



Partnership Agreement: Promotional Partners

Section I: EPA WaterSense® Program Goals

The EPA WaterSense program aims to use water resources more efficiently to preserve them for future generations and to reduce water and wastewater infrastructure costs by reducing unnecessary water consumption. Through WaterSense, EPA provides reliable information on high-performing, water-efficient products and practices, raises awareness about the importance of water efficiency, ensures water-efficient product performance, helps consumers identify products and services that use less water, promotes innovation in product development, and supports state and local water-efficiency efforts.

Section II: Partnership Pledge

As an EPA WaterSense promotional partner, Palos Park, IL (name of organization), shares EPA's goals as outlined above and is proud to commit to the following activities to further these goals:

1. Educate consumers, residents, businesses, and institutions on the value of water efficiency, the importance of saving water, and the meaning of the WaterSense label. Where feasible, undertake activities and events to achieve mutual WaterSense goals.
2. As appropriate, encourage eligible constituents, members, or affiliates to participate as partners in the EPA WaterSense program.
3. **For utilities and governments:** On an annual basis, provide data to EPA on promotional activities, incentive programs, and water use to assist in determining the impact of the program in promoting labeled products.
4. **For applicable trade associations:** Provide aggregate data to EPA on market share of WaterSense labeled products and programs in relevant industry. Compile data submitted by members who are also WaterSense partners into a summary report to assist EPA in evaluating market trends and the success of the WaterSense program, without disclosing any proprietary information from members.
5. Feature the WaterSense promotional label and partner logo on Web site and in other promotional materials.
6. Adhere to WaterSense program mark guidelines and ensure that authorized representatives, such as advertising agencies, distributors, and subcontractors, also comply. Help EPA maintain program integrity by alerting EPA to possible misuse(s) of the WaterSense program marks.
7. Grant the EPA WaterSense program permission to include partner's name on a list of participating partners on the WaterSense Web site, program materials, and announcements. Partners understand that from time to time, EPA will be interested in profiling partner accomplishments in case studies and articles. If selected for such promotion, partners will have the opportunity to provide input and review the final print or Web document before EPA releases it to the public. Further, the partner understands that EPA might refer media contacts interested in publicizing water efficiency to partners for information about products and accomplishments.

Section III: EPA WaterSense Program's Commitments to Partners

1. Develop national specifications for water-efficient products and programs through an open, public process.
2. Increase awareness of the WaterSense brand by distributing key messages on the benefits of labeled products and programs, and the importance of water efficiency.
3. Provide current EPA WaterSense program news, information, and reference documents (via the program Web site, WaterSense Helpline, e-mail, or other means), including a listing of labeled products and programs on the Web site.
4. Provide WaterSense partners with public recognition for their involvement in the program and role in protecting the environment through online listing of partners, special awards, publications, and other efforts.
5. Respond swiftly to partner requests for information or clarification on EPA WaterSense program policies.
6. Provide materials, templates, and program marks for promotional use, consistent with the WaterSense program guidelines.
7. Review pre-press promotional items, draft Web sites, packaging, or other materials that use the WaterSense marks upon request.

Section IV: General Terms and Disclaimers

1. The partner will not construe, claim, or imply that its participation in the EPA WaterSense program constitutes federal government (EPA) approval, acceptance, or endorsement of anything other than the partner's commitment to the program.
2. Nothing in this agreement, in and of itself, obligates the EPA to expend appropriations or to enter into any contract, assistance agreement, interagency agreement, or incur other financial obligations that would be inconsistent with Agency budget priorities. The partner agrees not to submit a claim for compensation for services rendered to EPA or any Federal Agency in connection with any activities it carries out in furtherance of this agreement.
3. The partner and the EPA WaterSense program will assume good faith as a general principle for resolving conflict and will seek to resolve all matters informally, so as to preserve maximum public confidence in the program.
4. Failure to comply with any of the terms of this partnership agreement can result in its termination and cessation of access to the benefits of the program, including use of the program marks.
5. The EPA WaterSense program will actively pursue resolution of noncompliance related to the use of the program marks.
6. Both parties concur that this agreement is wholly voluntary and may be terminated by either party at any time, and for any reason, with no penalty. Termination will begin effective immediately upon written notice to or from the EPA WaterSense program. Upon termination of this agreement, partners agree to remove program marks in a timely manner, consistent with the WaterSense program mark guidelines.

To be completed by partner

Authorized Partner Representative¹ (printed name): John F. Mahoney

Title: Mayor E-mail: jmahoney@palospark.org

Signature:  Date: January 24, 2011

Organization Name: Village of Palos Park Number of employees: 83

Organization Type (choose one): Nongovernmental Organization Utility Local Government
 State Government Trade Association Home Builders Association

Industry/SIC/NAICS code: _____ Residential customers²: 4689

Primary Contact: Dr./Mr./Mrs./Ms. John F. Mahoney Suffix: _____

Title: Mayor Dept.: _____ E-mail: jmahoney@palospark.org

Address: 8999 W. 123rd Street City/State/ZIP: Palos Park, IL

Water District, if applicable: _____ Web site: www.palospark.org

Telephone: 708-671-3700 Fax: 708-448-9542 Alternate Telephone: 708-671-3705

How did you find out about this program? Web site Referral, Name: _____

Periodical _____ Workshop, Sponsor: _____

Mailing _____ Other: _____

EPA Region _____

To be completed by EPA

Authorized EPA Representative (printed name): Sheila E. Frace

Title: Director, Municipal Support Division E-mail: watersense@epa.gov

Signature:  Date: 2/16/2011

¹ The authorized partner representative should be a person in the organization with signing authority (e.g., vice president).

