

TUCSON ARTS BRIGADE PRESENTS

# THE WATER PROJECT

2nd Annual

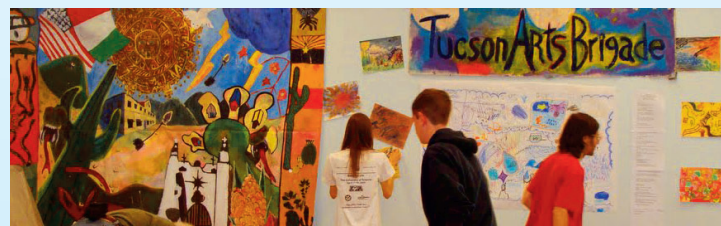
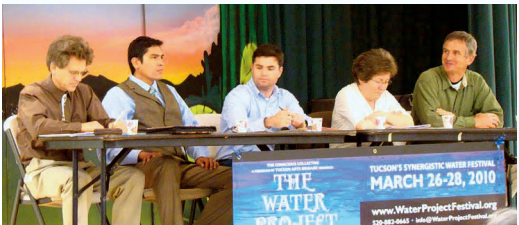
TUCSON'S SYNERGISTIC WATER FESTIVAL

Celebrate Greater Tucson's World Water Week in 2011!

MARCH 24  
**MARCH 27**  
APRIL 3

**THEME:**  
OUR DESERT WATER CYCLE  
"Together We Thrive"

**CELEBRATING WATER IN THE DESERT**  
THROUGH EXPRESSIVE ARTS AND COMMUNITY DIALOGUE  
Water Awareness • Community Building • Creative and Proactive Solutions



**2010 WATER FESTIVAL PARTICIPANTS:** Tucson Water • Central Arizona Project (CAP) • John Wesley Miller Companies • Pima Association of Governments (PAG) • UA Water Resources Research Center (WRRC) • Pima County Regional Wastewater Reclamation Department • Southern AZ Green Chamber of Commerce • United Nations Association of Southern Arizona • Audubon Society of Tucson • Watershed Management Group • Sustainable Tucson • Diamond Ventures • Former Vice Mayor Rodney Glassman • 4th Ave. Street Fair • Spike Beverage • GARDEN Inc. • Many Mouths One Stomach (MMOS) • Food Conspiracy Co-op / Solar Rock • Skrappy's • Fred Acosta Job Training Center • Volunteer Center • Southwest Conservation Corp • Tucson Clean & Beautiful • Rillito River Project • Sonoran Institute • Accurate Backflow • AZ Integrative Wellness Coalition • AZ Land and Water Trust • Center for Spiritual Living Tucson • Cuenca los Ojos Foundation • Engineers Without Borders • Environmental Education Exchange • Floating Stone Inn & Aqua Spa • IONS Tucson • Kangen Water • Peace Center • Pillar of Light Enterprises • Science of Life Center • Women's International League of Peace and Freedom • AZ Star / Caliente • Tucson Weekly • Zócalo • Downtown Tucsonan • KXCI • Bear Essential News • The New Southwest (formerly named Tucson Green Times) • BScene Live • City of Tucson • and many other water experts, businesses, organizations, artists, youth, volunteers and community members!

[WWW.WATERFESTIVALTUCSON.ORG](http://WWW.WATERFESTIVALTUCSON.ORG)

TUCSON ARTS BRIGADE PRESENTS

# THE WATER PROJECT

2nd  
Annual

TUCSON'S SYNERGISTIC WATER FESTIVAL

**THE WATER PROJECT:** Tucson's Synergistic Water Festival integrates arts, science and culture to encourage public participation, deliver information, inspire ideas, and foster creative expression about our water future. The Water Festival features visual art, dance/theater performance, Enviro-Exhibitor Fair, expert speakers, workshops, kids activities, film festival, book fair, and cross-cultural / interfaith water ritual. Initiating **Greater Tucson's World Water Week**, we bring together artists, water experts, educators, engineers, developers, conservationists, health advocates, youth, and many other community members to creatively and proactively engage in water issues from various perspectives. At the Festival, the public has an opportunity to explore the water cycle, from natural systems to man-made infrastructures, so that we can better respond to the water realities and needs of our community.

## LEARN • SHARE • CREATE • CELEBRATE A Forum for the Arts and Sciences to Collaborate

To All Water Users:

We invite you to be a part of the **2nd annual celebration of our water in the desert through art and science**. The Water Project: Tucson's Synergistic Water Festival is a series of events that promote stewardship, facilitate dynamic dialogue, and integrate creative approaches to weave our diverse community together through water.

