



SHOWER STRIKE

SKIP SHOWERS. RAISE FUNDS. CHANGE LIVES.

APRIL 19-25 • [SHOWERSTRIKE.ORG](https://showerstrike.org)

2023 Sponsorship Opportunities



ABOUT SHOWER STRIKE

Shower Strike is Well Aware's most popular and powerful annual fundraising campaign. Every year, thousands of advocates across the world unite for one week to raise awareness of the global water crisis and raise funds to provide more people with lasting clean water.

Over the past 15 years, Shower Strikers have raised \$2.2 million to build water projects in East Africa, providing nearly 197,000 people with clean water.

As a company, there are many ways to get involved. We can customize your experience based on your organizational structure, size and goals. Most companies choose a sponsorship level in addition to getting their employees involved in some friendly, team-building competition.



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SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$30,000 | PAGE 4

SUPPORTING SPONSOR

\$15,000 | PAGE 5

CLASSROOM SPONSOR

\$5,000 | PAGE 6

EMPLOYEE MATCH SPONSOR

ANY LEVEL | PAGE 7



PRESENTING SPONSOR | \$30,000 | 1 AVAILABLE

Clean Water for 2,000 People

Presenting Sponsor on All Promotions



8,000+ Reach



20,000+ Reach

Exclusive visibility in all campaign communications across owned and paid marketing channels, including website, email, social media, ads, print and press.

Special Campaign Experience & Promotion



Exclusive Primary Match Sponsor

On our primary match day, every dollar Strikers raise will be matched by you until the agreed-upon amount. Activity and donations spike drastically, enabling you to reach more people. *Includes exclusive presence on the platform and all outreach several times throughout the day via email, SMS texts, and social media.*

Example Platform Appearance

Tito's Handmade Vodka provided a matching gift of \$150 USD.
Apr 23, 2021 4:14 PM

Water Project Dedication



Your name or brand on a water project in East Africa alongside winning Shower Strikers



Shareable stories and branded images from the community you are impacting



SUPPORTING SPONSOR | \$15,000

Clean Water for 1,000 People

Supporting Sponsor on All Promotions



8,000+ Reach



20,000+ Reach

Secondary visibility in all campaign communications across owned marketing channels, including website, email, social media, ads, print and press.

Exclusive Campaign Experience & Promotion



Secondary Match Sponsor

During our secondary match day, every dollar Strikers raise will be matched by you and other sponsors until the agreed-upon amount. *Includes shared presence on the platform and all outreach throughout the day, via email, SMS texts, and social media.*

Example Platform Appearance

Nav Sooch, Alan Blake & Aqua Strategies provided a matching gift of \$100 USD.
Apr 23, 2021 10:22 AM

Clean Water Impact



1,000 lives changed
through clean water



Shareable stories and
images of your impact



CLASSROOM SPONSOR | \$5,000

Clean Water for 300 People

Sponsor Recognition in Select Promotions



8,000+ Reach



20,000+ Reach

Visibility in select campaign communications across owned marketing channels, including website, email, and social media.

Campaign Experience & Promotion



Exclusive Sponsor of Student Group

Encourage the leaders of tomorrow by sponsoring a participating classroom team. From second graders to high schoolers, students join Shower Strike to learn about global water issues and make a difference through creative fundraising. Your company will encourage their efforts by providing a match sponsorship. *Includes recognition on all classroom-related marketing and any press opportunities.*

Clean Water Impact



300 lives changed
through clean water



Shareable stories and
images of your impact



EMPLOYEE MATCH SPONSOR | ANY LEVEL

Clean Water for Life

Sponsor Recognition in Select Promotions



8,000+ Reach



19,000+ Reach

Visibility in select campaign communications across owned marketing channels, including website, email, and social media.

Campaign Experience & Promotion

Employee Team-Building, Fundraising & Matching

Get your company involved by creating a team and joining the campaign! Shower Strike offers a great team-building experience, some friendly competition, and an easy way to give back. Further amplify your employees' efforts by matching what they raise up to a pre-determined amount! *Includes a tailored campaign experience for your company, setup of team fundraising pages, presentations, and exclusive promotional opportunities.*



Clean Water Impact



Every \$15 = 1 life
changed through
clean water



Shareable stories and
images of your impact



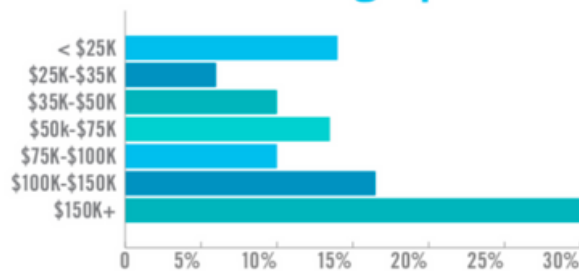
OUR AUDIENCE

Shower Strike

1,000+ Participants
50K+ Online Audience
5+ Countries

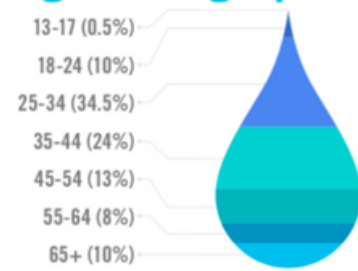
Overall

Income Demographic



Aggregate Annual Income of our Austin Constituents

Age Demographic



Aggregate Age Demographic of our Audience

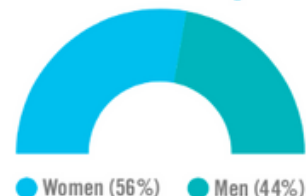
28K+ Media Reach

- Newsletter (8,000)
- Facebook (10,400)
- Instagram (5,900)
- Twitter (2,400)



Well Aware's outreach through social media is large and expanding

Social Participation



Total Participation of Women and Men in Well Aware's Social Media

READY TO GET YOUR BRAND INVOLVED?

Reach out to us today to
start the conversation!

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