



QuenchCA Partner Program

About the Campaign

QuenchCA is a statewide education campaign launched by the Association of California Water Agencies (ACWA) to educate Californians about the importance and positive benefits of investing in our state's water infrastructure.

Why Now?

The effects of our changing climate are all around us. Weather patterns are becoming more extreme, unpredictable and impactful at a rate faster than ever before. Proactively investing in necessary water infrastructure will provide a reliable water supply that current and future generations can rely on.

For decades, California water agencies have been hard at work investing in water infrastructure: launching new local supply projects, encouraging ratepayers to conserve and leading environmental restoration programs. We need to continue to take the direct action required to quench California's human, economic and environmental water needs today and tomorrow.

Available Resources

The following resources are available to download at www.QuenchCA.com and can be used to help educate Californians about the water infrastructure needs in their communities.

- Water Infrastructure Infographic
- Water Infrastructure Glossary
- Social Cards & Sample Copy
- Newsletters for General, Agriculture-Minded and Urban-Minded Audiences
- Videos for General, Agriculture-Minded and Urban-Minded Audiences

Become a QuenchCA Supporter

The QuenchCA campaign wouldn't be possible without ongoing amplification from our supporters. To be featured as a QuenchCA supporter on our [website](http://www.QuenchCA.com), agencies or organizations need to help promote and amplify the campaign. Examples include, but are not limited to, the following actions:

- Upload the QuenchCA widget to the homepage of your website.
- Share one QuenchCA resource across at least two platforms (social, website, newsletter, etc.) per quarter.
- Share QuenchCA resources/information in a unique setting, such as at events or during speeches, advocacy or outreach efforts, media opportunities or any other opportunities identified by your organization to spread the word about the campaign.

Become a QuenchCA Partner

In 2023, the QuenchCA campaign will need to rely on additional contributions from members and/or partner organizations. These contributions are critical in amplifying the campaign and continuing our momentum over the next year. The following framework demonstrates what elements of the campaign your contribution will be put towards. To become a QuenchCA Partner, please reach out to Heather Engel, ACWA's Director of Communications at heathere@acwa.com.

Tier 1: <\$5,000

- Additional ads placed directly in your service area/region to maximize message visibility in front of your specific target audience.
- Newsletter featuring regular campaign updates and exclusive access to toolkit resources, such as social media graphics, infographics and other sample content for your organization's use.
- Logo of your agency or organization featured as a partner on the partnerships page of the website.
- Inclusion of a full spread (two pages, top and bottom) feature of a project from your agency or organization in the 2024 QuenchCA calendar, with two high-resolution images of the project and key project details.*

Tier 2: \$5,000 – \$9,999

- Additional ads placed directly in your service area/region to maximize message visibility in front of your specific target audience.
- Multiple ad design options to choose from that can be customized with your logo, providing the ability to choose messaging/graphics that resonate with your preferred audience.
- Metrics reporting tailored to your specific area/region to gain actionable insights from how the campaign is performing in your service area/region.
- Newsletter featuring regular campaign updates and exclusive access to toolkit resources, such as social media graphics, infographics and other sample content for your organization's use.
- Logo of your agency or organization featured as a partner on the partnerships page of the website.
- Inclusion of a full spread (two pages, top and bottom) feature of a project from your agency or organization in the 2024 QuenchCA calendar, with two high-resolution images of the project and key project details.*

Tier 3: \$10,000+

- Targeted ad placement tailored to your specific area/region or preferred audience to maximize campaign impact.
- Provide direction/input on ad designs, customized based on your preferred audience.
- Metrics reporting tailored to your specific area/region to gain actionable insights from how the campaign is performing in your service area/region.
- Newsletter featuring regular campaign updates and exclusive access to toolkit resources, such as social media graphics, infographics and other sample content for your organization's use.
- Logo of your agency or organization featured as a partner on the partnerships page of the website.
- Inclusion of a full spread (two pages, top and bottom) feature of a project from your agency or organization in the 2024 QuenchCA calendar, with two high-resolution images of the project and key project details.*

**Please note that space on the calendar is limited – interested partners must have a fully executed partnership contract no later than Friday, October 27 to be included in the calendar. Interested partners will receive 10 complimentary calendars, with the option to purchase additional calendars at \$5 each for their agency or organization.*