



**CREATING A BETTER LIFE WITH
WORLD-CLASS WATER SERVICES**

SPONSORSHIP PROSPECTUS

25 – 29 NOVEMBER 2022

INNOVATION HUB: AUSTRALIAN NATIONAL MARITIME MUSEUM, SYDNEY CBD
SPOKE SITES: MULTIPLE VENUES ACROSS GREATER SYDNEY



SYDNEY WATER INNOVATION FESTIVAL IS ABOUT CARING FOR OUR COUNTRY, CUSTOMERS AND COMMUNITY.

The Sydney Water Innovation Festival 2022 (SWIF22) will bring together diverse perspectives in a creative and safe environment to connect and co-create ideas to solve some of the greatest challenges facing the water industry and broader society.

Our exciting collaboration with Northumbrian Water Group (NWG) will connect customers, community, academia, government and industry partners from around the globe across 5 days during the pre-event and 3 days during the live-event, with a mix of in-person and interactive online events.

Our motivation for SWIF22 is to encourage a culture of innovation and create a better life with world class water services. We want to empower our people and partners to move beyond their 'day jobs' and take the opportunity to create fresh ideas and projects that will deliver value to our customers and community.

THE INNOVATION THEMES WE INVITE YOU TO EXPLORE WITH US:

1. Water security, resilience and environmental performance
2. Liveability and sustainability
3. Smart Cities
4. Circular Economy
5. Customer Experience
6. Diversity and Inclusion





WHAT TO EXPECT IN 2022

SWIF22 IS SHAPING UP TO BE AN EVENT YOU DO NOT WANT TO MISS.

Through a hybrid 'hub & spoke' style event, keynote addresses and panel discussions will demonstrate thought leadership, while Tech Tanks and Design Sprints will fast-track the development of new and innovative ways to solve some of our greatest challenges. We will showcase emerging innovations and technologies and some of our innovation success stories in the water industry. *The Splashes!*, will also be back this year, along with entertainment, networking and engagement opportunities. We will also host a special cultural activity to celebrate our First Nations.

Spoke sites located around Greater Sydney will play host to our key feature and festival highlight: Urban Plunge, Sydney.

The Urban Plunge concept came from last year's Liveability Design Sprint and builds on our existing work around activating swim sites along Parramatta River. The program aims to transform how millions of people across Greater Sydney, particularly those in Western Sydney, can enjoy and interact with local urban waterways.

Artist Impression: Pirrama Park, Pyrmont, City of Sydney
— Andrew Burges Architect



PRE-EVENT

10 NOV – 16 NOV

- 5 x Design Sprints
- 1 x Hackathon

LIVE EVENT

25 NOV – 29 NOV

INCLUDING URBAN PLUNGE SITES OVER THE WEEKEND

HUB

AUSTRALIAN NATIONAL MARITIME MUSEUM

- Keynote Addresses
- Panel Discussions
- *The Splashes!*
- Tech Tanks
- Design Sprint & Hackathon Showcase
- University Engagement Program
- First Nations Cultural Activity
- Networking Event

SPOKE SITE

PARRAMATTA

- SWIF22 Opening Ceremony
- Urban Plunge Tech Summit
- Technology Exhibition and Product Showcasing

POP-UP SWIM SITE

PROSPECT

- Urban Plunge
- Sydney Water Product Showcasing
- Community Engagement

POP-UP SWIM SITE

PYRMONT

- Urban Plunge
- Community Engagement

POP-UP SWIM SITE

BAYVIEW

- Urban Plunge
- Community Engagement



SPONSORSHIP OPPORTUNITIES

WE ARE SEEKING PARTNERS AND SPONSORS WHO ARE ALIGNED WITH OUR PURPOSE, VALUES AND BRAND. WE FUNDAMENTALLY BELIEVE IN OPEN INNOVATION AND SOLVING INDUSTRY'S BIGGEST CHALLENGES TOGETHER.

NB: EACH OF THE BELOW OPTIONS ARE OFFERED ON A FIRST IN BEST DRESSED BASIS. WHILST WE WILL DO OUR BEST TO ACCOMMODATE YOUR PREFERENCE, SOME OPTIONS MAY NOT BE AVAILABLE.

CATEGORY PACKAGE

PLATINUM

\$75,000

(EXCL. GST)

- Acknowledgement, visibility and participation as 1 of 4 x Platinum sponsors on a local and international stage;
- Sponsor 1 of 5 x Tech Tanks, including the opportunity to Judge along with an Executive Team member from Sydney Water;
- Logo on the website and signage at each location for the duration of the Festival, including on stage during respective Tech Tank;
- Co-branded bubblers with all Platinum sponsors at the spoke sites;
- Opportunity to nominate a representative to do a keynote address;
- Bespoke posts on all social media channels, including tagging your handle, both in the lead up to, and during the event;
- 30-second feature video (to be supplied by you), to be shown ahead of the Tech Tank, promoting your business;
- 3 x complimentary tickets to the Networking Event; and
- First right of refusal for future events.



CATEGORY PACKAGE



GOLD

\$50,000

(EXCL. GST)

- Acknowledgement, visibility and participation as 1 of 6 x Gold sponsors on a local and international stage;
- Logo on the SWIF22 website and signage at the Hub;
- Bespoke posts on all social media channels, including tagging your handle, both in the lead up and during the event;
- Sponsor 1 of 5 x Design Sprints or the Data Hackathon (including nominating 2 x participants);
- 2 x complimentary tickets to the Networking Event; and

Select 1 Option:

- Opportunity to nominate a representative for a Panel Session (3 available); or
- Sponsor the Community Engagement Program (1 available); or
- Sponsor the University Engagement Program (1 available); or
- Sole sponsor of the Opening and Closing Ceremony (including signage on stage) (1 available)

SILVER

\$25,000

(EXCL. GST)

- Acknowledgement and visibility for being a Silver sponsor on a local and international stage;
- Posts on all social media channels, including tagging your handle, both in the lead up and during the event;
- Opportunity to do mini-keynote video;
- 1 x complimentary ticket to the Networking Event; and

Select 1 Option:

- Participation in Design Sprint or Data Hackathon (2 x attendees per sponsor) (6 available); or
- Sponsor 1 of the Tech Tanks including nominating a representative to be a Judge (1 available); or
- Sponsorship of *The Splashes!* with Northumbrian Water Group (1 available); or
- Sponsorship of First Nations cultural activity (including signage at respective location) (1 available).

CATEGORY PACKAGE

BRONZE

\$15,000

(EXCL. GST)

- Acknowledgement for being a Bronze sponsor on a local and international stage;
- Posts on all social media channels, including tagging your handle, both in the lead up and during the event;
- 1 x complimentary ticket to the Networking Event;

Select 1 Option:

- Co-host and sponsor the closing Networking Event (including an additional 2 x tickets) (1 available);
- Sponsorship of Major Keynote Speaker (including signage acknowledgement) (3 available); or
- Sponsor of the Festival Entertainment (6 available).



THE **URBAN PLUNGE, SYDNEY** PROGRAM
OFFERS ADDITIONAL SPONSORSHIP
OPPORTUNITIES, AS WE BRING TO LIFE OUR
VISION OF MAKING URBAN WATERWAYS
SWIMMABLE.

TO FIND OUT MORE ON HOW YOU CAN BE
INVOLVED IN SPONSORING OUR
'SUMMER OF SWIMMING'
CAMPAIGN, PLEASE CONTACT **EBONY EVANS**
ON EBONY.EVANS@SYDNEYWATER.COM.AU





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