

# SPONSOR / EXHIBITOR FORM

SPONSOR BENEFITS	\$2,000+ Watershed (Limit 6)	\$1,000 - \$1,999 Groundwater (Limit 8)	\$500 - \$999 Pipeline (Limit 12)	\$200 - \$499 Cistern (Unlimited)
Logo as Major Sponsor on Advertising (TV & Newspaper)	☹			
Logo with Design for Water Solutions Contest (2 events)	☹	☹		
Logo on Water Festival T-Shirt	☹	☹	Name	
Complimentary Exhibitor Space (10'x10')	☹	☹	☹	
Logo on E-newsletters (11,000+) & Festival Poster (700+)	☹	☹	☹	☹
Logo on Festival Signage, Verbal Recognition from Stage	☹	☹	☹	☹
Logo on Websites (Water Festival & Tucson Arts Brigade)	☹	☹	☹	☹

## SPONSOR & EXHIBITOR

NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

ORG/BIZ: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

EMAIL: \_\_\_\_\_

WEBSITE: \_\_\_\_\_

PHONE: \_\_\_\_\_ PH. 2: \_\_\_\_\_

CIRCLE: Work/Home/Mobile

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### METHOD:

- CASH
- CHECK Write to "Tucson Arts Brigade", put "Water Festival" in memo.
- CREDIT Circle: MASTERCARD VISA AMEX DISCOVER
- CARD#: \_\_\_\_\_ SEC.#: \_\_\_\_\_ EXP: \_\_\_\_/\_\_\_\_/\_\_\_\_ SIGN: \_\_\_\_\_

QUESTIONS: 520-623-2119  
info@WaterFestivalTucson.org

**TOTAL: \$** \_\_\_\_\_  
Credit card: add 3% processing fee.  
EIN 86-0996770

### SPONSOR:

\$ \_\_\_\_\_

Contributions are tax-deductible to the fullest extent as permitted by law.

### DONATION:

- \$1,000
- \$500
- \$250
- \$100
- \$50
- \$25
- Other \$ \_\_\_\_\_

Donations are tax-deductible. We lowered Exhibitor Fees to match those of our partner, Earth Day Festival. Contributions are greatly appreciated. Exhibitors, send donations separately.

### EXHIBITOR: (Single Booth: 10' x 10')

- \$100: Business Selling Products\*
- \$50: Non-Profit Selling Products\*
- \$25: Business
- \$10: Non-Profit

Fee waived for \$500+ Sponsors. Artisans and schools are eligible for the Non-Profit rate. Booths available on first-come first-served basis. Non-refundable. \*Includes permit.

### ADDITIONAL SPACE: (20'x10' total)

- +\$50: Biz Selling  +\$25: Biz
- +\$25: N-P Selling  +\$10: N-P

### RENTAL NEEDS:

- \$10: Table, 2 chairs x \_\_\_\_\_ orders
- \$80: Shade Canopy x \_\_\_\_\_ orders

### ELECTRICITY NEEDS:

- No
- Yes (Add \$175)

### TYPE: (Select all that apply)

- Products
- Information
- Art/Crafts
- Hands-On Activity
- Kid Friendly

### MAIL COPY OF THIS FORM TO:

TUCSON ARTS BRIGADE • PO BOX 545 • TUCSON AZ 85702  
This form is also available online at [www.WaterFestivalTucson.org](http://www.WaterFestivalTucson.org)

**PREVIOUS WATER FESTIVAL SPONSORS:** Tucson Water • Central Arizona Project (CAP) • Pima Association of Governments (PAG) • UA Water Resources Research Center (WRRC) • Pima County Regional Wastewater Reclamation Department • Southern AZ Green Chamber of Commerce • Sonoran Institute • Clear Creek Associates • Green Ingredients • Realm • Benjamin Supply • Crisis Response Network • Downtown Tucson Partnership • Tattoo Manufacturing • John Wesley Miller Companies • GARDEN Inc. • The Loft Cinema • Southwest Conservation Corp • Tucson Clean & Beautiful • AZ Daily Star / Caliente • Tucson Weekly • Zócalo • Downtown Tucsonan • KXCI • Bear Essential News • Natural Awakenings • The New Southwest (formerly Tucson Green Times) • City of Tucson • and many other participating water experts, businesses, organizations, artists, youth, volunteers and community members!



