



THE WATER PROJECT

Tucson's Synergistic Water Festival
March 26-28, 2010
www.WaterProjectFestival.org

FESTIVAL PACKET

SPONSORED BY:
THE CONSCIOUS COLLECTIVE
A PROGRAM OF TUCSON ARTS BRIGADE

THE WATER PROJECT

Tucson's Synergistic Water Festival
March 26-28, 2010
www.WaterProjectFestival.org

Celebrate our most precious and endangered resource - WATER - with the The Water Project: Tucson's Synergistic Water Festival on March 26-28, 2010. This event combines the energy of Tucson's sustainability community with the vibrant arts community to provide an opportunity for the public to experience a festive collaboration, learn about water issues and have some fun!

This one of a kind participatory event celebrates, educates and facilitates the creative problem-solving of water issues through a multiplicity of sensory experiences:

- Performance: participant driven dance, theatre, puppetry and more
- Fashion Show: water theme character costumes and entertainment
- Art Happenings: side shows, paintings, sculptures, creative maps and more
- Film Festival: water themed films with discussions
- Vendor & Info Tables: local & regional organizations, artisans and businesses involved in water issues
- Interactive Panel Discussion: informative community participation to creatively address water solutions

The Water Project is the first annual event commemorating World Water Week in Tucson with a series of events that coincide with the international observance of World Water Day, an initiative founded at the 1992 United Nations Conference on Environment and Development (UNCED).

The Water Project integrates cross-sector collaborations between artists, cultural workers, educators, scientists, engineers, architects, climatologists, water harvesters, city planners, investors, politicians, and other community members interested in addressing water issues from various perspectives. Through brainstorming sessions, community-building and hands-on activities, The Water Project will inspire collaborative problem-solving and creative expression.

Tucson is a culturally rich metropolitan area of over a million people, the 32nd largest city in the United States. Coinciding with the festival, nearby Tucson Museum of Art is hosting a Southwest Artist Fair, which attracts 20,000 people over the weekend. Tucson is also home to Davis Monthan Air Force Base, University of Arizona, Dr. Andrew Weil and the Center of Integrative Medicine, Pima Community College, Canyon Ranch Resort and Spa, Miraval Spa and Raytheon, just to name a few key corporations that rely on water for their very existence. Tucson also features a number of renowned civic and nonprofit entities working on water issues: University of Arizona Water Resources Research Center, Watershed Management Group, Rillito River Project, AZ Department of Water Resources, City of Tucson Office of Conservation and Sustainability, Pima County Regional Wastewater Department and many others.

Last year, Tucson was the first city in the United States to enact a Commercial Rainwater Harvesting Ordinance, and has set a shining example of proactive and effective water policy by local government through collaboration with developers, builders, businesses, environmental organizations, general public and other stakeholders. Tucson is therefore the perfect location for a creative, vibrant and educational festival celebrating WATER.



THE WATER PROJECT

Tucson's Synergistic Water Festival
March 26-28, 2010
www.WaterProjectFestival.org

SCHEDULE OF EVENTS

Friday March 26, 2010: Film Festival

Hosted by the Screening Room, 127 E. Congress St, Downtown Tucson

Film series starts at Noon

12pm to 2pm: Film and Speaker

3pm to 5pm: After school program with Q & A

6pm to 7:30pm: Film

8pm to 10pm: Film with Q & A

Saturday March 27, 2010: Performance and Enviro-Vendor Fair Extravaganza

Held at El Presidio Park, 160 W. Alameda St, Downtown Tucson

Activities start at 1pm

The Enviro-Vendor Fair features businesses and organizations that address the following:

- Water systems and distribution
- Water harvesting, conservation
- Privatization of water sources
- Climate Change and drought
- Habitat and Eco-Systems
- Healing qualities
- Cultural Connections
- Old/New Technologies
- Dehydration and desert lifestyles
- Pollution
- Local/Regional/Global implications
- and other water-related themes

