

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Relationship building with 200 gallons of water

Engaging and educating customers.

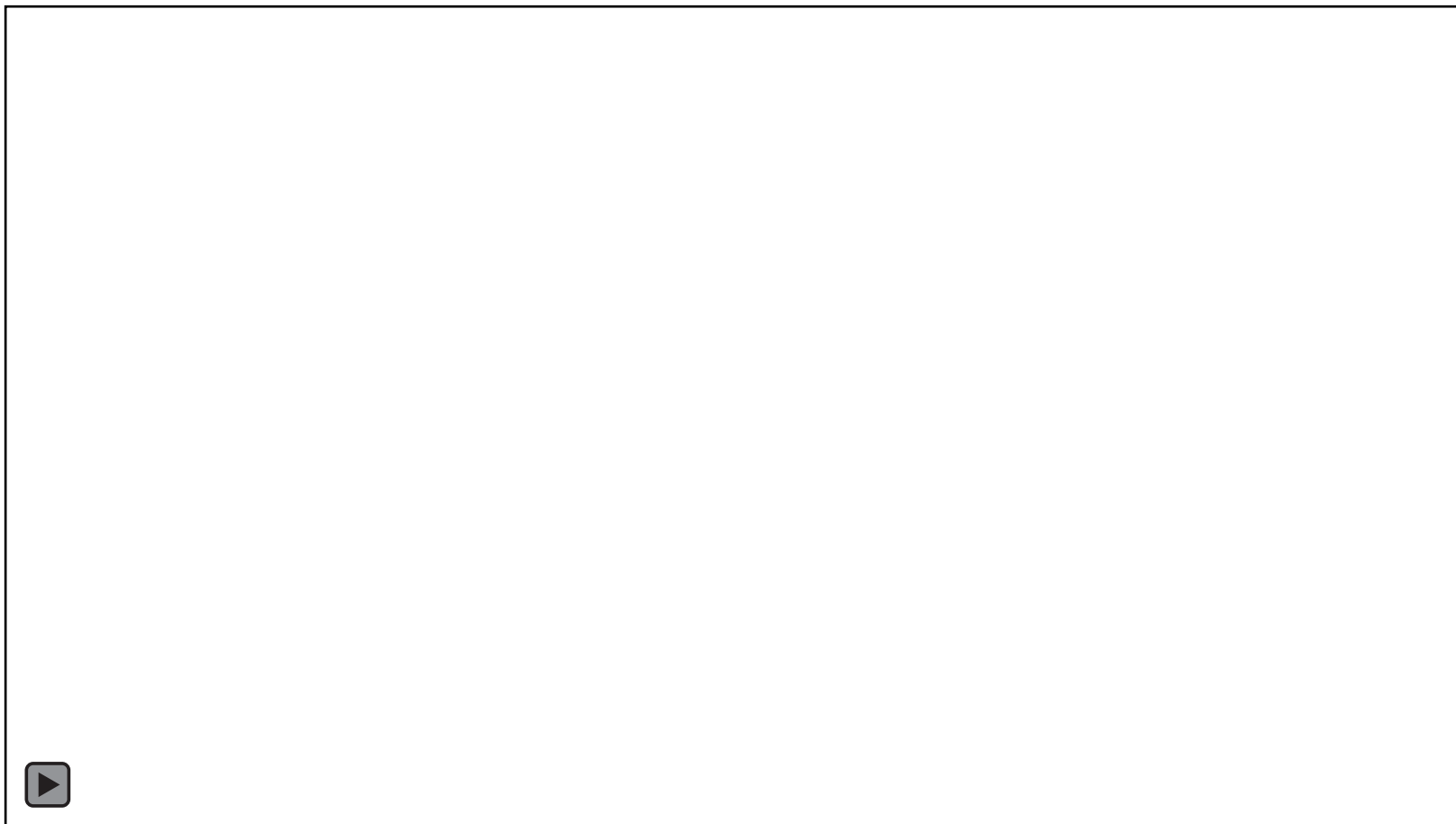


Presented by:
Gianna Lombardi
Community Relations Specialist

Denver Water Overview

- Founded in 1918
- Serve 1.4 million people
- Water source from mountain snowpack
- 3,000 miles of pipe and 4,000 square miles of watershed land





Water Trailer Specs



- Food grade refrigerated truck
- 200-gallon stainless steel tank
- Four taps on each side of trailer
- Compostable cups

#BOYB

Event Participation



- Water trailer coordinator
- Online request form
- April through October
- 30 to 40 events per season

Employee Volunteers

- Face to face interaction with customers
- Expert answers
- \$25.00 participation gift card
- Exclusive Denver events



Event Successes



- “Thank you for being here!”
- We don’t advertise
- Grown from 10-15 events to 30 to 40
- Waiting list

Outreach and Education



- TAP subscription
- Capital projects
- Collection system
- Shower timers
- Water bottles
- Sunglasses
- Gum ball machine

denverwaterTAP.org

How can I start?

- Water coolers
- Collateral
- Survey employee interest
- Local event calendar



Coleman 5-Gallon Beverage Cooler

by Coleman

★★★★☆ 336 customer reviews | 42 answered questions

List Price: ~~\$39.99~~

Price: **\$32.99** ✓prime

You Save: **\$7.00** (18%)

Get \$70 off instantly: Pay **\$0.00** ~~\$32.99~~ upon approval for the Amazon P Visa Card. No annual fee.

Color: **Blue**



- Cotton
- Made in the USA or Imported
- Beverage cooler holds up to 5 gallons of ice water or other beverages
- Wide-mouth top for fast, easy filling
- Screw-top lid stays securely closed
- Easy-to-use spigot allows for convenient self-dispensing
- Side handles for easy, controlled carrying

Used & new (21) from **\$29.22** ✓prime

[Report incorrect product information.](#)

Buy this product as Renewed and save \$2.20 from the price.



Coleman 5-Gallon Beverage Cooler, Blue (Renewed)

\$30.79 ✓prime

Works and looks like new and backed by a warranty

Questions?



Resources

- Gianna Lombardi:
 - Gianna.Lombardi@denverwater.org
 - 303-634-3724
- Water trailer website
 - denverwater.org/education/outreach/water-trailer
- TAP News
 - denverwaterTAP.org