

The 2nd Annual Water Awareness Day Celebration!

💧 *LEARN TO SAVE A DROP WHILE YOU SHOP* 💧

Saturday, May 14, 2011

11 am – 4 pm

**Del Monte Shopping Center
1410 Del Monte Center, Monterey**

Please join us in our ongoing effort to raise awareness and educate the local community about the importance of being water wise. The 2nd Annual Water Awareness Day Celebration at Del Monte Shopping Center is a one-of-a-kind, FREE family-friendly event, scheduled during Water Awareness Month in Monterey County. This year's event will feature interactive activities, educational outreach and live entertainment throughout the entire day.

It is the goal of the Water Awareness Committee of Monterey County, Inc.'s to empower the public with the knowledge and tools needed to conserve water and support our community's water supply solutions.

Don't miss this exciting opportunity, become a part of the
2nd Annual Water Awareness Day Celebration!



www.waterawareness.org

Sponsorship Packages

Cypress Level - \$5000 <Limited to four>

- Designation as Headlining Sponsor for event
- 20x20 foot premiere booth space at event. Includes two six foot tables and four chairs
- Logo inclusion on all event marketing material including:
 - posters, brochures, flyers, banners, event program, etc.
- Logo inclusion on all print advertising
- Logo inclusion on all television advertising
- Voice mentions on all radio advertising
- Special acknowledgement, with hyperlink on the Water Awareness Day Celebration Facebook page
- Logo inclusion and hyperlink on Water Awareness Day Celebration website
- Special acknowledgement of sponsor by emcee during event

Oak Level - \$2500 <Limited to eight>

- 10x10 foot booth space at event. Includes six foot table and two chairs
- Business name inclusion on all event marketing material including:
 - posters, brochures, flyers, banners, event program, etc.
- Business name inclusion on all print advertising
- Special acknowledgement, with hyperlink on the Water Awareness Day Celebration Facebook page
- Logo inclusion and hyperlink on Water Awareness Day Celebration website
- Public acknowledgement of sponsor by emcee during event

Sycamore Level - \$1250

- 10x10 foot booth space at event. Includes six foot table and two chairs
- Logo inclusion and hyperlink on Water Awareness Day Celebration website
- Business name on all day of event marketing materials
- Special acknowledgement, with hyperlink on the Water Awareness Day Celebration Facebook page
- Public acknowledgement of sponsor by emcee during event

Lavender - \$500

- 10x10 foot booth space at event. Includes six foot table and two chairs
- Logo inclusion and hyperlink on Water Awareness Day Celebration website
- Special acknowledgement, with hyperlink on the Water Awareness Day Celebration Facebook page
- Public acknowledgement of sponsor by emcee during event

Sage Sponsor - \$250

- 10x10 foot booth space at event. Includes six foot table and two chairs
- Special acknowledgement, with hyperlink on the Water Awareness Day Celebration Facebook page
- Public acknowledgement of sponsor by emcee during event

Juniper Sponsor - \$125 (Non Profit Opportunity)

- 10x10 foot booth space at event. Includes six foot table and two chairs
- Public acknowledgement of sponsor by emcee during event

Sponsorship Form - Please Complete

Sponsorship Level: _____

Accepted By Sponsor: _____ Date: _____

Accepted By WAC: _____ Date: _____

Business/Organization Name:

Address: _____

City: _____ Zip: _____

Contact Person: _____

Phone: _____ Email: _____

Completed Sponsorship Forms can be sent to:

Water Awareness Committee of Monterey County, Inc.
PO Box 3254, Salinas, CA 93912
or fax to: 831-920-1729

Please make checks payable to the:

Water Awareness Committee of Monterey County, Inc.

Questions regarding Sponsorship Opportunities?

Please contact Steve Thomas of Thomas Brand Consulting

T: 831-920-1693 • Cell: 831-277-9977 • F: 831-920-1729

thomasbrand@sbcglobal.net

www.thomasbrandconsulting.com

Thank you for supporting the mission of the Water Awareness Committee of Monterey County, Inc.,
and being a part of this exciting day!

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♣LEARN TO SAVE A DROP WHILE YOU SHOP♣



Saturday, May 14, 2011
11 am – 4 pm
Del Monte Shopping Center
1410 Del Monte Center, Monterey

Booth Registration

Business/Organization Name: _____

Address: _____

City: _____ **Zip:** _____

Contact Person: _____

Phone: _____ **Email:** _____

SPONSORSHIP LEVELS (see reverse side for descriptions):

- Cypress** (Booth Space 20x20; two six foot tables and four chairs provided)
- Oak** (Booth Space 10x10; one six foot table and two chairs provided)
- Sycamore** (Booth Space 10x10; one six foot table and two chairs provided)
- Lavender** (Booth Space 10x10; one six foot table and two chairs provided)
- Sage** (Booth Space 10x10; one six foot table and two chairs provided)
- Juniper** *limited to non-profits only* (Booth Space 10x10; one six foot table and two chairs provided)

Important Details:

- Participating businesses/organizations must provide their own table coverings and décor
- Booth Participants will receive a Welcome Packet prior to event with specific Water Awareness Day Celebration information, directions and updates
- SET-UP & CHECK-IN TIME: 9:00 am – 10:30 am
- BREAKDOWN: 4:00 pm – 5:00 pm
- Booth Registration Form must be received by April 18, 2011 to be included in event collateral/promotional materials

Please submit this form to:
Water Awareness Committee of Monterey County, Inc.
PO Box 3254, Salinas, CA 93912
or fax to: 831-920-1729

Please make checks payable to:
Water Awareness Committee of Monterey County, Inc.

Thank you for supporting the mission of the Water Awareness Committee of Monterey County, Inc.,
and being a part of this exciting day!!!

California Tax ID: C1683282. Sponsorship may be tax deductible, please consult your financial advisor.