² Please indicate the total residential population served rather than the number of hookups.



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EPA Region _____

To be completed by EPA

Authorized EPA Representative (printed name): Sheila E. Frace

Title: Director, Municipal Support Division E-mail: watersense@epa.gov

Signature: _____ Date: _____

¹ The authorized partner representative should be a person in the organization with signing authority (e.g., vice president).

² Please indicate the total residential population served rather than the number of hookups.

Submit the Partnership Agreement (rewriteable PDF) to WaterSense via:

Fax: (703) 841-1440

Mail: WaterSense, c/o ERG, 2300 Wilson Blvd, Suite 350, Arlington, VA 22201

Electronically: If you have Adobe Acrobat Standard or Professional, you can fill out the form electronically and e-mail it to: watersense@epa.gov. Acrobat Reader users must print forms after filling them out and fax or mail them in.

Please contact the WaterSense Helpline at (866) WTR-SENSE (987-7367) if you have any questions about eligibility, partnership, or for general program inquiries.

After signing, EPA will send partners an executed copy of this agreement.

The public reporting and record keeping burden for this collection of information is estimated to average 8 hours per response. Send comments on the Agency's need for this information, the accuracy of the provided burden estimates, and any suggested methods for minimizing respondent burden, including through the use of automated collection techniques to the Director, Collection Strategies Division, U.S. Environmental Protection Agency (2822T), 1200 Pennsylvania Ave., NW, Washington, D.C. 20460. Include the OMB control number in any correspondence. Do not send the completed Partnership Agreement to this address.

About WaterSense

WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency (EPA). Its mission is to protect the future of our nation's water supply by promoting and enhancing the market for water-efficient products and programs.



Consumers can easily recognize water-efficient products with the WaterSense label. WaterSense labeled products:

- Offer equivalent or superior performance.
- Are about 20 percent more water-efficient than the average product in the same category.
- Are independently certified by a licensed certifying body to confirm that the products meet EPA criteria for efficiency and performance.
- Will result in tangible savings for both consumers and utilities.

"Having promotional materials available through WaterSense is convenient and saves us time and money."

—Julie Frazier, Butler County Department of Environmental Services, Ohio



WaterSense®:

A National Brand for Local Results



(866) WTR-SENS (987-7367)
www.epa.gov/watersense watersense@epa.gov

Recycled/Recyclable—Printed with Vegetable, Oil Based Inks on 100% Process Chlorine Free Recycled Paper.



May 2008

WaterSense offers people a simple way to make product choices that use less water—with no sacrifice to quality or product performance.



Why Partner With WaterSense?

Water. It's in high demand and short supply in many markets. Faced with population increase, supply issues, aging infrastructure, climate change, and consumer waste, you know it's time to amplify your water-efficiency outreach efforts.

Using water more efficiently makes sense for consumers, communities, and the environment. Water-efficiency measures, as part of broader conservation efforts, can help reduce water and wastewater infrastructure costs and conserve resources for future generations.

WaterSense understands these goals. That's why EPA developed a credible, national brand with a strong and consistent water-efficiency message. Working together, we can promote the value of water and help consumers and organizations make smart choices regarding water use and water-using products.

"WaterSense adds consistency with products, messaging, and marketing and provides utilities with identical criteria to ensure a clear and concise message is conveyed to customers."

—Al Dietemann, Seattle Public Utilities, Washington

What Are the Benefits?

As a WaterSense partner, you will receive the following benefits:

A National Water-Efficiency Brand

- Get more than just a product label—get a symbol that represents the importance of water efficiency in the United States.
- Reduce research costs and increase confidence by promoting water-efficient products that meet or exceed WaterSense performance standards.
- Take advantage of consistent national messaging to more clearly educate water consumers.

Ready-to-Go Outreach Materials

- Customize promotional items, including magnets and stickers, with your logo/brand.
- Utilize collateral and media materials, including public service announcements, fact sheets, brochures, press releases, and letters to the editor.
- Tailor WaterSense bill stuffers with the water-efficiency message for utility customers.

Recognition as a Leader in Water Efficiency

- Distinguish your organization from others with the WaterSense partner logo.
- Be recognized by EPA as an environmental steward.
- Get listed on the WaterSense Web site and in other program materials.

Membership in a National Network

- Network with your peers and share success stories.
- Participate in forums and receive regular program news and updates.

Become a WaterSense Partner

Visit www.epa.gov/watersense and click into the Promotional Partners page where you will find the Partnership Agreement and Promotional Partner Checklist. Simply follow the online instructions to complete and submit these forms.



For more information, please contact the WaterSense Helpline at:

(866)WTR-SENS (987-7367)

watersense@epa.gov