

Launch Partner Brief

Make the invisible visible. Make water investable.

\$150K

LAUNCH FUNDING REQUIRED

\$500K+

EST. COMPARABLE ACTIVATION
VALUE

Sept 24

TIMES SQUARE, NEW YORK

The opportunity

America loses enormous water and economic value through aging infrastructure, leakage and deferred modernization. Most of that loss is invisible to the people, businesses and capital markets that depend on reliable water systems. Drip City turns that invisible infrastructure challenge into a public experience people can see, understand and act on.

WHAT DRIP CITY DOES

- Turns water infrastructure into an interactive public experience in Times Square.
- Uses gameplay and digital storytelling to show the trade-offs involved in modernizing essential systems.
- Connects public awareness to technology, corporate leadership, infrastructure expertise and capital.
- Creates a platform that can scale into additional cities, markets and industry conversations.

**This is not a utility failure.
It is an ecosystem problem.**

A PLATFORM FOR PARTNERSHIP

Make it visible → **Make it understandable** → **Mobilize modernization**

WHY PARTNER

Drip City is not designed to assign blame. It is designed to bring the broader ecosystem into the solution. Launch partners help move the narrative beyond the problem and demonstrate how technology, infrastructure, development, operations and capital support stronger water systems.

WHERE PARTNERS CONTRIBUTE

INFRASTRUCTURE + SOLUTIONS Show what modernization looks like in practice: pipes, valves, metering, leak detection, reuse, digital systems, construction and operations.	INDUSTRY + DEVELOPMENT Connect water modernization to economic growth, advanced manufacturing, AI, data centers, real estate and community infrastructure.
CAPITAL + MARKET LEADERSHIP Translate infrastructure needs into economic value, investable opportunities, partnerships and scalable financing models.	PUBLIC ENGAGEMENT + MEDIA Extend the story beyond Times Square through thought leadership, media, content, convenings and stakeholder engagement.

THE LAUNCH SEQUENCE

SEPTEMBER 24 TIMES SQUARE	Drip City launches during UNGA and Climate Week, making infrastructure inefficiency visible through large-format digital storytelling and interactive gameplay.
CLIMATE WEEK WATERHOUSE IMPACT STUDIO	Translate attention into strategic engagement with family offices, investors, developers, technology companies and water-sector leaders.
FINANCIAL + BUSINESS MEDIA	Carry the infrastructure story into conversations about economic value, modernization, risk, technology and capital.
BEYOND NEW YORK	Scale the platform into additional cities and markets with local data, partner solutions and deeper infrastructure engagement.

SPONSORSHIP LEVELS

Select the level that matches your commitment.

\$50,000

FOUNDING LAUNCH PARTNER

Premier launch recognition, Impact Studio leadership participation, post-launch storytelling, and future activation planning.

\$25,000

LEAD PARTNER

Prominent launch recognition, Impact Studio participation, partner storytelling, and opportunities to contribute expertise.

\$10,000

SUPPORTING PARTNER

Launch and partner recognition, post-launch updates, and participation in the broader Drip City partner network.

WaterRising is securing philanthropic and institutional support to fund the nonprofit's work and deliver the Drip City launch. Partners may support the launch through grants, charitable contributions or other appropriate nonprofit funding arrangements, while also contributing expertise, content, convening participation and amplification.

START THE CONVERSATION

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