Businesses, civic agencies, schools, home owners and many other community members benefit from this unique combination of **creative expression and understanding about water**. With finite supply and growing demand, effects of climate change, and other human and environmental factors, The Water Festival raises awareness about our water reality while celebrating community through fun participatory activities for all ages. **New ideas and solutions** are envisioned through our process and collaborative opportunities. It's **effective and inspiring!**

**Your support and expertise** is integral to the success of The Water Festival. Participate by being a sponsor, an exhibitor, offering in-kind support, outreach, volunteering, and advertise the issues, products or processes that have inspired a bubbling passion for water in yourself and others. Reserve a table and talk directly with community members about your specialization about water. **Donations are tax-deductible** through **Tucson Arts Brigade (TAB)**, our presenting non-profit 501(c)(3) community arts, education, and civic engagement organization.

Synergistically, The Water Festival, Cyclovia, and Solar Rock are all happening at Armory Park on March 27. With the combined events, we expect at least **10,000 people**. As a contributor who supports our community working toward a **balanced and thriving water future**, your participation will be highlighted and celebrated.

Yours in collaboration and support,



Jodi Netzer  
Water Festival Director, Tucson Arts Brigade  
520.791.9359 • jodi@WaterFestivalTucson.org

## WATER IS LIFE...

Water is Power, necessary for life, wet,  
For all living things on earth to survive...  
The universe's most malleable computer...

Unfortunately, an underground movement,  
And it's everywhere, just not where we need it,  
Scarce.

Not about spring water – plastic bottle.  
Drink, (filter it) this misunderstood commodity,  
This miraculous stuff.

Quenchable.  
Not a golf course...  
A component of peace.

That which falls from the eye, makes-up the body,  
Sustains us, sweet between my toes,  
Power as it poured from my body while giving birth.

Liquid imprinter of other things,  
A receptive host, selfless  
Giving, cleansing, modest.

The only thing we can't live without.  
Replenishing our inner being, our tangible body,  
Connecting us to each other and to our environment.

It can't be owned,  
This life giving, flowing element,  
As important to man as language or communication.

Cleansing, clear, cold or hot and soothing,  
Beauty incarnate, mystical and ever powerful.  
My ancestors drank with me today.

My Water My Body

Is health, love, hope, energy, flow.  
Is like air to a balloon.  
Is you and me.

~ **Community poem created during The Water Project: Tucson's Synergistic Water Festival 2010**



"Garden" ©2009  
 Water cistern mural  
 (with a safe, durable &  
 long-lasting guarantee)  
 By Michael Schwartz /  
 Tucson Arts Brigade



## SCHEDULE OF EVENTS

### THURSDAY, MARCH 24

**WATER FESTIVAL FILM FEST & BOOK FAIR**  
**The Loft, 3233 E. Speedway Blvd., Central Tucson**  
**\$8 General / \$6 Loft Members, Students, Seniors**

**7 - 9pm:** Local and national experimental and documentary water-inspired films, Book Fair, speakers, live music, and free raffles!



### SUNDAY, MARCH 27 (Main Event)

**TUCSON'S SYNERGISTIC WATER FESTIVAL**  
 (In partnership with Armory Park Center, Cyclovia and Solar Rock)  
**Armory Park Community Center, 220 S. 5th Avenue, Downtown Tucson**  
**FREE**

**10am - 4pm:** Art show by local and national artists, dance / theater performance, Enviro-Exhibitor Fair, speakers, workshops, kids activities, music, and more! Kids and adults are encouraged to dress in a water-inspired costume.



### SUNDAY, APRIL 3

**IN SEARCH OF LIVING WATERS**  
**Sabino Canyon Visitor Center, 5900 N. Sabino Canyon Rd., Northeast Tucson**  
**\$5-\$10 Suggested Donation + \$5 parking/car** (Downtown carpools available)

**Noon-3pm:** Cross-cultural / interfaith water ritual with flowing river water, enjoy water blessings from many spiritual practices, creative movement and writing workshops, hiking, and more! Connect with the intrinsic value of water.



### SUNDAYS, JAN 23 - MAR 27 (Pre-Event)

**WATER FESTIVAL PERFORMANCE PARTICIPATION**  
 (Rehearsals are in progress and workshops are available on a drop-in basis. Contact us if you would like to participate.)

