



THE WATER PROJECT

Tucson's Synergistic Water Festival

March 26-28, 2010

www.WaterProjectFestival.org

FESTIVAL PACKET

PRESENTED 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

SCHEDULE OF EVENTS

SEE DETAILS AT WWW.WATERPROJECTFESTIVAL.ORG

FRIDAY MARCH 26, 2010

WATER PROJECT FILM FESTIVAL @ THE SCREENING ROOM

127 E. Congress Street, Downtown Tucson

\$5 for one or both programs

6pm to 7:30pm: "Water Shortages", experimental and documentary film shorts by local filmmakers

8pm to 9:30pm: Blue Gold: World Water Wars

SATURDAY MARCH 27, 2010

THE WATER PROJECT FESTIVAL @ HIMMEL PARK WITH SOLAR ROCK

Tucson Blvd + 1st Street, Central Tucson

FREE

Noon to 6pm: Enviro-Vendor Fair • Music • Speakers • Poetry • Entertainment

• Information Booths, kids activities, food, live music entertainment, art happenings, water-themed costumes encouraged

12:10pm to 12:20: Water Festival Performance

12:30pm to 1pm @ Himmel Park Library: Film program for kids and adults "Messages of Water" / Water Experiment / Free Books

• Presented by Sandra Barkyoumb, representative of Dr. Masaru Emoto (featured in "What the Bleep Do We Know?!" movie)

SUNDAY MARCH 28, 2010

CROSS-CULTURAL & INTERFAITH WATER RITUAL @ SABINO CANYON

Sabino Canyon Visitor Center, 5700 N. Sabino Canyon Rd.

\$5 parking fee per car (Downtown carpools available at 8:30am or 8:45am- see website)

9:15am: Meet at Sabino Canyon Visitor Center

9:30am: Walk, or take the 9:30 shuttle, up to Mile marker 1 picnic area (Shuttle runs every half-hour)

10am: Water Ritual with songs and reflection

10:30am: Start return to Visitor Center, walk or shuttle

11am to 11:15am: Leave Sabino Canyon Visitor Center (arrive downtown 11:45am-Noon)

THE WATER PROJECT EDUCATION, ART AND ACTION @ ARMORY PARK CENTER

220 S. 5th Avenue, Downtown Tucson

FREE

1pm to 6pm: Enviro-Vendor Fair with businesses, organizations, city/county departments, artisans, art happenings

1pm to 2pm: Movement Theatre Workshop led by Jodi Netzer

2:30pm to 4pm: Policy Panel Discussion and Q & A

- Moderated by Blake Gentry, United Nations Association of Southern AZ
- Chris Avery, Tucson Water
- Marcelino Flores, Tucson/Pima Water/Wastewater Study

4pm to 4:30pm: Food Break/Networking

4:30pm to 5:30pm: Roundtable Brainstorms

- Cari Spring: Collective Water Savings in Tucson
- Dave Ewoldt: Mitigating Global Warming: Protecting Water
- Diana Rhoades: 1000 Trees Please!
- Linda Ellinor: Taking Chlorine Out of Your Water to Improve Health
- Marti Lindsey: TCE Contamination

5:30pm to 6pm: Festival Closing • Theatrical Performance • A few words on next steps...

6pm to 9pm: AFTER PARTY! Eat, drink, be merry! \$10 per person (free for Speakers, Vendors and Volunteers)

• Catered food buffet, live music entertainment, connect with community members, get your watery groove on...

9pm-1am: After After Party! Full moon celebration! @ People's Imports, 276 S. Park Ave. \$5

- Sharon Megdal, UA Water Resources Research Center
- Vince Vasquez, Diamond Ventures
- Rep. Daniel Patterson, State Legislature, Water + Energy Committee (inv.)

- Mitch Basefsky: How CAP is Ensuring Reliable Water Supplies During Challenging Times
- Ron Proctor: The Carbon Footprint of Tucson's Tap Water
- William Foster, PhD: United Nations' World Water Assessment Project
- and more...





United Nations Association of Southern Arizona
6242 E. Speedway Blvd., Tucson, Arizona 86712-5129

We endorse *THE WATER PROJECT: Tucson's Synergistic Water Festival*, organized by the Conscious Collective of the Tucson Arts Brigade because it provides public education through arts on global and local issues of water.