1pm to 7pm: Enviro-Vendor Fair Extravaganza

6pm to 6:10pm: Introduction

6:10pm to 6:35pm: Spectacular Water Project Performance on the fountain stage

6:35pm to 6:45pm: Water Character/Creature Fashion Show

7pm to 10pm: Dance Party

Sunday March 28, 2010: Interactive Panel Discussions

Interactions start at 1pm, location TBD

1pm to 2:30pm: Movement Theatre Workshop

3pm to 4:30pm: Panel Discussion and Q & A

5pm to 7pm: Community Brainstorm and Activity

7:15pm to 9pm: VIP Wrap Up Party hosted by The Conscious Collective

(Schedule subject to change)

Thank you for participating in The Water Project-Tucson's Synergistic Water Festival

THE WATER PROJECT

Tucson's Synergistic Water Festival
March 26-28, 2010
www.WaterProjectFestival.org

SUPPORT & PLEDGE LEVELS

The Water Project needs your endorsement and sponsorship to fund this much needed and important event that is bringing community together to address water issues. An event that is mostly free to the public requires a budget in the tens of thousands. In order to produce this festival which creatively integrates education, community discussion, business participation, film, arts, music and a spectacular performance, our budget calls for \$50,000 for 3 full days worth of programming – comparatively much less costly than other large-scale festivals in Tucson. We need your support, from a Drop to an Eco-System, to make this a successful event.

DROP (\$10 - \$24)

- Name listed on website

BUCKET (\$25 - \$49)

- Name listed on website + Program

CISTERN (\$50 - \$99)

- Name listed on website w/ link + Program

STREAM (\$100 - \$249)

- Name listed on website w/ link + Program
- Thank you card with picture of cast and crew

LAKE (\$250 - \$499)

- Name listed on website w/ link + Program
- Thank you card with picture of cast and crew
- 1 Festival T-Shirt

RIVER (\$500 - \$999)

- Name listed on website w/ link + Program
- Thank you card with picture of cast and crew
- 2 Festival T-Shirts
- 2 Stainless steel water bottles w/ festival logo
- Access/feedback at private performance rehearsals

WETLAND (\$1,000 - \$2,499)

- 5th tier logo/name on website w/ link + Program
- Thank you card with picture of cast and crew
- 4 Festival T-Shirts
- 4 Stainless steel water bottles w/ festival logo
- Access/feedback at private performance rehearsals
- Glass plaque
- Complimentary booth space

AQUIFER (\$2,500 - \$4,999)

- 4th tier logo/name on website w/ link + Program
- Thank you card with picture of cast and crew
- 6 Festival T-Shirts
- 6 Stainless steel water bottles w/ festival logo
- Access/feedback at private performance rehearsals
- Glass plaque
- Complimentary booth space
- Sponsor of performance scene / film in Program (extra logo placement)

FRESHWATER (\$5,000+)

- 3rd tier logo/name on website w/ link + Program
- Thank you card with picture of cast and crew
- 8 Festival T-Shirts
- 8 Stainless steel water bottles w/ festival logo
- Access/feedback at private performance rehearsals
- Glass plaque
- Complimentary booth space
- Sponsor of performance scene / film in Program (extra logo placement)
- VIP dinner for 4

See next page for Top Tier Sponsor benefits.

THE WATER PROJECT

Tucson's Synergistic Water Festival
March 26-28, 2010
www.WaterProjectFestival.org

TOP TIER SPONSORSHIP LEVELS

ECO-SYSTEM (\$15,000+) (1)

- Prominent name/logo visibility on all advertising & marketing collateral
- Premium banner ad on festival website
- Exclusive press announcement
- Prominent company/org banner placement
- Prominent visibility in post-festival thank you ad in various media outlets
- Custom made puppet with plaque
- Complimentary team building creative workshop
- Platinum VIP package (i.e. Spa Weekend & 2 nights hotel stay)
- Prominent booth space
- 15 passes to VIP Wrap Up Party
- VIP dinner for 15
- **Includes all benefits mentioned on previous page**
+ 15 T-Shirts + 15 stainless steel bottles

OCEAN (\$10,000+) (2)

- 2nd tier name/logo visibility on all advertising & marketing collateral
- Banner ad on festival website
- Mention in post-festival thank you ad in various media outlets
- VIP package (i.e. 1 night hotel stay for 2)
- Sponsor appreciation plaque
- Preferred booth space, after prominent
- 10 passes to VIP Wrap Up Party
- VIP dinner for 10
- **Includes all benefits mentioned on previous page**
+ 10 T-Shirts + 10 stainless steel bottles

Thank you for supporting proactive and creative solutions!