**Workshops: 3-4pm** (Drop-ins welcome) **Rehearsals: 4-5pm** (Must also participate in workshops)  
**Rhythm Industry Performance Factory, 1013 S. Tyndall Ave., South Downtown Tucson**  
**\$10-\$15/Session**

Be part of this AMAZING opportunity where you can learn various performance forms (Butoh "Zen Dancing", Vaudeville, Authentic Movement, and more) while exploring the theme of WATER. ALL levels of experience welcome!



**MORE INFO: [WWW.WATERFESTIVALTUCSON.ORG](http://WWW.WATERFESTIVALTUCSON.ORG)**

Program details are subject to change.

**CALL FOR ARTISTS:** Artists of any medium to show and/or sell their work with the theme of WATER, especially inspired by local water issues, for March 27th. Painting, drawing, sculpture, mixed media, video, music, installation, hands-on activities, etc. Contact us if you plan to participate. Deadline for submissions: March 18.



## SPONSORSHIP OPPORTUNITIES

The 2011 Water Festival is a great opportunity to reach a large population from the Greater Tucson Area (estimated 10,000 in collaboration with Cyclovia and Solar Rock) and to partake in creative and proactive solutions for a better water future. Your support guarantees a successful series of events that engage the community with hands-on activities, a large knowledge base of water experts, and creative expression that raises awareness, inspires ideas, and motivates action by a diverse community.

		\$2,000: ECOSYSTEM	\$1,000: WATERSHED	\$500: GROUNDWATER	\$250: PIPELINE	\$100: CISTERN
1st tier logo on festival promo materials and website	💧					
1st tier logo/name on all Water Project event notices for 1 yr.	💧					
2nd tier logo on festival promo materials and website		💧				
2nd tier logo/name on all Water Project event notices for 1 yr.		💧				
3rd tier logo on festival promo materials and website			💧			
3rd tier logo/name on festival promo materials and website				💧		
Name listing on festival website						💧
Pre-show slide shown during the Film Fest at Loft Cinema	💧	💧	💧	💧		
Speaker presentation, March 27 (\$2,000: 30min, \$1,000: 15min)	💧	💧				
Premium banner ad on festival website, all pages	💧					
Banner ad on festival website, homepage		💧				
Prominently placed banners hung during all festival events	💧					
Banners hung during all festival events		💧	💧			
Free prime location at Enviro-Exhibitor fair, March 27 (10 ft.)	💧					
Free space at Enviro-Exhibitor fair (6ft., 10ft. for \$1,000+)		💧	💧	💧		
10 free vouchers to ticketed festival events	💧					
5 free vouchers to ticketed festival events		💧				
2 free vouchers to ticketed festival events			💧	💧		
1 free voucher to ticketed festival events						💧
Featured festival art print	💧	💧	💧	💧	💧	💧

TO SPONSOR, CONTACT [JODI@WATERFESTIVALTUCSON.ORG](mailto:JODI@WATERFESTIVALTUCSON.ORG) OR 520.791.9359

# EVENT SPONSORS & EXHIBITORS



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

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


ADDRESS: \_\_\_\_\_ / \_\_\_\_\_  
(Street Address) (City, State, Zip)

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

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

PHONE 1: \_\_\_\_\_ PHONE 2: \_\_\_\_\_  
(CIRCLE: Work / Home / Mobile) (CIRCLE: Work / Home / Mobile)

**SPONSORSHIP:**    \$2,000    \$1,000    \$500    \$250    \$100  
 Refer to the previous page for the benefits of your Sponsorship and select your option.

 **Support creative & proactive solutions for a BETTER water future TODAY!**

**EXHIBITOR:**    Business (\$50/\$100)    Non-Profit (\$25/\$50)    Artisan (\$25/\$50)    Extra space (Call for quote) \$ \_\_\_\_\_  
Early Bird / Late Fee                      Early Bird / Late Fee                      Early Bird / Late Fee

The Enviro-Exhibitor Fair is on Sunday, March 27th, 2011 at Armory Park Community Center, 220 S. 5th Avenue, 10am - 4pm. Sponsorships of \$250 and more get free exhibitor space. Sponsorships of \$1,000 and more receive a complimentary 10' x 10' space. Sponsorships of \$2000 get a Prime Location. For all other Exhibitors, Early Bird rates are to be submitted on or before March 10th. Rates double after that. All Exhibitors must supply their own 6ft. standard sized table and chairs. If you are from out of state and cannot bring a table and chairs, make a note in the form and we will contact you for arrangements. 50% of exhibitor fees are refundable. No refunds after March 18th. We look forward to your participation in promoting a better water future, today.