The United Nations Environment Programme (UNEP) is coordinating the organization of the World Water Day 2010 campaign on behalf of UN-Water and in collaboration with FAO, UNDP, UNECE, UNICEF, UNESCO, UN-Habitat, WHO, and the UN-Water Decade Programme on Advocacy and Communication as well as with partner organizations such as International Water Association, World Wide Fund for Nature and World Water Council. The remaining five years of the **UN's Water for Life Decade**, which started in 2005 and ends in 2015, are critical years for water poor areas and for people living in the Sonora Desert and other arid areas in the Southwest of the United States and Northwestern Mexico. The World Water Day 2010 and its campaign are envisaged to: 1) Raise awareness about sustaining healthy ecosystems and human well-being through addressing the increasing water quality challenges in water management, and 2) Raise the profile of water quality by encouraging governments, organizations, communities, and individuals around the world to actively engage in proactively addressing water quality e.g. in pollution prevention, clean up and restoration.

UN Millennium Development goal number 10 includes a specific target to cut in half by 2015 the proportion of people without sustainable access to safe drinking water and basic sanitation. While the UN on World Water Day focuses global attention on water resource poor areas, Southern Arizonans are at the precipice of what is predicted to be the most dramatic changes in climate for North America.

Increased temperatures and changes in hydrological patterns such as droughts and floods already affect water quality and exacerbate water pollution from sediments, nutrients, dissolved organic carbon, pathogens, pesticides and salt, as well as thermal pollution. Gaps exist in our knowledge about the impacts of climate change on water, and we need local governments to improve citizens' capacity for home and community conservation programs and to improve our understanding about climate change and water resources. Water is the source of life for all of us, yet four of every 10 people in the world do not have access to even a simple pit latrine and nearly two in 10 have no source of safe drinking-water.

THE WATER PROJECT: Tucson's Synergistic Water Festival March 26-28 in Tucson will be vital to ensuring new energy and commitment to turning the tide on a situation that we can no longer abide. We hope that The Water Project Festival becomes a unique occasion, not just to highlight the magnitude of the problem, but to bring public and policy makers together to learn about solutions that work.

On behalf of the United Nations Association of Southern Arizona, won't you please join us?

Blake Gentry, MPPM
Education Coordinator, UNA-SA
www.untucson.org



CITY OF
TUCSON

WARD 2 COUNCIL OFFICE

RODNEY GLASSMAN
VICE MAYOR

December 21, 2009

Dear Supporter,

As the Vice Mayor of the City of Tucson and holding my Ph.D. in Arid Land Resource Sciences, I would like to take this opportunity to invite you to participate in THE WATER PROJECT: Tucson's First Annual Synergistic Water Festival. As the author of the nation's first commercial water harvesting ordinance, I recognize the importance of awareness of water quality and conservation and how it affects our city, surrounding communities and the world. I fully endorse this initiative sponsored by Jodi Netzer and The Conscious Collective, a program of Tucson Arts Brigade (501c3), as a celebratory event that will help create community awareness and I encourage you to join us.

The City of Tucson understands the importance of environmental efforts to lower our impact on the earth's natural resources, especially water. Along with our water harvesting ordinance for commercial buildings, Tucson also collects a small percentage of all water bill revenues to fund conversation efforts and education, essentially creating a fund to effect change. Our city is also host to many businesses, organizations and educational experts in the field of water and Tucson is the perfect place to host an event recognizing the United Nations Water Week.

The Water Project intends to use the arts as a creative vehicle for change. It is an opportunity for community participation to explore, educate and engage cross-sector collaborations to the next level of change, which is ACTION.

The Water Project is a festival that celebrates life and spotlights the intrinsic value of water- our most precious resource that we cannot live without. Without water, we cease to exist. With your participation, Tucson will have a successful festival that brings all walks of life together to educate, celebrate and motivate participants to take action and become engaged in water issues.

Thank you for participating in The Water Project Festival.

Sincerely,

Rodney Glassman
Vice Mayor

THE WATER PROJECT

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

SPONSORSHIP OPPORTUNITIES

Education about stewardship should be made available to the public for free-therefore your sponsorship is important to the principles and mission of this event, which is; integrating creative approaches with existing information about water issues to motivate and facilitate water conservation efforts. Even the smallest change makes a difference.