THE WATER PROJECT

Tucson's Synergistic Water Festival
March 26-28, 2010
www.WaterProjectFestival.org

VENDORS

Thank you for your interest in vending for the Enviro-Vendor Fair during The Water Project: Tucson's Synergistic Water Festival on **Saturday, March 27th, 2010**. We encourage local and national businesses, non-profits, and artisans to provide the public with information, products, and art about water issues. Food vending is also encouraged. As a first year event, the prices are kept at a minimum even though large crowds are anticipated. For additional benefits, see the Sponsorship pages.

VENDOR PRICING

Businesses: \$100

Artisans & Non-Profits: \$25

\$10 extra per square foot beyond 10'x10'

\$100 extra for electricity (two 20amp outlets)

Vendor pricing does NOT include vendor permit fees.

Deadline for Permits and Payments: March 12, 2010

PERMIT INFORMATION

Vendor Permits: Each vendor selling merchandise or food must purchase a Vendor Permit. The cost is \$60.00 per vendor per day (\$20.00 nonprofit rate with 501(c)3 form). Vendor Permits are not necessary at information-only tables where nothing is sold. To obtain a permit, go to City of Tucson Parks & Recreation, 900 S. Randolph Way, Tucson AZ, or call for more information at (520) 791-4873.

Health Permits: A Pima County Health Permit is required if food or beverages not in the original manufacturer's packaging are sold or given to the public. Please contact the Pima County Health Department at (520) 243-7908 for more information. Each vendor must provide a copy of his or her Health Permit in order to purchase a Vendor Permit from the City. Food vendors must also use mats under cooking/serving areas.

LOGISTICS

Enviro-Vendor Fair begins at 1pm and ends at 7pm at El Precidio Plaza, 160 W. Alameda Street, Tucson AZ. Set up starts at 11:30pm (large installations may begin at 8am), which must be completed by 12:45pm. Break down cannot occur during the Performance (6-6:45pm). All vendors must provide their own tables, chairs, tents and electrical equipment. Electrical needs must be noted in the application. At 7pm, the sun will be down, but residual light will remain.

Tents/Canopies: Nothing can be staked onto the brick plaza. Any tents or canopies must be free-standing or secured with weighted barrels. A permit from Development Services may be necessary for large tents or canopies.

If vendors need to rent any of the mentioned equipment, please contact local rental suppliers such as Parties Plus (www.parties-plus.com).

We look forward to seeing your educational information, inventions, and creative products!

THE WATER PROJECT

Tucson's Synergistic Water Festival
March 26-28, 2010
www.WaterProjectFestival.org

WHY WATER?

Only 2% of the world's water is freshwater and suitable for drinking, 1.6% of which is frozen in glaciers and in the polar ice caps. Freshwater is a precious resource necessary to sustain life and yet it is rapidly depleting.

After living in urban Philadelphia for 15 years, where the water is heavily polluted by irresponsible industries, and moving to Tucson's desert climate, where the water is alarmingly scarce, I realized that if water issues are not seriously and creatively addressed on a mass scale, then life on Earth will be impossible.

On a positive note, I believe in the power of the ripple effect to promote positive change. It's time to be part of the solution through creative and proactive problem solving. Developed through cross-sector collaborations where artists, scientists, politicians, investors, and other community members are at the same table to discuss and embody issues of water, "The Water Project" presents an opportunity for each of us to nurture, synergize, express, and activate new and powerful ideas.

"The Water Project" is a festival ripe for this time and place. Current lifestyles and growing populations in Tucson are not sustainable. Through the highly participatory process of this project, we can learn lessons from water, find beauty in an expanding worldview, enliven lives through celebration, and work together in collaboration rather than competition to solve major challenges that face us now and in the future.

My passion is to foster and witness people as they open up to their deepest emotions, where change is made possible. Throughout the process of expanding body memory by delving into creative movement, raising awareness by participating in collective brainstorming, and engaging in cultural development by experiencing synergistic hands-on art-making, this project is an opportunity to unite our city and to be a model for our nation.

