

SPONSORSHIP PROSPECTUS

CONTACT

SWIF Team

SWIFConnect@sydneywater.com.au

ICMSA

Emma Bowyer

Phone: 02 9254 500

Email: emmab@icmsaust.com.au

4TH & 5TH MARCH 2025
TELSTRA CUSTOMER INSIGHT CENTRE

In collaboration with
NORTHUMBRIAN
WATER *living water*

About SWIF25

The Sydney Water Innovation Festival 2025 (SWIF25) is a unique gathering that unites diverse perspectives from industry, academia, government, and global players. Our goal is to inspire, collaborate and ignite innovative solutions to the challenges we face today.

Building on the success of our previous festivals, SWIF25 will focus on 'Collaboration for Innovation', bringing together leading experts and innovative minds from across industries.

This event promises to be a dynamic platform where ideas flourish, partnerships form and new possibilities emerge.

Who will attend SWIF25?

SWIF25 is dedicated to fostering creativity, collaboration, and the exchange of cutting-edge ideas across various sectors, the following professionals will greatly benefit from attendance:

- Leaders and Executives
- Industry, Innovators and Pioneers
- Business Development and Financial Professionals
- Government and Policy Makers
- Young Professionals
- Researchers and Academics



SWIF25 Themes

Building an Innovative Culture

**Strategic Innovation Frameworks
(from ideation to deployment)**

**Human-centric Innovation
Strategies**

**Generative AI and
Data for Innovation**

**Regenerative Sustainability
and Collaboration**

Innovation for the Future

Deployment for success

**Circular Economy and
overcoming linear constraints**

Sponsorship Benefits

Brand exposure

Broaden your reach and strengthen your brand recognition by gaining substantial exposure to a targeted audience of industry professionals, government representatives, and academics.



Industry leadership

Through association with SWIF, elevate your position as a leader in innovation. SWIF attracts key decision-makers providing you with a platform to showcase your cutting-edge solutions and expertise.



Networking opportunities

Provide your business with valuable networking opportunities at SWIF. Connect with potential clients, partners, and collaborators crucial for your business growth.



Publicity and media coverage

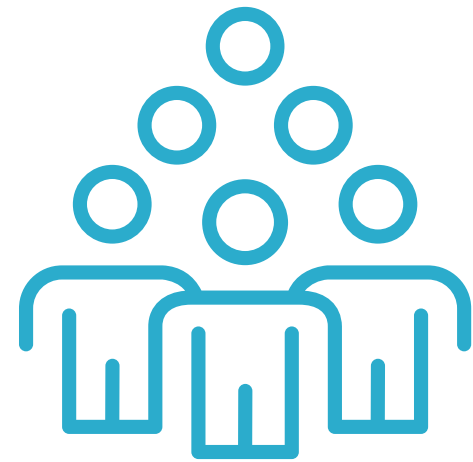
Benefit from the media leverage that SWIF attracts. Sponsors are often featured in press releases, articles, and event-related social media communications.



Thought leadership

Position yourself as a thought leader by participating in panel discussions, workshops, or demonstrations. Share your expertise and insights on key industry challenges.