TITLE SPONSOR \$10,000

- Title sponsorship on all marketing material
- Your logo on all print distribution during the year of water conservation projects facilitated by The Water Project Festival until the 2011 event
- Your logo & banner ad prominently displayed on our website homepage and all web pages
- Premium banner ad space on www.WaterProjectFestival.org business resource directory for one year
- Your banners hung prominently at all events during the 3 day festival
- Your logo on all advertisement
- Prime exhibitor space during Enviro-Vendor fair
- Thank you advertisement placed after event in Tucson Green Times thanking our title sponsor
- Glass plaque acknowledging title sponsors' support of festival

PRESENTING SPONSOR \$5000

- Prominent placement of your logo on all print distribution
- Your logo prominently displayed on our website homepage and all web pages
- Banner ad space on www.WaterProjectFestival.org business resource directory for one year
- Your banners hung at all events during the 3 day festival
- Your logo on all advertisement
- Prime exhibitor space during Enviro-Vendor fair
- Thank you advertisement placed after event in Tucson Green Times with your logo

SUPPORTING SPONSOR \$2500

- Your logo on all print distribution
- Your logo displayed on our website homepage and all web pages
- Banner ad space on www.WaterProjectFestival.org business resource directory for one year
- Your banner hung at Enviro-Vendor Fair or Sunday Round Table Discussions
- Your logo on all advertisement
- Exhibitor space during Enviro-Vendor fair included

PARTNERING SPONSOR \$1500

- Your logo on all print distribution
- Your logo displayed on our website homepage
- Banner ad space on www.WaterProjectFestival.org business resource directory for one year
- Your logo on all advertisement
- Exhibitor space during Enviro-Vendor fair included

OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE FROM \$250 TO \$1000:

- | | |
|-----------------------------|---|
| • STAGE SPONSOR \$1000 | • SUNDAY POLICY PANEL SPONSOR \$250 |
| • AFTER PARTY SPONSOR \$500 | • SUNDAY ROUND TABLE SPONSOR \$250 |
| • KIDS CORNER SPONSOR \$500 | • MOVEMENT THEATRE WORKSHOP SPONSOR \$100 |

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 **Sunday, March 28th, 2010**. We encourage local and national businesses, non-profits, and artisans to provide the public with information, products, and art about water issues. As a first year event, the prices are kept at a minimum even though large crowds are anticipated. For additional benefits, see the Sponsorship Opportunities page.

VENDOR PRICING:

Businesses: \$50

Artisans & Non-Profits: \$25

Spaces larger than 10'x10' are subject to an addition charge, except most food vendors- contact us if considering larger space. Deadline for Vendor Form, Vendor Fee, plus Non-Profit Letter and Permits (if applicable): **March 19, 2010**

WRITE check to "Tucson Arts Brigade" with "Water Festival Vendor" in the memo line.

SEND Printable Vendor form (unless submitted online) and Vendor Fee to:

c/o The Conscious Collective

Tucson Arts Brigade

PO Box 545

Tucson AZ 85701

LOCATION:

Armory Park Center
220 South 5th Avenue
Tucson AZ 85701

TIME:

1-6pm

Set up begins at Noon and must be completed by 12:45pm. Contact us if more time is necessary.

LOGISTICS:

- We will provide tables and chairs on a first come first serve basis. Tell us how many of each you will need.
- Note in your application if you need an electrical outlet.
- Let us know if you need volunteer staff to watch over your table during breaks or throughout the day. We can link you up with a volunteer who will be prepared to learn about your services, products, or information.
- Vendors will receive a free meal ticket for the After Party, 6-9pm at Armory Park Center.

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
Water Festival Director / Producer

THE WATER PROJECT

MARCH 26-28, 2010

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

NAME _____ DATE: _____

ORG/BIZ/TITLE: _____

ADDRESS: _____ / _____
(Street Address) (City, State, Zip)

EMAIL: _____

WEBSITE: _____

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

SPONSORSHIP: ☐ \$100 ☐ \$250 ☐ \$500 ☐ \$1,000 ☐ \$1,500 ☐ \$2,500 ☐ \$5,000 ☐ \$10,000

DONATION: ☐ \$10 ☐ \$25 ☐ \$50 ☐ \$75 ☐ \$Other _____

SELECT ONE: ☐ CASH ☐ CHECK ☐ PLEDGE ☐ CREDIT (Circle one): Visa MasterCard AMEX Discover

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

IF DIFFERENT FROM ABOVE... NAME ON CARD: _____ ADDRESS: _____

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

**If you are a sponsor, email a print resolution image of your logo to:
info@WaterProjectFestival.org**

TAX-DEDUCTIBLE DONATIONS:

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

TITLE SPONSOR \$10,000

- Title sponsorship on all marketing material
- Your logo on all print distribution during the year of water conservation projects facilitated by The Water Project Festival until the 2011 event
- Your logo & banner ad prominently displayed on our website homepage and all web pages
- Premium banner ad space on www.WaterProjectFestival.org business resource directory for one year
- Your banners hung prominently at all events during the 3 day festival
- Your logo on all advertisements
- Prime exhibitor space during Enviro-Vendor fair
- Thank you advertisement placed after event in Tucson Green Times thanking our title sponsor
- Glass plaque acknowledging title sponsors' support of festival

