



POWER OF WATER CANADA TECHNICAL CONFERENCE

MAY 7 - 9, 2025

Celebrating 25 years

SPONSOR PROSPECTUS

For more information, contact
Jessica Worosz, Events Manager
at jworosz@owa.ca or **289-685-3035**



ANNUAL CONFERENCE & TRADESHOW

White Oaks Conference Resort | [Niagara, Ontario](#)

www.owa.ca



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**It is our pleasure to invite you to be a sponsor at the
2025 Power of Water Canada Technical Conference & Trade Show!**

It is with great enthusiasm and immense pride that we extend our warmest welcome to you as we embark on a truly special milestone in the waterpower industry. This year marks the 25th anniversary of the Power of Water Canada Conference, and we are excited to celebrate a quarter-century of innovation, collaboration, and progress in the field of waterpower.

Since our inception, the Power of Water Canada conference has served as a premier platform for showcasing cutting-edge technologies, fostering meaningful connections, and advancing the conversation on sustainable energy solutions. Over the past 25 years, we have witnessed remarkable advancements and achievements that have significantly shaped the waterpower landscape. As we celebrate this silver jubilee, we reflect on our shared journey and the collective strides we have made toward a more sustainable future.

Our 25th anniversary is not just a celebration of our history, but a testament to the unwavering commitment and dedication of our sponsors, partners, and industry leaders like you. Your support has been instrumental in propelling our mission forward and driving the success of the conference year after year. Together, we have created a vibrant community where ideas flourish, innovations thrive, and partnerships grow.

This year's conference promises to be a landmark event, featuring an array of exciting opportunities to engage with industry pioneers and gain valuable insights into the future of waterpower. We are thrilled to offer a dynamic program that highlights the latest advancements, addresses pressing challenges, and explores new frontiers in our field.

As a sponsor, you play a pivotal role in the success of this event, and we are honored to have you as a key contributor to our celebration. Your support not only underscores your commitment to advancing the waterpower industry but also provides you with unparalleled opportunities to showcase your brand, connect with influential stakeholders, and drive meaningful impact.

We invite you to join us in making this milestone anniversary a memorable and impactful experience for all. Together, let's celebrate our achievements, embrace new opportunities, and continue to drive innovation and excellence in the world of waterpower.

Thank you for your continued partnership and support. We look forward to celebrating with you at the Power of Water Canada conference and tradeshow!

Ontario Waterpower Association



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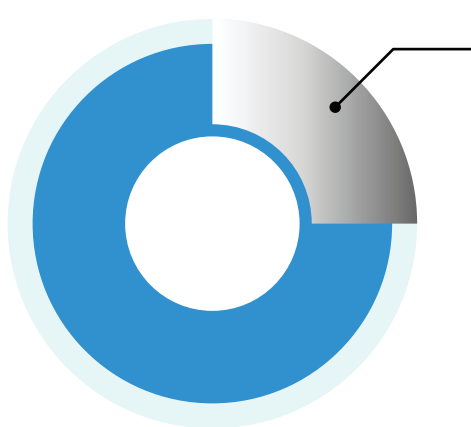
TOP 5 REASONS TO SPONSOR

1. **Leadership:** Sponsorship demonstrates your leadership and support of the waterpower industry.
2. **Enhanced Visibility:** Your brand will gain prominent exposure before, during, and after the conference. With our extensive marketing campaign, your company's logo will be featured across several platforms
3. **Pay it Forward:** Sponsorship not only shows your support of the Ontario Waterpower Association, with all conference revenues being reinvested back into Association, but it also provides an opportunity for you to thank existing and potential new partnerships.
4. **Industry Engagement:** This year's conference will attract key decision-makers, industry leaders, and innovators from across the sector. Connect with potential business associates and partners, showcasing your commitment to the water industry.
5. **Celebratory Platform:** Our 25th anniversary is not just a celebration of our history but also a platform for envisioning the future of water management. Align your brand with this milestone event and demonstrate your support for continued progress and innovation in the industry.

ATTENDEE DEMOGRAPHICS

2024 Delegates:

456 Delegates both nationally and internationally



25%

Attendees are hydroelectric owners and/or operators

Diversity

Our attendees include CEOs, and operations staff, municipal and Indigenous communities, government, environmental, engineering, legal, project management firms and more.



Sponsorship Levels

All sponsorship levels include the following:

- Recognition on the OWA website
- Recognition in the printed program
- Recognition on all main signage at the conference
- Recognition on all main conference email communications
- Recognition on the mobile app
- Recognition as a Sponsor during the opening remarks
- Recognition on the slide show played in the trade show hall, plenary, and concurrent rooms
- Social media spotlight posts
- Tabletop recognition on tent cards throughout the plenary and trade show room

Gala & Keynote Sponsor - \$14,000

SOLD

In addition to the benefits listed above:

