

# GIFT OF *Water* UNWRAPPED

**DECEMBER  
1-12, 2025**



## **This year, Well Aware is unwrapping something new.**

Instead of our annual in-person gala, Well Aware is bringing the celebration online with our Gift of Water Unwrapped virtual campaign –a two-week digital experience designed to honor the life-changing power of clean water while giving sponsors like you a unique opportunity to shine, connect, and make a tangible difference for thousands of people.

While the format has changed, the urgency of our mission has only grown.

**This year's funding is more critical than ever** as we work to ensure every one of our 140 partner communities, and the many more still waiting, has access to safe, reliable water.

### about well aware

**575K+**

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

**100%**

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

**\$20**

provides one person with clean water for life. That's a measurable CSR Impact you can report to your stakeholders.

## **3M+ REACH**

Gain visibility and exposure to our extensive social media, email, and online audiences across the U.S. and the globe.

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## SPONSORSHIP OPPORTUNITIES

Sponsor Benefits	Clean Water Champion - \$25,000	Ripple Effect Sponsor - \$15,000	Global Impact Sponsor - \$10,000	Sustainability Sponsor - \$5,000	Tools for Change Sponsor - \$1,000
Logo/ Name Placement	Primary logo placement on all digital materials, website, and social media	Secondary logo placement on all digital materials, website, and social media	Logo on campaign website & email footers	Logo on campaign website & select visuals	Name or logo on campaign website
Social Media Recognition	Featured in campaign storytelling + toolkit for self- promotion	Spotlight carousel + toolkit for self- promotion	Thank-you graphic + toolkit for self- promotion	Thank-you graphic	Group sponsor post
Email Recognition	Dedicated email to 15,000+ Well Aware supporters	Logo/ mention in 2 campaign emails	Logo/mention in campaign email footer	Inclusion in post-campaign wrap-up email	
Video/ Storytelling Features	Short video message + featured in impact video	Option to underwrite campaign feature (video, gift match, etc.)	Recognition in one campaign-wide video or post		
Special Options	Dedicate a well with signage (if applicable)	Underwrite gift match or campaign feature	Sponsor a "12 Days of Water Impact" post		
Custom Thank-Yous	10 branded holiday cards to share with clients or employees	5 branded holiday cards to share with clients or employees			

Deadline to submit sponsorship opportunities:  
**Friday, November 14, 2025**

Contact Amy Prewitt for sponsorship opportunities.  
info@wellawareworld.org | (512) 200-7312 | wellawareworld.org