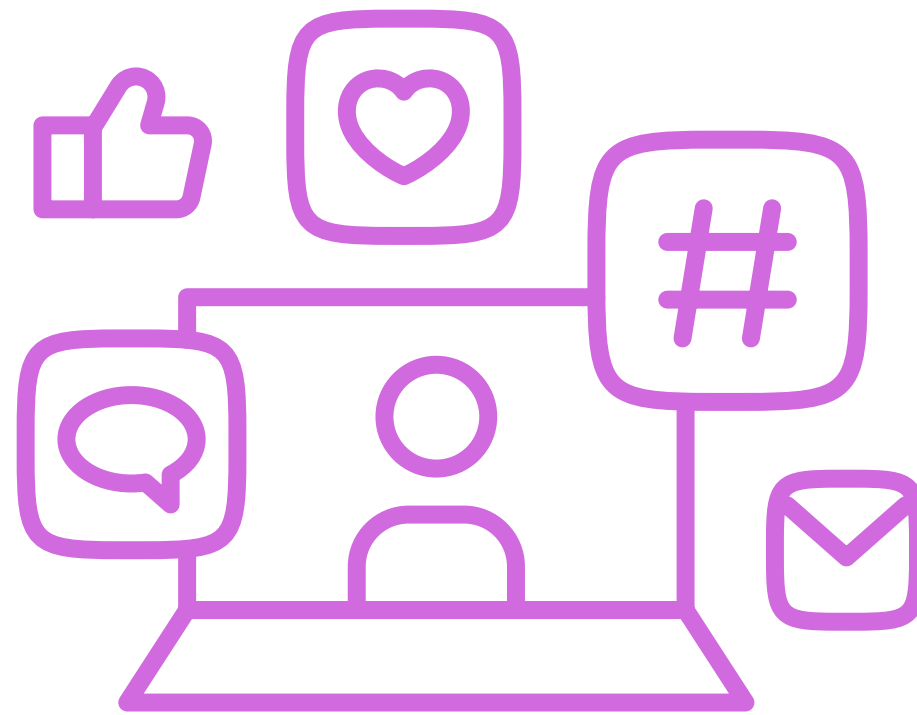
SWIF22 Outcomes



816
attended

151K

Social media
impressions

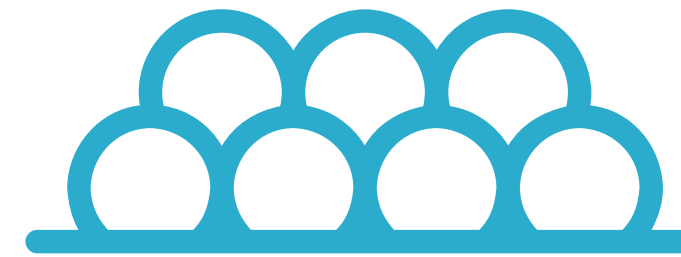


22 countries

AUSTRALIA CANADA CHINA DENMARK EGYPT FRANCE GERMANY HUNGARY INDIA ISRAEL
JAPAN MALAYSIA NETHERLANDS NEW ZEALAND PHILIPPINES SINGAPORE TURKEY UAE UK USA

23

sessions

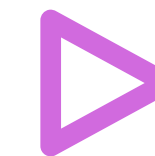


21

sponsors

MOST VIEWED SESSION:

Tech tank liveability and sustainability
decentralised water reuse solutions



500

hours streamed



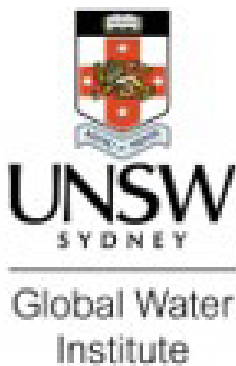
70

Design
and data
sprinters

SWIF22 participants



SWIF past sponsors



SWIF Past Keynote Speakers

SWIF21 Keynotes



Dr Karl Kruszelnicki



Craig Reucassel



Catherine Caruana-McManus

SWIF22 Keynotes



Stan Grant



Naomi Simson



Todd Sampson



Shirley Chowdhary

SWIF25 Keynote Speakers



Catherine Ball

Associate Professor, Dr Catherine Ball is an academic, company director, bestselling author, futurist and visioneer working across global projects where emerging technologies meet humanitarian, education and environmental needs. A champion of diversity and inclusion, Catherine believes we need points of difference to truly innovate and curate the changes we want to see in the world. Working to protect the natural environment and empowering all members of society through mutual education and respect are core aspects of her chosen projects.



Lucy Luo

Lucy is an innovation advisor to organisations large and small, helping them seek breakthrough growth opportunities by launching new start-up ideas to future proof their business. She is the head of content and marketing at Strategyzer, developing the latest thinking and methodology to turn complex innovation challenges into simple, visual practical tools accessible by all.



Christopher Lawrence

Professor Christopher Lawrence is an Aboriginal health and wellbeing researcher. He's been a chief investigator on many research grants, including an NHMRC tripartite study exploring Indigenous resilience in Australia, Canada and New Zealand. Underpinning his work at Monash University is a focus on collaborating with Aboriginal and Torres Strait Islander communities across Australia – using technology and innovation to improve their health, wellbeing and education while fostering more 'tech-smart' communities through co-design.

