



Water Awareness Day Celebration!

Saturday, May 1, 2010

11 am – 4 pm

Del Monte Shopping Center

1410 Del Monte Center, Monterey

Please join us in raising awareness and educating our local community about the importance of being water wise. The first-ever Water Awareness Day Celebration at the Del Monte Shopping Center is a one-of-a-kind, family-friendly event. This event will kick-off Water Awareness Month in Monterey County with fun and exciting, interactive activities and entertainment, amidst the beautiful, drought-tolerant demonstration gardens at the Del Monte Shopping Center.

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



Sponsorship Packages

Monterey Pine Level - Presenting Sponsors \$5000+ <Limited to two>

- No longer available

Cypress Level - \$5000 <Limited to four>

- Designation as Headlining Sponsor for event
- 20x20 foot booth space at event. Includes two six foot tables and four chairs
- Logo inclusion on all event marketing material including:
 - posters, brochures, flyers, banners, maps etc.
- Logo inclusion on all print advertising
- Logo inclusion on all television advertising
- Voice mentions on all radio advertising
- Logo inclusion and hyperlink on WAC website
- Booth location on event map
- 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, maps etc.
- Business name inclusion on all print advertising
- Logo inclusion and hyperlink on WAC website
- Booth location on event map
- 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 WAC website
- Business name on all day of event marketing materials
- Booth location on event map
- 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 WAC website
- Booth location on event map
- Public acknowledgement of sponsor by emcee during event

Sage Sponsor - \$250

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

Sponsorship Level: _____

Accepted By Sponsor: _____ Date: _____

Accepted By WAC: _____ Date: _____

Please Complete

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 • F: 831-920-1729

thomasbrand@sbcglobal.net

www.thomasbrandconsulting.com

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



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1410 Del Monte Center, Monterey

Booth Registration

Business/Organization Name: _____

Address: _____

City: _____ **Zip:** _____

Contact Person: _____

Phone: _____ **Email:** _____

SPONSORSHIP LEVELS (see reverse side for descriptions):

- Monterey Pine (Booth Space 20x20; two six foot tables and four chairs provided)
- 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:

- o Participating businesses/organizations must provide their own table coverings and décor
- o Booth Participants will receive a Welcome Packet prior to event with specific Water Awareness Day Celebration information, directions and updates
- o SET-UP & CHECK-IN TIME: 9:00 am – 10:30 am
- o BREAKDOWN: 4:00 pm – 5:00 pm
- o Booth Registration Form must be received by April 2, 2010 to be included in event collateral/promotional materials

Please submit this form to:
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PO Box 3254, Salinas, CA 93912
or fax to: 831. 920.1729

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

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

Thank you for supporting WAC and being a part of this exciting day!!!