Celebrate. Thrive. Love

Water Week
November 1st - 13th, 2021

www.nolawater/week.org

To sponsor, or if you have questions,
email Hannah Rachlis at hannah@nolawater.org
The Water Collaborative of Greater New Orleans (TWC) is hosting its first annual, *NOLA Water Week* held from November 7th - 13th, 2021. During this exciting week, The Water Collaborative will partner with local, regional, and national organizations to create educational water-themed activities to reach and empower thousands of residents about the futures of the Urban Water Management and Water Justice sectors in the Greater New Orleans Area.

Since 2016, TWC has hosted water events, including WaterFront Month (2016-2017) and WaterFall Fest (2018 - 2019). Both events focused on creating, strengthening, and growing the green infrastructure, urban water management, and climate resiliency sectors. In 2021, we are reimagining our previous water events, through *NOLA Water Week: Celebrate, Thrive, Love Water*. This year, we are reinventing past programs and focusing on reaching all residents, especially those least engaged and aware of our region’s progress, challenges, and solutions in managing water. Most importantly, our events during NOLA Water Week will increase community awareness and collaboration, moving more residents to not only understand the issues but become part of the many accessible solutions.

The goal of *NOLA Water Week* is to (1) help the New Orleans community cultivate a positive relationship with water, (2) frame the future of water justice and management in New Orleans, and in a broader sense, Louisiana, (3) aid in the healing of collective trauma surrounding water injustice, (4) Improve the health of our community by increasing community awareness of water issues.

The target audience for this competition is the general public in the Greater New Orleans Area. Whether it is professionals working in the water sector, or residents who are living in Algiers, the French Quarter, or the Lower 9th Ward trying to manage urban flooding, high water bills, or lack of access to clean water, we want everyone to be involved and at the table. Through our multifaceted events, we anticipate a large and varied audience that encourages water sector professionals, K-12 and college students, climate and community advocates, and anyone part of the Greater New Orleans community to participate and become agents of change toward a future New Orleans where we celebrate, thrive with, and love water instead of removing it.
The Water Collaborative of Greater New Orleans is a 501c3 established in 2013. We are an essential and useful vehicle for the active involvement of all segments of the community in implementing the principles of water management and climate change adaptation. TWC is a highly regarded, sought-after, and responsive source of information, expertise, and leadership to government, business, academic and community-based institutions; neighborhoods; and residents regarding water management issues. The Water Collaborative consistently informs and empowers its members, enhances their efforts, and integrates those efforts within a shared framework to advance regional water management best practices. Finally, TWC serves as a leader and local point for revisiting and updating water policies. TWC plays a significant role in identifying and actively sustaining meaningful linkages with all water-related initiatives and partnerships to address related issues such as water justice and equity, climate change mitigation, adaptation, water affordability, access, and quality.

To date, TWC has developed the successfully passed New Orleans Comprehensive Zoning Ordinance, completed flood mapping for the Claiborne Corridor, analyzed the proposed Federal Flood Risks Management Standard, and piloted most of the original porous pavement projects across the city. Among our many accomplishments as an organizing body in the water sector, we are the only local non-profit that acts as an umbrella for the water sector in the Greater New Orleans Area.

The Water Collaborative is the regional leader in urban water management. Through collaborative working groups and an interdisciplinary approach to multi-objective problem solving, the Collaborative creates unique and necessary techniques to our world’s most pressing issues. The Collaborative believes everyone has a role to play regarding stormwater management, flood prevention, climate change adaptation, and mitigation. By bringing design professionals, urban planners, non-profits, social enterprises, neighborhood associations, elected officials, and concerned citizens together, The Water Collaborative creates smarter and unique opportunities for collective thinking for innovative and models of resilience.
NOLA Water Week is about celebrating our relationship, resilience, and future with water through a variety of events for every age and every background.

**Event Types:**
- The Good The Bad & The Ugly: Infrastructure Bike Ride
- Water, Climate, & Coast Trap Bingo
- Drag Show on Water

While water is a fact of life in the delta, we can begin to thrive with it through just transition and innovation. When implemented, water becomes a catalyst for economic and social liberation.

**Event Types:**
- Innovation in Water Equity
- The Future of the Blue/Green Economy
- The Importance of Mutual Aid for a Sustainable Region
- Defining Water Justice

Water is a source of joy in the delta—from the cultural fabric of Southeast Louisiana to our food and music—loving water is about recognizing its role in creating our cultural landscape and healing the wounds it created, whether natural or man-made.

**Event Types:**
- Indigenous and African Water Ceremony
- Edible Planter Box Installation Volunteer Event
- Pontchartrain Park Tree Planting and Art Installation Volunteer Event
Sponsorship Opportunities

**Water Leader - $5,000**

- Company name & logo displayed on all printed materials, (social media, website presence, email blast, event flyer, press release, after-action report & videos)
- Presenting slide (opening slide about your company or product)
- Logo on all VIP goodie bags for the Drag Show on Water
- Exclusive video ad about your company before NOLA Water Week
- Receive 6 tickets for each in-person event

**Southern Magnolia - $2,000**

- Sponsor one in-person event during NOLA Water Week
- Company name & logo displayed on all printed materials, (social media, website presence, email blast, event flyer, press release, banner, after-action report & videos)
- Logo on all VIP goodie bags for the Drag Show on Water
- Receive 4 tickets to in-person events

**Live Oak - $1,000.00**

- Sponsor one virtual event during NOLA Water Week
- Company name & logo displayed on all printed & digital materials, (social media, website presence, email blast, event flyer, press release, after-action report & videos)
- Logo on all VIP goodie bags for the Drag Show on Water
- Receive 4 tickets to one in-person event of their choice

**Cypress - $500**

- Company name & logo displayed on general promotional materials (website presence, press release, after-action report & videos)
- Receive 2 tickets to one in-person event