**TUCSON ARTS BRIGADE PRESENTS**  
**THE WATER FESTIVAL**  
SYNERGY OF ART, SCIENCE, AND COMMUNITY

[WWW.WATERFESTIVALTUCSON.ORG](http://WWW.WATERFESTIVALTUCSON.ORG) • 520.623.2119 • [INFO@WATERFESTIVALTUCSON.ORG](mailto:INFO@WATERFESTIVALTUCSON.ORG)



**SUNDAY  
APRIL 21, 2013**

**9am - 2pm**

**REID PARK  
Demeester Outdoor Performance Area  
Tucson, AZ**



"Under Water" Watercolor © Michael B. Schwartz, Muralist

**WATER AWARENESS • COMMUNITY BUILDING • CREATIVE & PROACTIVE SOLUTIONS**

## SPONSORSHIP OPPORTUNITIES

In partnership with the Earth Day Festival, the Tucson Arts Brigade presents the 4th Annual celebration of **THE WATER FESTIVAL: Synergy of Art, Science, and Community** to raise awareness, promote stewardship, and foster creative expression about our water future. Participate in this growing, vibrant event that brings community together through diverse activities for learning, networking, family friendly fun, and creative engagement with water, art, and community. The Water Festival is a prime opportunity to engage with colleagues and the public – generating new customers and supporters for your business or organization. This year features the "Design for Water Solutions" Contest, "The Vibe" Live Art Happenings, 3mi Walk for Water, plus:



The Water Festival promotes dialogue and activities with artists, water experts, civic leaders, health advocates, youth, and many other community members. In addition to the focus on water use and how policies impact the way we live and work, the festival highlights three water-related topics: (1) Technology & Agriculture (industrial innovations, local food production); (2) Health & Wellness (traditional and integrative practices); and (3) Cultural Connections (water stories, community services, civic engagement).

The Water Festival is partnering with the 19th Annual Earth Day Festival on the same day and location, which features hands-on activities related to recycling, alternate fuel vehicles, solar, energy efficiency, and air pollution prevention. The Earth Day Festival also features a parade, farmers market, and pet adoption. With the combined events, we **expect at least 5,000 people - and MORE with YOUR SUPPORT!**

**Your support and expertise** is integral to the success of The Water Festival. **Contributions are tax-deductible** through **Tucson Arts Brigade (TAB)**, a non-profit 501(c)(3) community arts, education, and civic engagement organization. **Register as a sponsor, exhibitor, artist, activity leader, and/or volunteer.** Be part of an initiative to promote water stewardship while offering the community access to information and great art experiences.



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## MAKE AN IMPACT!

**BRAND YOUR BUSINESS AS PART OF THE SOLUTION TO TUCSON'S WATER PROBLEMS:** Send a message to new and returning customers that you support water stewardship, creative environmental education, public health & safety, cultural vibrancy, and economic vitality. Your investment in The Water Festival ensures that your company has a favorable impression and wide-spread acknowledgement for your support of a sustainable future for our community.

### HOW THE WATER FESTIVAL MAKES A DIFFERENCE & WHY WE NEED IT:

- ▲ Ongoing water issues in Tucson are bringing us towards a troubled future - unless we work to find sustainable solutions, as a community, now. The Water Festival is the ONLY large-scale community-wide annual event to raise water awareness in Tucson.
- ▲ The Water Festival's diverse and creative programming makes the topic of water, fun, accessible and engaging – the most effective way to bring water education and the value of your business or organization to the public.
- ▲ The Water Festival collaborates with over 100 businesses, non-profits, and civic agencies – fabulous networking opportunities.
- ▲ The Water Festival has the positive reputation of bringing together a large diversity of participants – water experts, artists, inventors, public servants, health advocates, youth, seniors – people of all ages, cultural backgrounds, and income brackets.
- ▲ The Water Festival has become part of the cultural memory of Tucson as a destination annual event.
- ▲ Each year, The Water Festival doubles in size and in participation - evidence of an anticipated, growing event!
- ▲ The Water Festival is the perfect venue and advertising opportunity to strengthen relationships with customers you currently have and reach new audiences who could benefit from your products and services!

