

# Walk for Water

World Water Day 2010

*Communicating Water Quality Challenges and Opportunities*

*Presented By*

**PORTLAND ROASTING**  
*Coffee*

## EVENT MISSION

The United Nations General Assembly designated March 22nd of each year as World Water Day. Knowing that more than 1 billion people worldwide do not have access to clean water, Portland Roasting Coffee Company's celebration of World Water Day – *Walk for Water* -- benefits *Water For All*, a non-profit organization that builds wells throughout communities in sub-Saharan Africa. Portland Roasting's *Walk for Water* goal is to raise funds for the construction of two water pumps in coffee-growing regions of Tanzania.

[www.worldwaterdaypdx.com](http://www.worldwaterdaypdx.com)

## EVENT OVERVIEW

Portland Roasting's **World Water Day** event is centered on the second annual *Walk for Water* event, organized by Portland State University, where participants check in at the World Trade Center Plaza and collect their water-gathering containers to begin their amble around the Willamette River. Simulating a typical water-gathering experience for women and children in sub-Saharan Africa, walkers will haul water throughout their 3.1 mile route. The *Walk for Water* Event continues post-walk in the Plaza where booths showcase community organizations involved with water and related environmental issues, here and abroad. Viewings of the documentary, "FLOW," will be presented and local musicians will play for the crowd. Food and drink, including Portland Roasting coffee, will be served.

## EVENT DETAILS

### *Walk for Water*

Date: SUNDAY, March 21, 2010

Time: 1:00pm (\$20 for walkers)

11-3p.m: World Water Day Celebration  
(FREE to the public)

### *Walk for Water Celebration Concert*

Date: MONDAY, March 22, 2010

Time: 6:00 pm

Place: World Trade Center Plaza  
25 SW Salmon Street  
Portland, Oregon 97204

# *Sponsor Options* Water For All - Pump Sponsorships

## WATER FOR ALL PUMP SPONSOR – Full Pump Sponsorship - \$14,000

- o YOUR COMPANY/ORGANIZATION will fund the building of a new well by *Water for All* in Africa
- o YOUR COMPANY/ORGANIZATION Logo Recognition on the new pump. A 2x3 sign board with a public service message and exclusive donor recognition posted on each tank stand.
- o Recognition in a national press release announcing the event.
- o Listing as a funding partner on *Water for All* website
- o Custom display exhibitor space/signage at event and along the *Walk for Water*
- o Custom Web feature to promote YOUR COMPANY/ORGANIZATION
- o Custom ad/logo and link featured in all outgoing marketing and promotion



*The Fun Pump*

## WATER FOR ALL PUMP SPONSOR – Partial Pump Sponsorship - \$2,000

- o YOUR COMPANY/ORGANIZATION Logo Recognition on the new pump. A 2x3 sign board with a public service message and recognition of all donors will be posted on each tank stand.
- o Custom display exhibitor space/signage at event and along the for *Walk for Water*
- o Custom Web feature to promote YOUR COMPANY/ORGANIZATION
- o Logo and link featured in all outgoing marketing and promotion

# *Sponsor Options* Water For All - Event Sponsorships

## TITLE SPONSOR – Walk for Water - \$7,500

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### ***YOUR COMPANY/ORGANIZATION Walk for Water 2010***

- o YOUR COMPANY/ORGANIZATION title feature/mention in all marketing and promotional activities
- o Custom display exhibitor space/signage at event and along the *Walk for Water*
- o Custom Web feature to promote YOUR COMPANY/ORGANIZATION
- o Custom ad/logo and link featured in all outgoing marketing and promotion
- o 20 *Walk for Water* registration passes included

## PRESENTING SPONSOR – Walk for Water - \$5,000

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### ***Walk for Water Presented by YOUR COMPANY/ORGANIZATION***

- o YOUR COMPANY/ORGANIZATION presenting title feature/mention in all marketing and promotional activities
- o Custom display exhibitor space/signage at event
- o Custom area on the event website to feature YOUR COMPANY/ORGANIZATION
- o Logo and link featured in all outgoing marketing and promotion
- o 15 *Walk for Water* registration passes included

## STAGE SPONSOR – \$3,500

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- o YOUR COMPANY/ORGANIZATION signage/logo featured on all stages for full schedule of events
- o Sponsored by YOUR COMPANY/ORGANIZATION feature in marketing and promotional activities
- o Featured Sponsor exhibitor space onsite at event
- o Logo and text mention in marketing and promotional activities
- o Logo and link featured on website
- o 7 *Walk for Water* registration passes included



# *Sponsor Options* Water For All - Event Sponsorships

## REGISTRATION SPONSOR – Walk for Water - \$2,000

- o Official Sponsor of the *Walk for Water* Registration
- o Logo mention in schedule, marketing and promotional activities
- o Featured Sponsor space/signage onsite at Registration/SWAG Bag Area
- o Logo and link featured on website
- o 5 *Walk for Water* registration passes included

