



National Stormwater POLICY FORUM

SPONSORSHIP PROSPECTUS

Event Overview

The 2026 National Stormwater Policy Forum will be held on April 13, 2026, from 11:00 AM to 5:00 PM ET in Washington, DC. Now in its tenth year, the Forum is the premier gathering for stormwater professionals and policymakers to explore critical regulations, legislation, and innovative approaches to stormwater management. This hybrid event will be hosted at the co-located offices of the National League of Cities (NLC) and the National Association of Counties (NACo), with approximately 100 in-person attendees and unlimited virtual participation.

Hosts and Organizers

Co-led by: Water Environment Federation (WEF) and National Municipal Stormwater Alliance (NMSA)

Co-hosted by: National League of Cities (NLC) and National Association of Counties (NACo)

Purpose and Goals

- Educate attendees on current policy issues impacting the stormwater sector.
- Facilitate dialogue on federal/state updates, hot topics, and emerging trends.
- Provide networking opportunities for professionals and decision-makers.

Sponsorship Opportunity

Sponsoring this event will help us provide attendees with a welcoming and energizing experience. Your support will demonstrate your national leadership in stormwater and help advance policies and practices that benefit the stormwater sector.

Platinum Sponsor

Sponsor Post-Event Reception:

Following the National Stormwater Policy Forum, a reception will be held to celebrate another successful meeting of stormwater policy leaders, offering attendees an opportunity to network further. The sponsor will be recognized for their generous support in multiple ways throughout the event.

Investment: \$3,000

Available Opportunities: 2

Benefits:

- Exclusive branding at the post-event reception (signage, verbal recognition).
- Logo featured on event slides (welcome, breaks, closing) for in-person and virtual attendees.
- Opportunity to provide branded giveaways or drawing gifts.
- Promotional materials displayed at registration.
- Logo on all event communications, registration site, and post-event thank-you emails.
- Access to registration lists (in-person and virtual).
- ***Optional Add-On:*** 2-minute speaking opportunity during reception.

Gold Sponsor:

Sponsor Lunch

The National Stormwater Policy Forum kicks off with a box lunch, providing an excellent opportunity for attendees to network and share knowledge before the program begins. Refreshments will be served during a

mid-afternoon break. The sponsor will be recognized for their generous support in multiple ways throughout the event.

Investment: \$2,000

Available Opportunities: 2

Benefits:

- Logo signage on lunch tables and coffee station.
- Recognition during opening remarks.
- Logo featured on event slides for in-person and virtual attendees.
- Promotional materials displayed at registration.
- Logo on event communications, registration site, and recap materials.
- Access to registration lists (in-person and virtual).
- **Optional Add-On:** 2-minute speaking opportunity during lunch or break,

Silver Sponsor

Sponsor Free Virtual Access for Forum:

The virtual program allows remote participation for those unable to travel but still eager to learn and engage on important national stormwater policy matters. Virtual attendance is typically between 300 and 500 people. The sponsor will be recognized for their generous support in multiple ways throughout the event.

Investment: \$1,000

Available Opportunities: 2

Benefits:

- Logo featured on virtual platform and slides for remote attendees (300–500 participants).
- Recognition during opening remarks.
- Logo on event communications, registration site, and recap materials.
- Access to virtual registration list.

Bronze Sponsor

General Support

As the only annual stormwater policy event in Washington, D.C., the National Stormwater Policy Forum is free to attend, allowing for robust discussions and knowledge sharing. The host organizations rely upon the generous support of sponsors to help make the event an annual success. The sponsor will be recognized for their generous support in multiple ways throughout the event.

Investment: \$500

Available Opportunities: Unlimited

Benefits:

- Logo featured on event slides for in-person and virtual attendees.
- Recognition during opening remarks.
- Logo on event communications, registration site, and thank-you emails.

Why Sponsor?

Align your brand with national stormwater leaders and showcase your commitment to sustainable water infrastructure while gaining targeted visibility among municipal leaders, engineers, regulators, and advocates.

Additional information about the National Stormwater Policy Forum:

<https://ms4nmsa.org/stormwaterday/policy-forum-2026/>

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