PRESENTING SPONSOR \$5000

- Prominent placement of your logo on all print distribution
- Your logo prominently displayed on our website homepage and all web pages
- Banner ad space on www.WaterProjectFestival.org business resource directory for one year
- Your banners hung at all events during the 3 day festival
- Your logo on all advertisements
- Prime exhibitor space during Enviro-Vendor fair
- Thank you advertisement placed after event in Tucson Green Times with your logo

SUPPORTING SPONSOR \$2500

- Your logo on all print distribution
- Your logo displayed on our website homepage and all web pages
- Banner ad space on www.WaterProjectFestival.org business resource directory for one year
- Your banner hung at Enviro-Vendor Fair or Sunday Round Table Discussions
- Your logo on all advertisements
- Exhibitor space during Enviro-Vendor fair included

PARTNERING SPONSOR \$1500

- Your logo on all print distribution
- Your logo displayed on our website homepage
- Banner ad space on www.WaterProjectFestival.org business resource directory for one year
- Your logo on all advertisements
- Exhibitor space during Enviro-Vendor fair included

OTHER SPONSORSHIP OPPORTUNITIES AVAILABLE FROM \$100 TO \$1000:

- STAGE SPONSOR **\$1000**
- AFTER PARTY SPONSOR **\$500**
- KIDS CORNER SPONSOR **\$500**
- SUNDAY POLICY PANEL SPONSOR **\$250**
- SUNDAY ROUND TABLE SPONSOR **\$250**
- MOVEMENT THEATRE WORKSHOP SPONSOR **\$100**

Contact: Victoria, tucsonvictoria@gmail.com, 520.305.9367

SPONSORS / DONORS:

Upon receipt of your payment, you will receive a
Thank You letter that will serve as a **tax-deductible receipt**.
Make a copy of this form for your records.

NAME _____ DATE: _____

ORG/BIZ/TITLE: _____

ADDRESS: _____ / _____
(Street Address) (City, State, Zip)

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@WaterProjectFestival.org

☐ Business (\$50) ☐ Non-Profit (\$25) ☐ Artisan (\$25) ☐ Extra sq. ft. (> 10'x10'- call for quote) \$ _____

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

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

IF DIFFERENT FROM ABOVE... NAME ON CARD: _____ ADDRESS: _____

VENDOR TYPE (Select all that apply): ☐ Information ☐ Products ☐ Art/Crafts ☐ Other _____

DESCRIBE VENDING ITEMS: _____

DESCRIBE VENDING DISPLAY: _____

ITEMS OF POTENTIAL HAZARD: _____

(USE BACK SIDE OF PAGE FOR MORE SPACE)

NEED TABLE/CHAIRS: ☐ NO ☐ YES
(First come, first served- see instructions below)

ELECTRICAL DETAILS: _____ #VOLUNTEERS NEEDED: _____

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

TAX-DEDUCTIBLE PAYMENTS:

"Tucson Arts Brigade"

"Water Festival Vendor" in the memo line
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 **Sunday, March 28th, 2010**. We encourage local and national businesses, non-profits, and artisans to provide the public with information, products, and art about water issues. As a first year event, the prices are kept at a minimum even though large crowds are anticipated. For additional benefits, see the Sponsorship Opportunities page.

VENDOR PRICING:

Businesses: \$50

Artisans & Non-Profits: \$25

Spaces larger than 10'x10' are subject to an addition charge.

Contact us if considering larger space.

Deadline for Vendor Form and Vendor Fee: **March 19, 2010**

WRITE check to "Tucson Arts Brigade"

with "Water Festival Vendor" in the memo line.

SEND Vendor Form and Vendor Fee to:

c/o The Conscious Collective

Tucson Arts Brigade

PO Box 545

Tucson AZ 85702

LOCATION:

Armory Park Center
220 South 5th Avenue
Tucson AZ 85701

TIME:

1-6pm

Set up begins at Noon and must be completed by 12:45pm. Contact us if more time is necessary.

LOGISTICS:

- Please bring your own table and chairs. There are a few tables available, rectangle and round, on a first come first served basis by special request. Contact Susan if you are unable to bring a table on your own: 520-867-2003 or susanrenna@gmail.com

- Note in your application if you need an electrical outlet.

- Let us know if you need volunteer staff to watch over your table during breaks or throughout the day. We can link you up with a volunteer who will be prepared to learn about your services, products, or information.

- Vendors will receive a free meal ticket for the After Party, 6-9pm at Armory Park Center.

VENDORS:

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

Upon receipt of your payment, you will receive a Thank You letter that will serve as a **tax-deductible receipt**. Make a copy of this form for your records.