Through creativity, we can help avoid a destiny of being stuck in the status quo with dire consequences. It's time to act on all of our good intentions. Let us educate to motivate, map new ideas and technologies, and celebrate the intrinsic value of water - our most precious resource. "The Water Project" is a place to pull hearts, minds, and spirits together to move forward on such pressing issues, and work together towards a more sustainable future on our planetary home.

jodi netzer
Director, The Conscious Collective

THE WATER PROJECT

MARCH 26-28, 2010

www.WaterProjectFestival.org
520-791-9359 • info@TheConsciousCollective.org

NAME _____ DATE: _____

ORG/BIZ/TITLE: _____

ADDRESS: _____

EMAIL: _____

WEBSITE: _____

PHONE 1: _____ PHONE 2: _____
(Circle: Home / Work / Mobile) (Circle: Home / Work / Mobile)

\$10 _____	\$25 _____	\$50 _____	\$100 _____	\$250 _____	\$500 _____
\$1,000 _____	\$2,500 _____	\$5,000 _____	\$10,000 _____	\$15,000 _____	\$Other _____

CASH: _____ CHECK: _____ PLEDGE: _____ CREDIT (Circle): Visa MasterCard AMEX Discover

CARD #: _____ / _____ SIGNATURE: _____
(Paypal secured) (3 or 4 digit security code)

IN-KIND: _____ VALUE: _____
(Subject to approval)

CHOOSE ONE: Use logo List name Anomymous
(\$1,000 and up: send hi-res logo to email above, optional) (\$10 and up) (\$10 and up)

WEBSITE LINK (optional, \$50 and up): _____

TAX-DEDUCTIBLE DONATIONS:
"Tucson Arts Brigade"
"The Conscious Collective" in the memo
PO BOX 545, Tucson AZ 85705

ECO-SYSTEM (\$15,000+)

- Prominent name/logo visibility on all advertising & marketing collateral
- Premium banner ad on festival website
- Exclusive press announcement
- Prominent company/org banner placement
- Prominent visibility in post-festival thank you ad in various media outlets
- Custom made puppet with plaque
- Complimentary team building creative workshop
- Platinum VIP package (i.e. Spa Weekend & 2 nights hotel stay)
- Prominent booth space
- 15 passes to VIP Wrap Up Party
- VIP dinner for 15
- **Includes all previous benefits** + 15 T-Shirts + 15 stainless steel bottles

OCEAN (\$10,000+)

- 2nd tier name/logo visibility on all advertising & marketing collateral
- Banner ad on festival website
- Mention in post-festival thank you ad in various media outlets
- VIP package (i.e. 1 night hotel stay for 2)
- Sponsor appreciation plaque
- Preferred booth space, after prominent
- 10 passes to VIP Wrap Up Party
- VIP dinner for 10
- **Includes all previous benefits** + 10 T-Shirts + 10 stainless steel bottles

FRESHWATER (\$5,000+)

- 3rd tier logo/name on website w/ link + Program
- Thank you card with picture of cast and crew
- 8 Festival T-Shirts
- 8 Stainless steel water bottles w/ festival logo
- Access/feedback at private performance rehearsals
- Glass plaque
- Complimentary booth space
- Sponsor of performance scene / film in Program (extra logo placement)
- VIP dinner for 4

AQUIFER (\$2,500 - \$4,999)

- 4th tier logo/name on website w/ link + Program
- Thank you card with picture of cast and crew
- 6 Festival T-Shirts
- 6 Stainless steel water bottles w/ festival logo
- Access/feedback at private performance rehearsals
- Glass plaque
- Complimentary booth space
- Sponsor of performance scene / film in Program (extra logo placement)

WETLAND (\$1,000 - \$2,499)

- 5th tier logo/name on website w/ link + Program
- Thank you card with picture of cast and crew
- 4 Festival T-Shirts
- 4 Stainless steel water bottles w/ festival logo
- Access/feedback at private performance rehearsals
- Glass plaque
- Complimentary booth space

RIVER (\$500 - \$999)

- Name listed on website w/ link + Program
- Thank you card with picture of cast and crew
- 2 Festival T-Shirts
- 2 Stainless steel water bottles w/ festival logo
- Access/feedback at private performance rehearsals

LAKE (\$250 - \$499)

- Name listed on website w/ link + Program
- Thank you card with picture of cast and crew
- 1 Festival T-Shirt
- 1 Stainless steel water bottle w/ festival logo

STREAM (\$100 - \$249)

- Name listed on website w/ link + Program
- Thank you card with picture of cast and crew

CISTERN (\$50 - \$99)

- Name listed on website w/ link + Program

BUCKET (\$25 - \$49)

- Name listed on website + Program

DROP (\$10 - \$24)

- Name listed on website

If you are donating more than once, you will receive the benefits listed for the combined amount donated, depending if benefits are still available.

