



Sponsorship Prospectus

Video Podcast Season 03

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2025

OUR WATER CONNECTION PODCAST - SEASON 03 SPONSORSHIP PROSPECTUS

THE PODCAST

Our Water Connection is a platform designed to educate, inspire, and connect. We shine a spotlight on the water industry as a vital pillar of society by making expert knowledge accessible and engaging for all.

Through engaging conversations and clear storytelling, we amplify the voices of outstanding water professionals by highlighting the value of their work and exploring their passion and purpose. We create a space for emerging leaders and communities to learn, reflect, and grow together.

OUR IMPACT SO FAR

Launched in 2024, Our Water Connection has become a trusted platform for accessible, engaging conversations that bridge technical insights and public understanding.

36+ episodes featuring experts across the sector, including government, consulting, research and utilities.

5600+ audio downloads

610+ downloads/month

3900+ video views

1100+ LinkedIn followers

37500+ impressions on
LinkedIn

570+ YouTube
followers

Top-performing episodes (by downloads in the first 30 days)

21 | Careers in Water: Stories of Passion, Purpose, and Growth | Dr Lionel Ho, Emma Milburn and Steve Adamthwaite

03 | What is a water utility? | Pat McCafferty

35 | What makes water one of the most diverse careers in engineering? | Daniel Lambert AM

WHAT OUR AUDIENCE SAYS

Hey Jess, - just wanted to say loving the podcast and the awareness and visibility you're helping bring to water-related issues across Australia. Keep up the great work :-)
Christian B.

Just come across your podcasts now I have finally got time been listening to them. What can I say fantastically well delivered. I'm new to the industry and this is great great knowledge. Well done! - *Dr Purvi M.*



AUDIENCE SNAPSHOT

Our Water Connection attracts a diverse and engaged audience across the Australian water sector. Most listeners work in engineering, operations, and business development, with strong representation from research, education, and community services.

The majority are professionals based in major Australian cities with a growing international presence. Listeners range from emerging professionals to senior experts, with over two-thirds at either senior (35%) or entry-level (32%) roles. Many work in large organisations, including water utilities and consulting firms, with the largest share employed at companies with over 1,000 staff.

WHY SPONSOR US?

Sponsoring Our Water Connection is more than gaining brand visibility; it is a strategic investment in the future of the water sector. The podcast connects you with a qualified, highly engaged audience of decision-makers, engineers, utilities, consultants, and researchers across Australia. These are the people shaping policy, projects, and the future of water.

As a sponsor, your organisation is positioned as a thought leader, actively contributing to sector conversations, influencing trends, and showcasing innovation. You strengthen your brand, align it with a trusted voice in the industry and elevate your credibility as a key player driving progress in the water sector.

Each episode explores relevant industry topics, providing a platform for aligning them with your business priorities. This alignment can open doors for commercial conversations, lead generation, and deeper industry connections.

Sponsorship also demonstrates your commitment to corporate social responsibility and sustainability, helping raise public understanding of water issues while supporting the professional growth of current and future water leaders. Together, we can amplify the voice of the sector and inspire change through accessible, meaningful storytelling.

WHAT OUR PARTNER ORGANISATIONS SAY

Participating in Our Water Connection has been a great experience for me and for eWater Group. it gave our company a really accessible way to talk about the important work we do, and whose interests we touch - *Michael Wilson (CEO eWater Group)*

Performance highlights for eWater Group (S.02 Ep. 23 with Michael Wilson)
Organic impressions: 1,000 | Engagement rate: ~50% | CTR: 30% | New followers: 30

SPONSORSHIP OPPORTUNITIES

Join us in shaping a more visible, connected, and inspired water sector through the power of a conversation. We offer two tiers of sponsorship designed to give your organisation meaningful exposure and alignment with the values of Our Water Connection.

We are happy to discuss a tailored sponsorship option in addition to the two options presented in this document.

Presenting Sponsor

Be the headline supporter of Our Water Connection for a full season. As the Presenting Sponsor, your organisation is recognised in every episode and across all channels as the key partner helping bring these conversations to life. You will also have the first choice to renew for next season.

Focus Sponsor

Support a focused series of episodes that align with your organisation's mission and values in our four available Streams: International, The Basics, Innovation, and Community (final Streams up for discussion). As a Focus Sponsor, your brand will be featured in 5 episodes centred on the selected stream.

	Presenting Sponsor	Focus Sponsor
How many are available?	One	Four
Investment	\$10,000	\$2,500
Your brand in # episodes	<u>All 21 episodes</u> of Season 03	<u>5 episodes</u> on your sponsor stream
Co-Creation Opportunities	Opportunity to co-create a special episode	Option to suggest one guest/topic for an episode in a <i>different</i> stream (editorial independence retained)
Content Inclusions	Brand mention in the intro of all episodes Mid-roll in all episodes co-created with you to craft your message (30s)	Brand mention in the intro of Stream episodes Brand mention in the outro of Stream episodes - content to be co-created (10s)

Promotional material inclusions	Your Logo on: • All podcast visuals • Podcast website (as major sponsor) "Season presented by [Sponsor]" text on episode descriptions on all platforms	Your Logo on: • YouTube thumbnail of Stream episodes • Podcast website (as minor sponsor) "This [Stream name] episode is brought to you by [Sponsor]" text included in Stream episodes' descriptions on all platforms
Social Media Inclusions	Mention on LinkedIn and social media posts when the season is released Special LinkedIn post before season premiere announcing Presenting Sponsor Promotion in the release post and promotion teaser post of all episodes on LinkedIn and social media posts (42 total)	Mention on LinkedIn and social media posts when the season is released Promotion in the release post for Stream episodes (5 total)

HOW SPONSORSHIP SUPPORTS THE PODCAST

Sponsorship enables Our Water Connection to grow its reach, improve its quality, and deliver lasting impact across the water sector. Your support helps transform this podcast into a powerful platform for learning, storytelling, and community connection.

Your sponsorship helps us:

- Produce high-quality episodes with professional audio and video editing
- Improve accessibility through transcripts and captions in all episodes
- Platforms and website maintenance
- Expand our reach through social media platforms



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Season 03
2026



ABOUT THE HOST

Dr. Jessica Bohorquez is a water engineer, communicator, and passionate advocate for a more visible and connected water sector. She launched Our Water Connection to contribute to her mission of increasing everyone's water curiosity and sharing knowledge about water with a broader audience.

Jessica is a recognised leader in the water sector, known for her passion and impact, with honours including the Superstars of STEM program and the 2025 AWA National Young Water Professional of the Year.

LET'S CONNECT

To discuss sponsorship opportunities and learn more about Our Water Connection, get in touch:

Dr. Jessica Bohorquez

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