

CW4k

**Future-Proof Your Company
Connect your Brand with the
\$1.5 Trillion Market of Gen Z and Millennials**



**TOO MANY CHILDREN ARE DYING
FOR A DRINK OF CLEAN, SAFE WATER.**

THEY NEED YOUR HELP.



CW4K is a 501c3 non-profit – Cause marketing with the purchasing power of Generation Z
and the socially responsible attitudes of Millennials

Call and join in the success - 262-246-8480

CannedWater4Kids: Connect Your Brand to the \$1.5 Billion Market of Gen Z and Millennials

WHY WATER? THE FACTS ARE STAGGERING!

1 Billion people lack access to safe drinking water.

That's almost one-fifth the world's population.*

Every 21 seconds a child dies from waterborne diseases

such as typhoid, cholera and dysentery.**

5,000 children die every day

from drinking unsafe water.**

6 Million people are blind due to lack of clean water

and unsafe sanitation conditions.***

Source: *Second UN World Water Development Report ** World health Organization ***UNICEF Report



It's not just Africa, Guatemala or Flint, Michigan. Children in virtually every US city are Being Exposed to hazardous levels of lead and other toxins.

Our Purpose:

To ensure that all children in the world have access to clean, safe, healthy drinking water

Ensuring access to clean, safe water worldwide is critical. Not only is it essential for successful agriculture, food and energy production, it is a children's issue because water is vital for healthy development and survival. We believe that all children need clean, safe water today – so they have a chance at tomorrow.



95% OF MONEY COLLECTED BY cW4k GOES TO SUPPORT, FUND & DELIVER CLEAN WATER INITIATIVES

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WHY PARTNER WITH CANNEDWATER4KIDS?



- **Enhance Visibility** with cW4k's loyal community
- **Increase your Extended Reach:** Online media and Press Releases
- **Gain Media Attention:** Multimedia campaigns include print, radio, strategic alliances and events
- **Exclusivity in your category**
- **Enhance your Cause-Related Marketing** by participating with a brand that helps save children, their community and the environment.
- **Boost Brand Recognition** with exhibitor opportunities, signage, and your company representatives at live events.
- **Expand your Target Audience** through print and online marketing campaigns
- **Sustainability goals will be satisfied**
Did you know?: When recycled, an aluminum can or bottle becomes another aluminum can or bottle and is back on store shelves in as little as sixty days. Plastic bottles cannot do this.

STRATEGIC ALLIANCES & SPONSORS

Collaborative relationships are growing and include groups like: The Milwaukee Water Council, Badger Meter, CMI, IMDA, American Beverage Association, Green Sports Alliance, Rock the Green, FAB and Healthier America.



DEMOGRAPHICS OF GENERATION Z AND MILLENNIALS WITH PURCHASING POWER

Demographics

Our target market and ancillary reach includes:

- Millennials
- Generation Z
- Baby Boomers
- Generation X
- The can industry and supply chain
- Our US National parks
- Universities
- Corporate board rooms
- Schools
- Manufacturing



66% OF CONSUMERS
AND UP TO 88% OF MILLENNIALS
PREFER TO DO BUSINESS WITH
CORPORATIONS AND BRANDS WITH
PRO-SOCIAL MESSAGES, SUSTAINABLE
MANUFACTURING METHODS AND
ETHICAL BUSINESS STANDARDS.

ALIGN YOURSELF WITH cW4k &
CONNECT ON ALL OF
THESE ELEMENTS.

Diversity

Clean water affects everybody

Psychographics

- Care about the environment & sustainability
- Care about making a difference
- Will pay more for brands driven by social impact, sustainable manufacturing, and ethical business standards
- Care about what they eat and drink
- Care about leaving the world a better place for future generations



CUSTOMERS
WILL VIEW
YOUR
BRAND AS BETTER
THAN OTHERS BASED
ON YOUR TAKING AN
ACTIVE ROLE IN
MAKING THE
WORLD A
BETTER PLACE.



Trends

While lack of clean water has been a known problem outside of America for decades, recent water issues here in the US (Flint, Michigan) have expanded awareness and the need for action here at home.

- People want news about clean drinking water
- Companies are responding to social and environmental concerns
- People are researching water quality issues and proximity to where they live

CLEAN, SAFE
DRINKING
WATER IS NOT
A BLACK,
HISPANIC, WHITE,
OLD OR YOUNG
PROBLEM.

IT IS A HUMAN
PROBLEM.

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HOW DOES CW4K REACH OUR MARKET?



✓ Multimedia

Monthly Press Releases to industry publications, local and national media

✓ Online

Email marketing

✓ Live events

Rock the Green Sustainability Festival - Milwaukee, WI

Healthier America – Washington, DC

Can Manufacturer's Institute (CMI) Summit - Washington, DC

International Metal Decorators Association (IMDA) Convention - Chicago, IL

Major Movie Premier events in Los Angeles, CA

At our US National Parks, on tour busses and in gift shops

As In-room amenity at major hotels

As sponsor at major golf outings

As a participant at industry trade shows

✓ Social Media

Frequent tweets and retweets on Twitter

Frequent posts on Facebook

Frequent posts and a strong presence on LinkedIn with over 10,000 first connections

Frequent posts to Instagram

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ABOUT THE FOUNDER: GREG STROMBERG

CannedWater4kids (cW4k) was established by Greg Stromberg, a 47-year veteran of the packaging industry focused on cans. He was alarmed at the rate at which children worldwide were dying from waterborne diseases caused by the lack of clean, safe drinking water. It seemed odd that a world able to put men on the moon or create self-driving cars had not fixed the clean drinking water problem.