SWIF22 Sponsors' Feedback

“Impressed by the participation from SW Execs and their openness to connect with partners - greatest value”

“Great experience, easy to come back for a second year”

“Finest event, enriching and engaging”

“Value proposition is in co-branding with SW and other sponsors”

“Awesome, good quality speakers, got people thinking differently”

“Valued our tailored sprint package - 1on1 time with the exec - got everything we needed”

“Like the global flavour of the Tech Tanks”

SWIF25 Program Outline

SWIF25 program is comprised of pre-event activities and a two-day live festival with a mix of in-person and interactive online events.

Pre-Event Activities

Design Incubators - Design Thinking Workshops

Design Incubators will focus on pre-selected challenges aligned to SWIF themes. Participants will be given the opportunity to collaborate across sector participants to stimulate creative thinking and generate valuable insights and solutions to business challenges.

- Delivered over 6 weeks prior to the festival (starting from 1st October 2024) with outcomes being showcased at the live festival in March 2025
- Facilitated workshops (half-day per week) over 6 weeks with participation of cross-industry subject matter experts
- Focus on universal emerging challenges and complex problems
- Cross-pollination of cross-industry knowledge fostering innovative solutions
- Create tools, resources and outcomes to be used across the businesses
- Accelerate pilot-orientated projects



SWIF25 Program Outline

Live Festival Activities

- **Connect to Innovate Executive Summit** The Summit will bring CEOs and Executives from various sectors to exchange knowledge, innovative ideas, and practices to encourage cross-pollination of insight, visions, and strategy to inspire new approaches and solutions that are beneficial across industries.
- **Keynote Speakers** To inspire new ways of thinking and approaching innovation.
- **Panel Discussions** Bringing together experts from various industries to share insights, discuss challenges, and explore opportunities for innovation.
- **Inspire and Ignite Sessions** These sessions showcase the journey of innovation projects from idea to deployment, in a structured and comprehensive way so that the audience can learn and emulate successful strategies.
- **Design Incubator Showcases** Showcasing the outcomes of the Design Incubator workshops.
- **VIP Networking Event Opportunity** to meet like-minded innovators.



SWIF25 Sponsorship Opportunities

Sponsorship Package	Event Elements	Value (excl. GST)	No. of Available Packages	Featured Benefits (in addition to the branding, publicity and other benefits)
Platinum	Executive Summit	\$40,000	2	2 VIP tickets for your Executive members to attend the Executive Summit
	Event Launch or Closing	\$40,000	2	2 VIP tickets for your Executive members to attend the Executive Summit 10-15 min speaking opportunity during Event Launch or Closing
Gold	Keynote speaker	\$30,000	4	1 VIP ticket for one Executive member to attend the Executive Summit
	Inspire & Ignite Session	\$30,000	8	1 VIP ticket for one Executive member to attend the Executive Summit
Silver	Design Incubator Stream	\$20,000	8*	Pre-event: Opportunity to nominate up to 2 participants for the sponsored DI Challenge topic Pre-event: Opportunity to nominate a speaker for the sponsored DI sessions at the pre-event workshop (opening) Live-festival: 5-min introduction as the exclusive sponsor of the showcase session
	Panel Discussion	\$20,000	4	Opportunity to nominate one panel member for the sponsored session 5-min speaking opportunity to open the panel discussion session
Bronze	VIP Networking Event	\$10,000	1	Exclusive sponsor of VIP Networking Event
	Lunch (& Networking)	\$10,000	2	Exclusive sponsor of Lunch (& Networking)
	Morning tea or Afternoon tea	\$10,000	4	Exclusive sponsor of morning or afternoon tea

Sponsorship Packages (excludes GST)

Premium Package | \$40,000

Premium packages are available to sponsor one of the following activities:

- Sole sponsor of Event Launch – with speaking opportunity (one available)
- Sole sponsor of the Executive Summit Roundtable Discussions (two available)
- Sole sponsor of Event Closing– with speaking opportunity (one available)

