



WaterFest 2009

June 20th, 2009

Morro Rock

www.slowaterfest.org

March 25, 2009

Greetings Friend,

I would like to invite you to become a sponsor of WaterFest 2009. I am writing on behalf of the planning committee which includes agencies and organizations throughout San Luis Obispo County who are committed to educating our community on the value of our natural water resources. We would like your support for the **3rd Annual San Luis Obispo County WaterFest**. This fun celebration uses hands-on activities, music and entertainment to educate our region's families and citizens about important water issues.

WaterFest 2009 will be held **Saturday June 20th from 10am – 2pm** at the **Morro Rock** in **Morro Bay**. We are happy to be co-hosting this event with the community of Morro Bay. Our goal is to reach the general public by holding our event at a prominent location in our county and rotating the hosting city each year. We will also be enlisting popular local bands, well-known radio stations and county-wide newspapers to help with promotions. **I am asking you to help sponsor WaterFest 2009, San Luis Obispo County's 3rd Annual Water Festival.**

Here's why you'll want to sponsor this event:

- WaterFest 2009 provides an opportunity for your business to show support for a regional, county-wide education and outreach effort.
- Your business is welcomed to actively participate in the event by showcasing products and sale items that incorporate water conservation, storm water management and responsible water usage;
- Your business benefits from media outreach and event promotion providing positive public relations attention to your company name; and
- Finally, your business can act as a community partner and use its resources to give back to the locals who support your products and services. A recent survey conducted by GolinHarris reports that two-thirds of Americans said that *"good corporate citizenship is a 'must have' critical to business success in good times and bad."*

We sincerely hope you will consider acting as a community Sponsor for this event. Please see the attached Sponsorship Levels to better determine your ability to help.

I welcome the opportunity to discuss in more detail your role as a Sponsor and answer any questions you may have. Please contact me at your earliest convenience to contribute today. Thank you for your time.

Sincerely,

Jaime Lien
WaterFest 2009 Planning Committee



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SPONSORSHIP LEVELS

Your name and/or logo will appear on each item under the level of sponsorship you choose.

Level	Amount	Benefits
Watershed	\$2500+	Listed as a major sponsor in all printed materials, ads & press releases Optional 10x10 booth space during the event Major sponsor acknowledgment during radio advertisements Recognition on stage at event kickoff AND during each stage break Major sponsor logo on stage banner Large logo on event poster Large logo with link on first line of website (2009-2010) Large logo on first line of map & schedule of events
River	\$1,000	Listed as a sponsor in all printed materials, ads & press releases Optional 10x10 booth space during the event Sponsor acknowledgment during radio advertisements Recognition on stage at event kickoff AND during each stage break Medium logo on event poster Medium logo with link on second line of website (2009-2010) Medium logo on second line of map & schedule of events
Stream	\$500	Listed as a sponsor in all printed materials & press releases Optional shared booth space during the event Recognition on stage at event kickoff Small logo on event poster Small logo with link on third line of website (2009-2010) Small logo on third line of map & schedule of events
Wave	\$250	Listed as a sponsor in all printed materials & press releases Optional shared booth space during the event Recognition on stage at event kickoff Large company/organization name on event poster & t-shirt Small logo on website (2009-2010) Large company/organization name on map & schedule of events
Ripple	\$100	Listed as a sponsor in all printed materials & press releases Recognition on stage at event kickoff Large company/organization name on event poster & t-shirt Large company/organization name on website (2009-2010) Large company/organization name on map & schedule of events
Raindrop	\$50	Listed as a sponsor in all printed materials & press releases Recognition on stage at event kickoff Small company/organization name on event poster Small company/organization name on website (2009-2010) Small company/organization name on map/schedule of events
Contributor	Other / In-kind	Listed as a contributor in select printed materials & press releases Small company/organization name on website (2009-20010) Recognition on stage during raffle prize drawing

****All benefits are subject to predetermined deadlines.** Sponsorship contributions are fully TAX DEDUCTIBLE**
 For more information about sponsorship, contact Jaime Lien at 466-7217 x17 or jljen@amwc.us