### HIGHLIGHTS FROM LAST YEAR:

- ▲ Exhibitor Fair: 45 registered vendors (expecting to double again this year)
- ▲ Entertainment: 5 locally acclaimed bands, poetry, dance performances
- ▲ Art Show: 40 works, including ice sculpture
- ▲ Panel Discussions/Speakers: 4 panels, 10 total speakers
- ▲ Workshops: 6, incl. Low/No-Water Landscaping, Growing Sprouts, Qi-Gong
- ▲ Kids Activities/Games: Interactive Water Education Stations, Face Painting
- ▲ Soap Box: Video interviews featuring public opinion about water
- ▲ Water Movies/Songs/Books Interactive Posters by Tucson Water
- ▲ Mermaid Odette / Aquaman Photo Booth
- ▲ Wishing Well built by Canyon Pondscapes
- ▲ Native American Water Gift-Giving: Water collected from 21 First Nations, Presented to Mayor Johnathan Rothschild & representatives of local tribes

**ABOUT TUCSON ARTS BRIGADE:** The Water Festival is currently housed (and generously subsidized) by the Tucson Arts Brigade (TAB). TAB is a non-profit service-based community arts education organization that specializes in participatory Green Arts, offering intergenerational and cross-cultural opportunities for civic engagement. TAB facilitates dialogue and employs arts-based solutions to complex social and environmental issues; including graffiti, crime, drug use, bullying, empowering youth and elders, health and wellness, cultural diversity, and sustainable design. Working together with schools, neighborhoods, civic agencies, service providers, businesses and other non-profit organizations, TAB is an experienced leader and national model in sustainable community development through the arts.



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## **FESTIVAL MEDIA COVERAGE & ADVERTISING:**

💧 **TUCSON WATER'S NEWSLETTER:** A festival announcement is placed in every resident's water bill, going to over 250,000 households! All sponsors benefit from readers who attend the festival, accessing a broad audience.

💧 **TELEVISION / RADIO:** Festival coverage by Arizona Public Media / Arizona Illustrated, KVOA, KOLD, KUAT, KXCI, KVOI, Community Access Television. In addition to festival coverage, this year we will feature a TV ad on the local Fox News Station. Sponsors of \$2000+ will have logos featured on TV ads.

💧 **NEWSPAPERS / PUBLICATIONS / ADS:** Coverage by Arizona Daily Star/Caliente, Tucson Citizen, Tucson Weekly, Zócalo Downtown Magazine, Downtown Tucsonan, Natural Awakenings Magazine, Bear Essential News, BScene Live. Sponsors of \$2000+ will have logos featured in purchased ads.

💧 **DESIGN FOR WATER SOLUTIONS CONTEST:** Credit as a sponsor who supports innovative inventions and solutions on festival signage plus all printed and online materials in regards to the follow-up event that celebrates and furthers the winning design. For Sponsors of \$1000+.

💧 **E-NEWSLETTERS:** 11,000+ Subscribers in the Tucson Arts Brigade newsletter, plus announcements in partnering organizations' newsletters such as the Southern AZ Green Chamber of Commerce and Sustainable Tucson, drawing more audience from newsletter subscribers. All Sponsors will have logos in the Tucson Arts Brigade newsletter.

💧 **POSTERS & SIGNAGE:** 700 Posters distributed throughout Tucson. All Sponsors benefit with logo on the Festival Poster and the Festival Sponsor Signage at the venue.

💧 **SURPRISES:** We often hear about coverage made by inspired community members, such as student writings from local high schools and universities.

**The Water Festival is a BIG DEAL! AND YOU'RE A PART OF IT, RIGHT?**