ITEMS (Select all that apply):    Information    Products    Art/Crafts    Hands-on activity    Kids Friendly    Other \_\_\_\_\_

DESCRIBE DISPLAY (Besides standard 6' table): \_\_\_\_\_

CREATIVE ASPECTS (Highly encouraged): \_\_\_\_\_

ELECTRICAL DETAILS: \_\_\_\_\_

ITEMS OF POTENTIAL HAZARD: \_\_\_\_\_

Use other side of page for more space if needed.

**TOTAL:** \_\_\_\_\_

**MAIL** a copy of this form to Tucson Arts Brigade, PO Box 545, Tucson AZ 85702... or **EMAIL** a scanned PDF to [info@WaterFestivalTucson.org](mailto:info@WaterFestivalTucson.org)... or **SUBMIT** online at [www.WaterFestivalTucson.org](http://www.WaterFestivalTucson.org)

SELECT ONE:    CHECK    CASH    PLEDGE    CREDIT (Circle one):   MasterCard   Visa   AMEX   Discover  
If paying by credit card, please add 3% processing fee.

**BY CHECK:** Write your check to "Tucson Arts Brigade" and put "Water Festival Sponsor/Exhibitor" in the memo.

**BY CARD:** # \_\_\_\_\_ / \_\_\_\_\_   EXPIRATION DATE: \_\_\_\_\_ / \_\_\_\_\_  
(Credit Card # / Security code: 4 (AMEX on front) or 3 (others on back) digits)

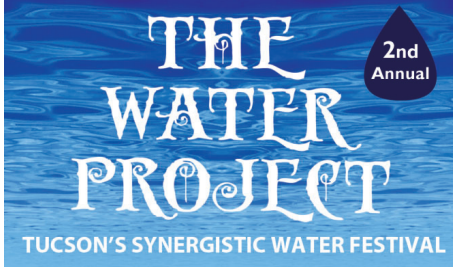
IF DIFFERENT FROM ABOVE... NAME ON CARD: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

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

**If you are a Sponsor, email a hi-res image of your logo, if applicable, to [info@WaterFestivalTucson.org](mailto:info@WaterFestivalTucson.org)**

# DONATIONS

TUCSON ARTS BRIGADE PRESENTS



WWW.WATERFESTIVALTUCSON.ORG  
520.791.9359  
INFO@WATERFESTIVALTUCSON.ORG

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

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

ADDRESS: \_\_\_\_\_ / \_\_\_\_\_  
(Street Address) (City, State, Zip)

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

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

PHONE 1: \_\_\_\_\_ PHONE 2: \_\_\_\_\_  
(CIRCLE: Work / Home / Mobile) (CIRCLE: Work / Home / Mobile)

**DONATION:**  
TAX-DEDUCTIBLE

- \$1000 Rainmaker     \$500 Aquarian     \$250 Ocean  
 \$100 River     \$50 Bucket     \$25 Raindrop     \$Other \_\_\_\_\_

**RECOGNITION:**     List Name: \_\_\_\_\_     Anonymous

 Support creative & proactive solutions for a BETTER water future  
**T O D A Y !**

**VOLUNTEER:**

- Arts Coordination     Fundraising     Logistics     Outreach     PR/Documentation     Set-Up/Break-Down     Volunteer Coordination

**SKILLS / INTERESTS:** \_\_\_\_\_

**TOTAL:** \_\_\_\_\_

**MAIL** a copy of this form to Tucson Arts Brigade, PO Box 545, Tucson AZ 85702... or **EMAIL** a scanned PDF to [info@WaterFestivalTucson.org](mailto:info@WaterFestivalTucson.org)... or **SUBMIT** online at [www.WaterFestivalTucson.org](http://www.WaterFestivalTucson.org)

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

**BY CHECK:** Write your check to "Tucson Arts Brigade" and put "Water Festival Supporter" in the memo.

**BY CARD:** # \_\_\_\_\_ / \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_ / \_\_\_\_  
(Credit Card # / Security code: 4 (AMEX on front) or 3 (others on back) digits)

IF DIFFERENT FROM ABOVE... NAME ON CARD: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

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

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



## CELEBRATING WATER IN THE DESERT

THROUGH EXPRESSIVE ARTS AND COMMUNITY DIALOGUE

LEFT:  
"Oshun"  
© Michael Schwartz / Tucson Arts Brigade

RIGHT:  
Reflections from the Water Ritual at Sabino Canyon brought downtown to Armory Park Center during 2010 Water Festival