NAME _____ DATE: _____
 ORG/BIZ/TITLE: _____
 ADDRESS: _____
 EMAIL: _____
 WEBSITE: _____
 PHONE 1: _____ PHONE 2: _____
 (Circle: Home / Work / Mobile) (Circle: Home / Work / Mobile)

**THE
 WATER
 PROJECT**
 MARCH 26-28, 2010
 www.WaterProjectFestival.org
 520-791-9359 • info@TheConsciousCollective.org

Business (\$100) Non-Profit (\$25) Artisan (\$25) Electricity (\$100) Extra sq. ft. (>10'x10') _____ x \$10 = _____

TOTAL: _____ CASH CHECK PLEDGE CREDIT (Circle): Visa MasterCard AMEX Discover
 CARD #: _____ / _____ SIGNATURE: _____
 (Paypal secured) (3 or 4 digit security code)

VENDING TYPE (Select all that apply): Information Products Art/Crafts Food Other _____

DESCRIBE VENDING ITEMS: _____

DESCRIBE VENDING DISPLAY: _____

ITEMS OF POTENTIAL HAZARD: _____

USE THE TOP BACK SIDE OF THIS PAGE IF MORE ROOM IS NEEDED

TAX-DEDUCTIBLE PAYMENTS:

ELECTRICAL DETAILS: _____

PREFERRED SET UP START TIME: _____ TOTAL DISPLAY AREA: _____' x _____'

“Tucson Arts Brigade”
 “The Conscious Collective” in the memo
 PO BOX 545, Tucson AZ 85705

Thank you for your interest in vending for the Enviro-Vendor Fair during The Water Project: Tucson's Synergistic Water Festival on **Saturday, March 27th, 2010**. We encourage local and national businesses, non-profits, and artisans to provide the public with information, products, and art about water issues. Food vending is also encouraged. As a first year event, the prices are kept at a minimum even though large crowds are anticipated. For additional benefits, see the Sponsorship pages.

VENDOR PRICING

Businesses: \$100
Artisans & Non-Profits: \$25
\$10 extra per square foot beyond 10'x10'
\$100 extra for electricity (two 20amp outlets)
 Vendor pricing does NOT include vendor permit fees.
 Deadline for Permits and Payments: March 12, 2010

VENDORS:
 For additional benefits and complimentary vending spaces see the Sponsorship pages.

PERMIT INFORMATION

Vendor Permits: Each vendor selling merchandise or food must purchase a Vendor Permit. The cost is \$60.00 per vendor per day (\$20.00 nonprofit rate with 501(c)3 form). Vendor Permits are not necessary at information-only tables where nothing is sold. To obtain a permit, go to City of Tucson Parks & Recreation, 900 S. Randolph Way, Tucson AZ, or call for more information at (520) 791-4873.

Health Permits: A Pima County Health Permit is required if food or beverages not in the original manufacturer's packaging are sold or given to the public. Please contact the Pima County Health Department at (520) 243-7908 for more information. Each vendor must provide a copy of his or her Health Permit in order to purchase a Vendor Permit from the City. Food vendors must also use mats under cooking/serving areas.

LOGISTICS

Enviro-Vendor Fair begins at 1pm and ends at 7pm at El Precidio Plaza, 160 W. Alameda Street, Tucson AZ. Set up starts at 11:30pm (large installations may begin at 8am), which must be completed by 12:45pm. Break down cannot occur during the Performance (6-6:45pm). All vendors must provide their own tables, chairs, tents and electrical equipment. Electrical needs must be noted in the application. At 7pm, the sun will be down, but residual light will remain.

Tents/Canopies: Nothing can be staked onto the brick plaza. Any tents or canopies must be free-standing or secured with weighted barrels. A permit from Development Services may be necessary for large tents or canopies.

If vendors need to rent any of the mentioned equipment, please contact local rental suppliers such as Parties Plus (www.parties-plus.com).