Sponsorship Offerings in Premium Package Premium Branding and Program shaping

- Display of logo as the 'sole sponsor' on the opening & closing slides of one the sponsored major activities.
- Nominate a case study for Executive Summit Roundtable Discussion - Subject to approval against the selection criteria

VIP and Event Access

- Executive Summit Tickets: Receive complimentary VIP tickets for 2 members of your executive team to participate in the exclusive Executive Summit discussion sessions, providing direct access to high-level insights and networking.
- VIP Networking Event Tickets: Enjoy 4 complimentary tickets to the VIP Networking Event, facilitating valuable connections and interactions with industry leaders.
- Live Festival Tickets: Benefit from 5 complimentary in-person tickets to the live festival, ensuring your team can fully engage with the festival's activities.

Publicity and other benefits

1. Prime Visibility Across Platforms

- Logo Placement: Your company's logo will be prominently featured on all SWIF communication materials, including brochures, banners, and digital ads, ensuring maximum visibility.

- Social Media Exposure: Your business tagged in all
- SWIF25 LinkedIn Posts both in the lead up to and during the event with mention of your business as the premium sponsor. Your logo featured on social media promotional banners/tiles as the premium sponsor.
- Website Feature: Your logo will be displayed on the SWIF website with a direct link to your own site, driving traffic and increasing online exposure.

2. On-Site Digital Promotion

Venue Digital Displays: Your brand will be showcased on one dedicated digital screen at the event venue, reaching all attendees and ensuring prominent on-site visibility.

3. Enhanced Social Media Recognition

Social Media Acknowledgement: Your company will be recognised in social media campaigns, with your handle tagged in posts leading up to and during the event, boosting your brand's social media presence.

4. Exclusive Future Opportunities

First Right of Refusal: Enjoy the exclusive privilege of having the first right of refusal for sponsorship opportunities at future SWIF events, giving you an edge in securing your place.



Sponsorship Packages (excludes GST)

Gold Package | \$30,000

Gold packages are available to sponsor one of the following activities:

- Sponsor one of the keynote speaks/presentations (4 available)
- Sponsor one of the Inspire and Ignite sessions (8 available)*

Sponsorship Offerings in Gold Package

Gold Branding and Program shaping

- Display of your logo as the 'sole sponsor' of the sponsored session on the opening & closing slides.
- Opportunity to introduce the keynote speaker or presenter of the sponsored session
- Nominate a case study for Inspire & Ignite - Subject to approval against the selection criteria (see Appendix 1)*

VIP and Event Access

- Executive Summit Tickets: Receive VIP ticket for one member of your executive team to attend exclusive Executive Summit discussion sessions, providing direct access to high-level insights and networking.
- VIP Networking Event Tickets: Enjoy 3 complimentary tickets to the VIP Networking Event, facilitating valuable connections and interactions with industry leaders.
- Live Festival Tickets: Benefit from 4 complimentary in-person tickets to the live festival, ensuring your team can fully engage with the festival's activities

Publicity and other benefits

- Featured Visibility Across Platforms
- Logo Placement: Your company's logo will be featured on all SWIF communication materials, including

brochures, banners, and digital ads, as one of the Gold sponsors of the event.

- Social Media Exposure: Your business tagged in two SWIF25 LinkedIn Posts both in the lead up to and during the event with mention of your business as the Gold sponsor. Your logo featured on social media banner/tiles.
- Website Feature: Your logo will be displayed on the SWIF website with a direct link to your own site, driving traffic and increasing online exposure.

On-Site Digital Promotion

- Venue Digital Displays: Your brand will be showcased on the dedicated digital screens for Gold sponsors at the event venue.

Exclusive Future Opportunities

- First Right of Refusal: Enjoy the exclusive privilege of having the first right of refusal for sponsorship opportunities at future SWIF events, giving you an edge in securing your place.

*Sponsorship of Inspire & Ignite session does not include nomination of a case study for the sponsored session. However, sponsor organisations can suggest a case study for any of the sessions that are not sponsored by them.