With support from the Can industry, and a passion for wanting to save children and reverse this trend of water-borne diseases, our lean 501(c)(3) E-charity was born. The aluminum can and aluminum bottle have become a billboard for broadcasting the charity's purpose. Our canned water product also promotes the impressive sustainability attributes of the aluminum container which benefits the industry- and our environment. Best of all, we're helping children today so they have a chance at tomorrow.

A video detailing Greg's motivation for cW4k can be seen here:

<https://www.cannedwater4kids.org/our-story/>

GREG'S GRANDFATHER WAS ALSO A KEY INSPIRATION FOR THE NON-PROFIT

Greg remembered how his grandfather, Norvin Stromberg, a dentist would fix people's teeth for free during the great depression. Times were tough. People needed dental care, but couldn't afford it because all of their money was for food. Norvin was there to help. This selfless action was always top of mind for Greg. Inspiration was also drawn from Newman's Own Brand, where 100% of the royalties and profits that it receives from the sale of Newman's Own products for charitable purposes.



Norvin Stromberg was known for his kindness providing free dental care to those in need during the great depression. This selfless action became one of the things that fueled Greg's passion and formation of CannedWater4kids.

"We need to help the children with clean water today, so they have a chance at tomorrow. Water is Life."

– Greg Stromberg, cW4k Founder & CEO

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OUR CW4K BOARD

cW4k is committed to surrounding ourselves with smart, experienced people who can help us grow and improve all that we do. We maintain a Board of Directors with a wide range of experiences, competencies and perspectives who are passionate about our purpose and strategies, and are able to help us adapt them to our ever-changing markets and environment.

Greg Stromberg
Founder & CEO



Peter Gorman
Chief Brand Officer
Brand Support 365



Moe Mukiibi
PhD, CTO and COO,
Stonehouse Water Technologies
at the Global Water Center



Stacy Jones
CEO
Hollywood Branded



Marissa Jablonski
PhD, AAAS Science & Technology
Policy Fellow at USAID



Jared Brody
Manager, National Accounts
Ball Corporation



Michelle (Ethier) Kouba
Partner, Intellectual Property Group
Michael Best & Friedrich LLP



Linda Hollander
CEO
Sponsor Concierge



Ashley Gravlee
Corporate Social Responsibility Manager
NOVELIS



Ronald Ragan
Managing Partner
Roeslein & Associates, Inc.



ADVISORS

- **Thomas Funk** Chairperson, Executive Agenda
- **Ray McGillis** SVP GM Operations North America Minnesota Realtors
- **Jeff Hengsbach** President, Hengsbach & Associates
- **Heather Boschke** VP Marketing & Communications

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PROMOTIONAL OPPORTUNITIES

Promotional opportunities may include:

- Logo and hyperlink on cW4k website
- Cross Promotions
- Co-branding on our cans and aluminum bottles
- Exhibitor opportunities, signage and your company representatives at live events
- Promotion on social media
- Speaking opportunities at live events
- Online contests promoting your company and brand
- Option to provide prizes and giveaways for contests
- On-site sales, sampling, and couponing opportunities
- VIP passes for staff and special clients
- Promotion in upcoming media
- Dedicated campaigns with pre-marketing and follow-up promotion
- Email blasts to cW4k community
- Press releases to local and national media outlets
- Endorsement seal and marks to use on your products and services
- cW4k "Making a Difference" Sponsorship Award



DRINKING WATER - WITH A PURPOSE!

Our drinking water packaged in aluminum bottles and cans is a valuable tool putting our story in the hands of consumers. We call it "Drinking water– with a purpose."

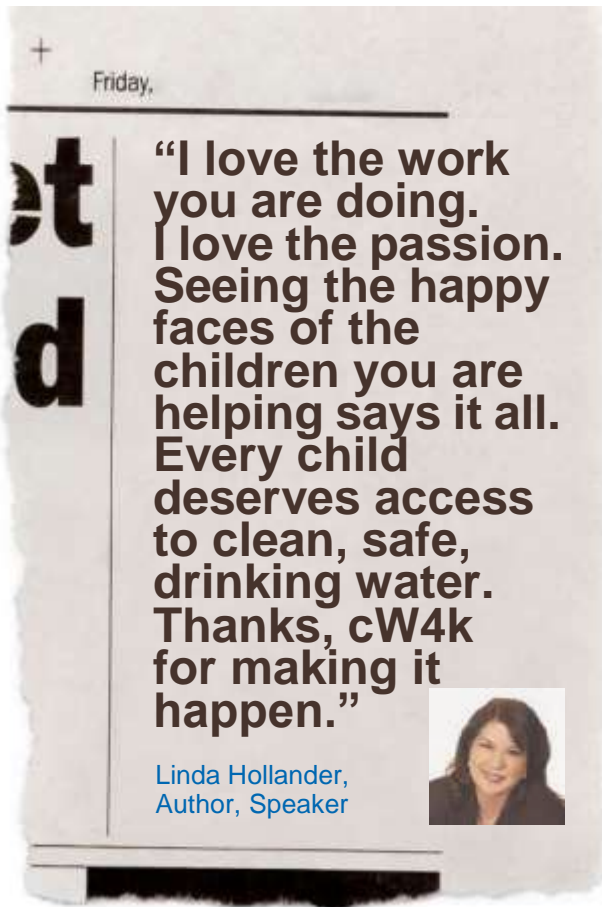
From vending machines to board room, cW4kcanned drinking water is making a difference where others cannot. Let's get the word out together.