## EVENT SPONSOR – Walk for Water - \$1,500

- o Logo mention in Event Sponsors list in marketing and promotion
- o Featured Sponsor custom exhibitor space onsite at event
- o Logo and link featured on website
- o 3 *Walk for Water* registration passes included

## WATER EDUCATION STATION SPONSOR (5 available) – \$1,000

*There will be five education stations along the Walk for Water that highlight the obstacles for access to clean water around the world.*

- o Logo/signage feature at (1) Water Education Station
- o Logo mention in Event Sponsors list in marketing and promotion
- o Featured Sponsor custom exhibitor space onsite at event
- o Logo and link featured on website
- o 3 *Walk for Water* registration passes included



# *Sponsor Options* Water For All - Event Sponsorships

## KEYNOTE SPONSOR – \$2,500

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- o Official Sponsor of the Keynote Presentation by local Senator/City Official
- o Text mention in schedule, marketing and promotional activities
- o Featured Sponsor exhibitor space onsite at event
- o Logo and link featured on website
- o 5 *Walk for Water* registration passes included

## WATER CARRYING STATION SPONSOR (1 available) - \$1,000

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*There will be one water carrying station at the start of the Walk for Water, where walkers will pick up varying sizes of water containers to carry on their walk to simulate the water gathering experience for women and children throughout Africa.*

- o Logo/signage feature at the Water Carrying Station
- o Logo mention in Event Sponsors list in marketing and promotion
- o Featured Sponsor custom exhibitor space onsite at event
- o Logo and link featured on website
- o 3 *Walk for Water* registration passes included

## WORLD WATER DAY CELEBRATION SPONSOR – \$500

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- o Standard exhibitor space (8x8) onsite at event
- o Logo and link featured on website



# *Additional Sponsorship Options* World Water Day

## WALK FOR WATER WORLD WATER DAY CONCERT PRESENTING SPONSOR – \$10,000

- o Official Sponsor of the *Walk for Water World Water Day* Concert Series
- o Presenting Sponsor top billing in radio, television and print promotion.
- o Company name on exclusive sign on water pump
- o Logo and text feature on marketing and promo materials
- o Featured sponsor custom exhibitor space onsite at Walk for Water
- o Logo and link featured on website
- o 4 *Walk for Water* Concert tickets
- o 20 *Walk for Water* registration passes

## STAGE SPONSOR – \$5,000

- o Stage sponsor billing in radio, television and print promotion.
- o Text mention in schedule, marketing and promotional activities.
- o Featured sponsor exhibitor space onsite at event.
- o Logo and link featured on website.
- o 2 *Walk for Water* Concert tickets
- o 10 *Walk for Water* registration passes included

## CONTRIBUTING SPONSOR – \$2500

- o Logo and link on site
- o Text mention in schedule, marketing and promotional materials
- o Exhibitor space onsite at event
- o 2 *Walk for Water* Concert tickets
- o 5 *Walk for Water* registration passes included



We can develop a custom sponsor option to meet your goals, if desired.

## EVENT CAMPAIGNS

Radio, Television, Postcards,  
Signage, Website, Email, Blogs,  
Print Advertising

## SPONSORSHIP BENEFITS

- o Showcase YOUR COMPANY/ORGANIZATION as a valued supporter of **World Water Day**, *Water for All* and the international world water crisis
- o Feature YOUR COMPANY/ORGANIZATION as a sponsor of this event through all email and print promotion for this event (distribution 50,000+)
- o First right to provide YOUR COMPANY/ORGANIZATION branded SWAG Bags for all **World Water Day Walk for Water** registrants and **World Water Day** event guests (1,000 qty)
- o Feature YOUR COMPANY/ORGANIZATION marketing material in **World Water Day** SWAG Bags for each guest/every walker (while supplies last)

## EVENT PR & MARKETING

As a sponsor, YOUR COMPANY/ORGANIZATION will benefit from **World Water Day** promotion through email distribution, website presence and all media outlets via the following event partnerships:

### Event Organizing Partner

Portland State University, Millennium Development Goals Capstone Class

### 2010 Partners

KINK FM Portland State University

(tentative list)

- o City of Portland's Bureau of Planning and Sustainable Development
- o Portland Monthly o Portland Spaces o EcoMetro o KOIN 6 (CBS)
- o Portland Tribune and Sustainable Life o Travel Portland (formerly POVA)

### 2010 Association/PR Partners (tentative list)

- o Activistas o Ladies Who Launch o Mamapreneurs, Inc. o Net Impact
- o Northwest Earth Institute o Northwest Environmental Business Council
- o Oregon Environmental Council o PDX Mindshare o Portland Picks
- o Springboard Innovation o Yelp.com
- o Young Women Social Entrepreneurs (YWSE)

[www.worldwaterdaypdx.com](http://www.worldwaterdaypdx.com)