Water Access Coalition of MINNESOTA

Corporate Partnership Opportunities

Protecting Responsible Access to Minnesota Lakes & Waterways
The Water Access Coalition (WAC) is a Minnesota-based advocacy organization dedicated to preserving fair, responsible, and science-based access to Minnesota's lakes and waterways.

OUR MISSION

To protect and preserve responsible public access to Minnesota lakes through advocacy, public education, grassroots engagement, coalition building, and balanced, science-driven policy solutions.

WHY IT MATTERS

Minnesota's outdoor recreation economy supports local tourism, marine businesses, resorts, retailers, manufacturers, and thousands of jobs statewide. Increasingly restrictive and fragmented local policies create uncertainty for lake users, businesses, and communities alike.

WAC exists to ensure that decisions impacting Minnesota lakes are made thoughtfully, collaboratively, and with input from all stakeholders.

WHY PARTNER WITH WAC

- Support safe, respectful, and educated use of Minnesota waterways
- Promote balanced public policy instead of one-size-fits-all restrictions
- Protect Minnesota's outdoor recreation economy and lake communities
- Demonstrate leadership and community engagement
- Gain visibility with engaged lake users, outdoor enthusiasts, and community stakeholders

SPONSOR/PARTNER BENEFITS

- Recognition on the WAC website and communications
- Logo placement on select marketing materials and event signage
- Social media and digital recognition opportunities
- Participation in educational initiatives and coalition events
- Direct engagement with a growing statewide network
- Custom partnership opportunities tailored to your organization



POTENTIAL PARTNERS

- Marine dealers and manufacturers
- Boat lift and dock companies
- Resorts and hospitality businesses
- Outdoor recreation brands
- Watersports and marine service providers
- Lake-area retailers and restaurants
- Real estate and property-related businesses
- Community-minded corporations supporting Minnesota recreation

SPONSORSHIP OPPORTUNITIES

Level	Annual Contribution	Highlights	Business Type
Champion Sponsor	$10,000+	Premier visibility, featured recognition, event opportunities	Large dealer or OEM
Advocate Sponsor	$5,000-$9,999	Website recognition, social promotion, event visibility	Small dealer or large retailer/associated business
Supporter Sponsor	$2,500-$4,999	Communications inclusion and supporter recognition	Small retailer or vendor business

LET'S WORK TOGETHER

Minnesota's lake traditions matter. By partnering with the Water Access Coalition, your organization helps ensure that future generations can continue to responsibly enjoy the lakes, waterways, and outdoor experiences that define Minnesota.

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