- It hydrates you
- 95% of all money collected by cW4k from the sale of this water helps develop, fund and deliver sustainable, clean drinking water projects and initiatives worldwide.



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TESTIMONIALS



"We admire cW4k's 'teach them to fish' model of relief. We share their belief in this impactful philosophy and admire cW4k for making sure that those they help learn how to sustain the clean water initiatives the organization provides. cW4k's work is bettering our world and we are honored to sponsor their efforts."

Devon Edmonson, SpecMetrix



"We are doing our part as good corporate citizens. It is important to be there for people, in good times and bad. Providing clean water to communities suffering a crisis will aid in recovery, and, hopefully, give some sense of comfort to those in need."

Renee Schouten, INX International Ink Co.



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OUR WORK IS FOCUSED ON 4 AREAS



cW4k believes in sustainable solutions. As the great philosopher, Maimonides once said, “Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.” We make sure that those we help know how to sustain the solutions we provide. We do this in four areas:

Water Projects: This includes the digging of wells and water purification solutions. Project partners include, but are not limited to, organizations like: Engineers Without Borders, UNICEF, Watercharity.org, SON International and World Vision.

Disaster Relief: We have sent over 3,000,000 cans of fresh drinking water as aid to the people in Haiti, Japan, Puerto Rico, New Jersey, Florida, Texas and Flint, Michigan.

Education: We support global programs that help educate individuals about the growing clean water crisis, water conservation, the importance and benefits of recycling, and how to make informed healthy decisions about what you drink.

Promotion of the Can Industry: cW4k is a philanthropic member of the Can Industry in the US. We actively participate in promoting the value of choosing beverages/products packaged in infinitely recyclable aluminum cans.

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EDUCATION, HEALTH & RECYCLING

cW4k is proud to be a part of the **Partnership for a Healthier America, Drink Up** initiative. The purpose was to encourage everyone to drink more water more often. You are what you drink – and when you drink water, you drink up. To learn more visit:

www.youarewhatyoudrink.org

PHA is devoted to working with the private sector to ensure the health of our nation's youth by solving the childhood obesity crisis. Commitments made are commitments kept.



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Year-Round CannedWater4kids.org Sponsorship Opportunities

	Super Hydrator	Hydrator	Clean Water Advocate
Your logo w/hyperlink on cW4k Website homepage	•	•	•
Link to sponsor profile on cW4k website	•	•	
Donor Spotlight Email sent to cW4k base (17,000+)	•	•	•
Sponsor logo placement on cW4k collateral materials	•		
Appearances & brand exposure at cW4k events	•		
News release sent to national media via PR Web announcing sponsorship. Content also provided for Sponsor to post	•	•	•
Social media announcement across all channels announcing sponsorship. Content also provided for sponsor to post	•		
Sponsor logo on cW4k Letterhead	•	•	•
Sponsor logo on all cW4k Email sent	•	•	•
"Making A Difference Award" will be presented to sponsor with photo and news release sent to national media. Content also provided to sponsor to post	• •	•	
1 pallet 24/16oz aluminum bottles - 1,680 bottles	•		
1 pallet 24/12oz cans - 2,640 cans	•	•	•
1 pallet 24/12oz cans (sparkling) - 2,640 cans	•	•	
Sponsor logo with web url included on box labels attached to cartons of canned drinking water shipments	•		
Insider announcements - Be the first to hear about new developments	•	•	•
Sponsorship duration is one year from receipt of payment	\$50,000	\$25,000	\$10,000

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Connect with us on Social Media



facebook.com/cannedwater4kid



[@cW4k](https://twitter.com/cW4k)



linkedin.com/in/gregorystromberg



instagram.com/cannedwater4kids



youtube.com/user/cannedwater4kids



Recent News

Newsroom - <https://www.cannedwater4kids.org/cw4k-newsroom/>

Other Links

Movie Premiere - Smurfs The Lost Village

<https://youtu.be/l4ZFSQ9tnFw>

Movie Premiere - Spiderman Homecoming

<https://youtu.be/s3fkSLYDNjI>

Movie Premiere - Emoji Movie

<https://youtu.be/KhEc9WtNI-A>



Landing Page "Our Story"

<https://www.cannedwater4kids.org/our-story/>

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