Sponsorship Packages (excludes GST)

Silver Package | \$20,000

Silver packages are available to sponsor one of the following activities:

- Sponsor one of the Design Incubator sessions (8 available)
- Sponsor one of the panel discussion sessions (4 available)

Sponsorship Offerings in Silver Package

Silver Branding and Program shaping

- Display of logo as the 'sole sponsor' on the opening & closing slides of one the sponsored sessions.
- Design Incubator: Select to be the 'Named Sponsor' of one of the existing Design Incubator topics, which will allow
 1. To nominate up to 2 participants for the sponsored Design Incubator Challenge
 2. To nominate a speaker for the sponsored Design Incubator session at the pre-event opening workshop
 3. To display logo as sole sponsor during the pre-event and live festival showcase

OR

- Panel Discussions: Select to be the 'Named Sponsor' of one of the panel discussions, which will allow
 1. Opportunity to nominate one of the panel members for the sponsored panel discussion session
 2. Opportunity to open the panel discussion session

VIP and Event Access

- VIP Networking Event Tickets: Enjoy 2 complimentary tickets to the VIP Networking Event, facilitating valuable connections and interactions with industry leaders.

- Live Festival Tickets: Benefit from 3 complimentary in-person tickets to the live festival.

Publicity and other benefits

1. Visibility across platforms

- Logo Placement: Your company's logo on all SWIF communication materials, including brochures, banners, and digital ads, as one of the Silver sponsors of the event.
- Social Media Exposure: Your business tagged in one SWIF25 LinkedIn Post with the mention of your business as the Silver sponsor. Your logo featured on social media banner/tiles.
- Website Feature: Your logo will be displayed on the SWIF website with a direct link to your own site, driving

2. On-Site Digital Promotion

- Venue Digital Displays: Your brand will be showcased on digital screens allocated for Silver sponsors at the event venue.

Future Opportunities

- Option for early consideration for future sponsorships.



Partnership Packages (excludes GST)

Bronze Package | \$10,000

Bronze packages are available to sponsor one of the following activities:

- Sole sponsor of the VIP Networking Event
- Sponsor one of the Lunch & Networking (two available)
- Sponsor one of the morning tea (two available)
- Sponsor one of the afternoon tea (two available)

Sponsorship Offerings in Bronze Package

Bronze Branding

- Recognition as 'lunch sponsor' by playing a short video of your organisation on digital display – Content will be subject to review by event marketing team
- Digital display of your logo during lunch or morning/afternoon tea

VIP and Event Access

- VIP Networking Event Tickets: Enjoy 2 complimentary tickets to the VIP Networking Event, facilitating valuable connections and interactions with industry leaders.
- Live Festival Tickets: Benefit from 2 complimentary in-person tickets to the live festival.

Publicity and other benefits

- Logo Placement: Your company's logo on all SWIF communication materials, including

brochures, banners, and digital ads, as one of the Bronze sponsors of the event.

- Social Media Exposure: Your logo featured on social media banner/tiles.
- Website Feature: Your logo will be displayed on the SWIF website with a direct link to your own site, driving traffic and increasing online exposure.

Future Opportunities

- Option for early consideration for future sponsorships.



Appendix 1

Inspire and Ignite Topics: Selection Criteria

The Inspire and Ignite sessions will present cross-sector case studies by national and/or international innovators and will focus on the innovation journey from ideation to successful deployment. These will be selected through Expression of Interest.

Submissions will be reviewed by the SWIF team against the following criteria:

Narrative Focus: Submissions should concentrate on the storytelling aspect of the innovation journey, providing insights into the creative process, problem-solving strategies, and the evolution of the idea.

Impact Assessment: Describing the impact of the innovation on the relevant sector, including any social, economic, or environmental benefits that have emerged as a result.

Challenges and Learnings: Sharing the challenges and behind the scenes insights, including failures and unexpected successes during the innovation process.

Collaboration and Partnerships: Highlight any collaborative efforts or partnerships that were formed and how they contributed to the success of the innovation.

Adaptability and Scalability: Discussing how the innovation can be adapted or scaled to different contexts or sectors, demonstrating its broader applicability.