

# 2025 SPONSOR OPPORTUNITIES

INTRODUCING WELL AWARE'S INAUGURAL CHALLENGE



30 MILES IN HER SHOES

April 1- 30, 2025

The Well Aware H2gO Challenge is a 4-week peer-to-peer fundraising journey that brings clean water and sanitation to communities across Kenya while immersing participants in the daily obligation most women in rural Kenya face every single day - walking for water.

Join Well Aware's key corporate partners in amplifying your brand through our global, digital H2gO challenge while creating meaningful and permanent change in entire communities in East Africa.

Over the past 16 years, our annual peer-to-peer event has raised almost \$3 million to build water projects in East Africa, providing 245,000 people with clean water for life.



## About well aware



**550K+**

Lives transformed to date through clean water projects in East Africa.



**100%**

Of Well Aware's wells and water systems work. The industry average is 50%.



**58%**

Education increase for girls when there is access to clean water.

## About the Global Water Crisis



**2.2B**

People globally lack reliable access to safely managed drinking water.



**40%**

Of those without an improved source of drinking water live in Sub-Saharan Africa.



**3.5 miles**

Walked on average daily to fetch water by women and girls in households where water is not piped into the home.

## BENEFITS

### 3 Million+ Reach\*

Gain visibility and exposure to our extensive social media, email, and online audiences across the U.S. and the globe. 1,000+ Participants in more than 5 countries.

### Team Building

Employee socialization improves communication by over 50%.

### Measurable Impact

Every \$20 provides one person with clean water and sanitation for life. That's a measurable CSR impact you can report to your stakeholders.

\*As this marks an inaugural campaign, these statistics have been derived from comparable previous campaigns.



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WELLWAREWORLD.ORG/H2GO

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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.

| BENEFITS   | Water is Life<br>\$30,000<br><i>(1 available)</i> | Water is Equity<br>\$20,000 | Water is Education<br>\$10,000 | Water is Health<br>\$5,000 |
|--|---|-----------------------------|--------------------------------|----------------------------|
| Primary Brand recognition on all campaign communications and website   | 💧   |                             |                                |                            |
| Water Well Dedication  | 💧   |                             |                                |                            |
| Co-branded press release   | 💧   | 💧                           |                                |                            |
| Secondary Brand recognition on all campaign communications and website | 💧   | 💧                           | 💧                              |                            |
| Weekly dedicated social promotions                                     | 💧   | 💧                           | 💧                              | 💧                          |
| Shareable impact stories from the field                                | 💧   | 💧                           | 💧                              | 💧                          |

## Other Opportunities: Employee Match Sponsor | Any Level

Create a team and join the challenge! H2gO offers an inspirational 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 and more assistance upon request.

## DEADLINE TO SUBMIT SPONSORSHIP OPPORTUNITIES:

**Friday, March 21**

Contact Sarah Evans for sponsorship opportunities.  
[info@wellawareworld.org](mailto:info@wellawareworld.org) | (512) 200-7312 |  
[www.wellawareworld.org](http://www.wellawareworld.org)



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