

Waterwise website sponsorship opportunities

Waterwise website

The Waterwise website www.waterwise.org.uk was founded in September 2005 and rebuilt in July 2006 to meet the rising demand of consumer web traffic. Currently the website receives around 12,000 unique visitors per month; around 550 hits per day during the week. This increases according to media coverage and weather patterns.

Key referrals

Over half of the visitors to the Waterwise website arrive from a keyword search in Google. Around 2000 visitors a month come directly to our site by entering the URL. Other key referrals include UK water companies, direct.gov.uk, BBC News and the Energy Saving Trust.

Audiences and content

The Waterwise site is regularly used as a source of up-to-date, practical, well-researched information on water efficiency campaigns, regulation and policies. In addition to its use by members of the public, government officials, Ministers, Opposition Parties, Parliamentarians, retailers, manufacturers, NGOs, regulators and water companies regularly visit our site. It is seen as a wide-ranging and reliable source of information by water stakeholders and non-water stakeholders alike.

Top searches include

The top ten keywords searched for before landing on the Waterwise site include Waterwise, Water wise, water butts, water saving devices, dual flush toilet, waterwise conference, water wastage and washing machines.

International presence

Although most visitors to the site are from the UK, the Waterwise website attracts visitors from almost every other country in the world, the top five being the United States, Australia, Canada, Ireland and India.

What is Waterwise?

Waterwise is a not for profit non governmental organisation with the aim of promoting water efficiency throughout the UK. The UK has less water per person than most of our European neighbours and we use more. We each use around 150 litres of water per day and on average this has been rising by 1% each year since 1930. This is not sustainable in the long term as over half of England is already classified as severely water stressed by the Environment Agency. In addition, when you consider that 5% of our greenhouse gas emissions come from heating water in the home and an additional 1% from treating and pumping water to our homes, our water use plays a significant contribution to our daily carbon footprint. We believe it is possible for each person to reduce their water wastage by a third.

Features of the Waterwise website

- Context and background to UK water resources
- Tips for saving water in the home
- Key research documents and publications
- Waterwise consultation responses
- Ranking of dishwashers and washing machines
- Waterwise press releases
- Waterwise Marque products
- Waterwise the Fish videos
- Fun games for children
- Events box which highlights upcoming watery events
- Key links to other organisations in the water industry and with an interest in water efficiency
- Advice on water saving products linked to a 'Buy Now' page where we recommend particular suppliers



Sponsorship opportunities

Sponsorship provides the advantage of increasing your visibility to a mixed audience these include retailers, manufacturers, water companies, NGOs, government Ministers, officials and Special Advisers, Opposition spokespeople and Parliamentarians. Sponsors benefit from a key association with the trusted and independent Waterwise brand. Subsequently sponsors should see an increase in sales. Details of levels of sponsorship are included below. Please note that these packages are open to discussion and other benefits may be available at the request of the sponsor.

'Buy Now' page

Waterwise provides support and information to domestic consumers on how to save water in the home. We do not sell products but we recommend water efficient product suppliers through our 'Buy Now' page on the website. This page is linked to directly from our homepage. Various products throughout the site are hyperlinked to the 'Buy Now' page. Waterwise Marque products have a 'Buy Now' hyperlink under each image which links to the 'Buy Now' webpage. The cost of placing an ad on the 'Buy Now' page is 20% of direct sales profit or a fixed fee. This is open to discussion.

Suppliers will receive:

- A 350 x 200 pixel advertisement space on the 'Buy Now' webpage
- This will be linked to the supplier URL which opens in a new window
- If a supplier has exclusive rights to distribute a product in the UK Waterwise will hyperlink these products directly to the supplier's URL rather than going via the 'Buy Now' page.
- Suppliers will be recognised on a sponsors webpage under 'Special thanks to'

Banner advertising

Waterwise is offering space on the top right hand side of any webpage of the Waterwise site (but not the homepage) to organisations wishing to place a banner ad. The cost of placing a banner ad on the Waterwise website is £2000 per year.

Sponsors will receive:

- Banner ad - size 140 pixels by 400 pixels portrait format which will be positioned to the top right side of the webpage.
- This will link to a URL of your choice which opens in a new window.
- Sponsors will be recognised on a sponsors webpage under 'Special thanks to'

Exclusivity

Waterwise does not enter into exclusive sponsorship agreements with any organisation. We are an independent NGO and are open to working with anyone who helps us to achieve our aim of promoting water efficiency.

Long term partnerships

In addition to website sponsorship, Waterwise is keen to develop closer working partnerships with organisations including joint communication campaigns, research projects on water efficiency. Please talk to us directly if you are interested in developing such a partnership.

Contact details

For more information on sponsorship opportunities or any other partnership interests please contact Chris Philpot, Communications Manager, on 0207 957 4615 or cphilpot@waterwise.org.uk