



# LIVE LIKE YOU LOVE IT

## PARTICIPATION LEVELS

### CWW Member

Any persons, governments, corporations, or other entities located in Colorado who signs the Partnership Agreement with Colorado WaterWise:

- May join the partnership by being a Colorado WaterWise member at the “Small Utility” level or higher
- Will have access to digital LLYLI Welcome Toolkit including logo, fact sheets, video, social media posts and more. Additional production costs for use of the campaign materials must be paid for by member if special modifications or alternate formats are requested
- Use of campaign creative in the same or other mediums is limited to areas within Colorado
- Any additional campaign creative developed by Colorado WaterWise’s campaign consultant on behalf of an individual member must be made available for reuse by other participating members and partners

### LLYLI Campaign Partner

A LLYLI Campaign Partner that provides an annual financial contribution towards the campaign. A minimum of \$2,000 must be contributed.\*

- All rights and conditions of a CWW Member
- Logo will be displayed on the [lovecoloradowater.org](http://lovecoloradowater.org) as a LLYLI Campaign Partner
- Will have the opportunity to receive discounts on LLYLI branded giveaways [co-branding opportunities also available]
- Will have access to digital Full Toolkit including creative developed during calendar year of contribution
- Partnership Levels
  - Level One: \$2,000 to \$4,999
    - Logo placement on general LLYLI promotional materials if feasible, is subject to space availability
    - Ability to provide input on future creative developed for LLYLI
  - Level Two: \$5,000 to \$14,999
    - All rights and conditions of Level One
    - Logo will be placed on creative package and will have access to “print-ready” digital files.
    - Recognition at the Annual Colorado WaterWise Summit event
  - Level Three: \$15,000 or greater
    - All rights and conditions of Level Two
    - Will be featured in a LLYLI press release announcing a new Campaign Partner
    - Will have priority to participate in television interviews or be quoted in press releases

\*\$1,000 will be accepted for a first-year campaign partner

### About the Campaign

The Live Like You Love It campaign is a collaborative effort between Colorado WaterWise and their Members & Partners, to help build the public awareness necessary to protect Colorado’s water.

Campaign Calls-to-Action:  
Conserve water  
Care for water quality  
Commit to learn about Colorado Water

Creative and promotional materials are designed to capture the uniqueness of Colorado and its water. The ultimate goal of the campaign is to make an emotional connection between Coloradans and the water they need to sustain the quality of their lives.

#LIVELIKEYOULOVEIT





# LIVE LIKE YOU LOVE IT

## LIVE LIKE YOU LOVE IT Campaign Sponsorship Opportunities

Any persons, governments, corporations, or other entities that contribute to a specific campaign event or promotion annually - either in-kind and/or financial dollars.

- Logo will be featured on [lovecoloradowater.org](http://lovecoloradowater.org) as a LLYLI Sponsor for the period of time of the specific campaign, event or promotion sponsored
- Logo will be featured on promotional materials for the specific campaign event or promotion
- Recognition and logo placement will depend on promotion and amounts contributed

## LLYLI Supporter

Any individual or organization can join the many other governments, businesses, organizations and individuals that are living like they love it by sharing information with employees, colleagues, customers and members. It's easy to become a supporter—just take these suggested steps:

- Spread the word about LLYLI
- Connect on Social Media
- Link your website to LLYLI

## Questions? Contact Us:

Learn more about how you can become a partner or sponsor, please email [info@lovecoloradowater.org](mailto:info@lovecoloradowater.org) today!

## LIVE LIKE YOU LOVE IT Campaign Partners 2016-2017

Colorado Ski Country  
Colorado Springs Utilities  
Colorado Stormwater Council  
City of Greeley

City of Fountain  
Loveland Water and Power  
Northern Water

## Advantages of Becoming a LIVE LIKE YOU LOVE IT Campaign Partner

- Participate in a ready-made outreach campaign. Decrease your dollars on creative development, increase buying power and marketing potential
- Feature your company/organization name through:
  - Campaign materials and handouts
  - Through television interviews
  - At public outreach and educational events
  - Web site, [lovecoloradowater.org](http://lovecoloradowater.org)
    - Partner listings and links are featured on the LLYLI page
- Availability of top quality water awareness messaging for your social media channels, and print communications with customers
- Access to ordering discounted branded giveaways, like can coolies and water bottles
- Information sharing with agency and other conservationists throughout the state to learn more about promotional ideas, strategies and latest marketing trends
- Pride in supporting this one-of-a-kind statewide campaign for the betterment of water, the environment and all Coloradans