- Opportunity to introduce the keynote speaker and address delegates at the gala
- Involvement in keynote speaker selection
- Corporate brand recognition as the main sponsor at the Gala dinner and keynote speaker slide show
- Company logo will be displayed on the conference agenda, and in the OWA digital newsletters
- Six (6) complimentary full conference tickets *over \$7,000 value!
- Eight (8) complimentary gala dinner tickets with reserved seating in prime location over *\$700 value!
- One (1) FULL page advertisement in the conference delegate booklet

Trade Show Sponsor - \$8,500 (4 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- One (1) complimentary 10X20 exhibitor booth in prime location *over \$4,800 value!
- Power to exhibitor booth throughout the entire conference *New for 2025! Over \$250 value!
- One (1) branded and furnished networking lounge near exhibitor booth in exhibit hall
- Four (4) complimentary full conference tickets
- Four (4) complimentary gala dinner tickets *over \$400 value!
- One (1) half-page advertisement in the conference delegate booklet
- Ability to Include your materials/giveaway item in our conference delegate bags

Lanyard Sponsor - \$7,500

SOLD

In addition to the benefits listed above:

- Company logo showcased on the name badge lanyards for all delegates, speakers, and exhibitors, providing maximum exposure throughout the entire event
- One (1) complimentary 10X10 exhibitor booth in prime location *over \$2,500 value!
- Power to exhibitor booth throughout the entire conference *New for 2025! Over \$250 value!
- Two (2) complimentary full conference tickets
- One (1) half-page advertisement in the conference delegate booklet

Welcome Reception Sponsor - \$7,500 (1 available)

In addition to the benefits listed above:

- Corporate brand recognition at the welcome reception food and beverage locations
- Corporate recognition on reception drink tickets distributed to all attendees and exhibitors
- Signature drink named on behalf of your organization
- Two (2) complimentary full conference tickets
- Two (2) complimentary gala dinner tickets *over \$200 value!
- One (1) complimentary 10X10 exhibitor booth in prime location *over \$2,500 value!
- One (1) half-page advertisement in the conference delegate booklet

Sunset Reception Sponsor - \$7,500 (1 available)

In addition to the benefits listed above:

- Corporate brand recognition at the sunset reception outdoor location
- Involvement in the selection of musical entertainment during the sunset reception
- Two (2) complimentary full conference tickets *over \$2400 value!
- Two (2) complimentary gala dinner tickets *over \$200 value!
- One (1) complimentary 10X10 exhibitor booth in prime location *over \$2,500 value!
- One (1) half-page advertisement in the conference delegate booklet

Mobile App Sponsor - \$6,500

SOLD

In addition to the benefits listed above:

- Corporate brand recognition will be showcased on the Mobile App main banner for all delegates, speakers and exhibitors to see, providing maximum exposure throughout the entire event
- One (1) complimentary 10X10 exhibitor booth in prime location *over \$2,500 value!
- Power to exhibitor booth throughout the entire conference *New for 2025! Over \$250 value!
- Two (2) complimentary full conference tickets
- Two (2) complimentary gala dinner tickets *over \$400 value!
- One (1) half-page advertisement in the conference delegate booklet

Sponsorship Levels

Delegate Swag Bag Sponsor - \$6,000 (1 available)

In addition to the benefits listed above:

- Company logo showcased on swag bags handed out to all attendees, speakers, and exhibitors at registration for the ultimate brand exposure
- Two (2) complimentary full conference tickets *over \$2400 value!
- Two (2) complimentary gala dinner tickets *over \$200 value!
- One (1) half-page advertisement in the conference delegate booklet
- Ability to Include your materials/giveaway item in our conference delegate bags

Hot Breakfast Sponsor - \$5,500 (2 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at all hot breakfast food and beverage locations
- Two (2) complimentary full conference tickets *over \$2400 value!
- One (1) half-page advertisement in the conference delegate booklet

Lunch Sponsor - \$5,500 (2 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at all lunch food and beverage locations
- Two (2) complimentary full conference tickets *over \$2400 value!
- One (1) half-page advertisement in the conference delegate booklet

Pre-Conference Lunch Sponsor - \$5,000 **SOLD**

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at the pre-conference lunch food and beverage locations
- Two (2) complimentary full conference tickets *over \$2400 value!
- One (1) half-page advertisement in the conference delegate booklet

AV Sponsor - \$5,000 (1 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition in all concurrent session rooms
- Predominate brand recognition in grand event room throughout event
- Two (2) complimentary full conference tickets
- One (1) FULL-page advertisement in the conference delegate booklet

Break Sponsor - \$3,000 (2 available)

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at all break food and beverage locations
- One (1) half-page advertisement in the conference delegate booklet

Hotel Key Sponsor - \$3,000 **SOLD**

In addition to the benefits listed above:

- Opportunity to chair one concurrent session
- Corporate brand recognition at all break food and beverage locations
- One (1) half-page advertisement in the conference delegate booklet

Pre-Conference Workshop Sponsor - \$2,500 (2 available)

In addition to the benefits listed above:

- Opportunity to introduce the pre-conference speakers
- Corporate brand recognition on all directional signage throughout the hotel
- Corporate brand recognition on pre-conference attendee ticket
- One (1) half-page advertisement in the conference delegate booklet



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