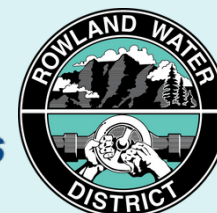
THE CYNTHIA & GEORGE
MITCHELL
FOUNDATION



ENVIRONMENTAL POLICY
INNOVATION
CENTER



Milwaukee
Water Works





Join us in **revolutionizing** water communications.

Contact Executive Director Chelsea Boozer at
chelsea@roguewaterlab.org today to design your sponsorship.



**ROGUE
WATER
LAB**