



# Staff Report

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**Agenda Item:**           **SPONSORSHIP OF “ARIZONA MAKE A SPLASH WITH PROJECT WET WATER FESTIVALS 2008”** – Discussion and possible consideration of a sponsorship to the Verde Valley Water Festival to be held at Dead Horse Ranch State Park on October 23, 2008 for 4<sup>th</sup> grade students from all over the Verde Valley, including the Clarkdale-Jerome School District.

**Sponsored By:**       Doug Von Gausig, Mayor

**Staff Contact:**       Walt Good, Deputy Town Clerk

**Meeting Date:**       August 26, 2008

**Background:**       Arizona Make a Splash with Project Wet Water Festivals 2008 and Yavapai County District 3 Supervisor Chip Davis sent letters to the Town of Clarkdale requesting sponsorship to the Verde Valley Water Festival to be held at Dead Horse Ranch State Park on October 23, 2008, for Verde Valley area 4<sup>th</sup> grade students including the Clarkdale-Jerome School District.

The event is to promote water education nationwide. The goals for the event are to increase awareness and stewardship of water resources through hands on educational activities.

The Verde Valley Water Festival organizers have provided a flyer listing the different levels for donation sponsorship. The organizers are also requesting volunteers to assist at the event.

The Town’s Water Conservation Fund has approximately \$8,000.00 in their fund, which could fund a sponsorship level if approved by Council.

**Recommendation:**   Approve sponsorship of the Verde Valley Water Festival.

# BOARD OF SUPERVISORS DISTRICT 3



**A.G. "CHIP" DAVIS**  
**Supervisor, District 3**  
10 S. Sixth Street  
Cottonwood, AZ 86326  
(928) 639-8110  
chip.davis@co.yavapai.az.us

August 2008

Dear Verde Valley Neighbors,

Enclosed is a letter requesting your consideration of a donation to the Verde Valley Water Festival to be held at Dead Horse State Park on October 23, 2008.

This Festival is for 4<sup>th</sup> grade students from all over the Verde Valley including the school districts of Cottonwood-Oak Creek, Clarkdale-Jerome, Beaver Creek, Camp Verde and Sedona. It proves to be an exciting day for these children. We anticipate around 580 kids to attend and learn more about our most precious resource – water. Hands-on activities include: Groundwater & Aquifers; Water Cycle, The Incredible Journey; Water Conservation and Watersheds & Water Supply. To learn more about Project WET and Water Festivals, click on <http://cals.arizona.edu/arizonawet>.

The main purpose in writing this letter is to let you know how passionately I support this program and hope that you will embrace it too. Chris Moran, my assistant, decided to coordinate the event and she has my full support. Please consider donating to this educational and fun event for our 4<sup>th</sup> graders.

If you have questions please do not hesitate to call Chris at 928-639-8110 or email [chris.moran@co.yavapai.az.us](mailto:chris.moran@co.yavapai.az.us).

Thank you for your support.

Best regards,

A handwritten signature in cursive script that reads "Chip Davis".

A.G. "Chip" Davis  
Board of Supervisors, District 3



August 4, 2008

The Honorable Doug Von Gausig  
Mayor Town of Clarkdale  
P. O. Box 3018  
Clarkdale, AZ 86324

RE: Sponsorship of Arizona Make a Splash with Project WET Water Festivals 2008

Dear Mayor Von Gausig:

Last year, almost 50,000 people from across America joined forces to celebrate National Water Education Day. This event was celebrated in the form of a Make a Splash with Project WET Water Festival—enjoyed in all fifty states—with five Water Festivals in Arizona! Make a Splash with Project WET Water Festivals enjoyed both national and local media attention.

In Arizona alone, Water Festivals reached over 6,200 students in 2007. This year, Water Festivals are planned in, Cottonwood, Sierra Vista, Yuma, Safford, Avondale, Tucson, Page, and Flagstaff. They will reach over 5,000 students. The University of Arizona's Water Resources Research Center has coordinated this event across the state through its Arizona Project WET Program. This program assists local Water Festival Coordinators in the overall planning and direction of the Water Festival.

The goal for this event is to increase awareness, appreciation and stewardship of water resources through hands-on educational activities. Water Festivals are designed to facilitate an understanding of the water supply, the concept of a watershed, groundwater, the water cycle, conservation and an understanding of area-specific human history as it pertains to water.

The Arizona Project WET program greatly appreciates support from the Town of Clarkdale. Sponsoring a Water Festival is easy and beneficial to your organization. (Sponsors may address checks to: Water Advisory Committee, 10 S. Sixth Street, Cottonwood, AZ 86326) We take great care to include our financial contributor's logos and company information in all press releases, marketing materials and our website.

We also anticipate the need for at least 50 volunteers to assist in the Verde Valley Water Festival. We would appreciate any support your organization can provide. **We hope that the Town of Clarkdale will join us in making Arizona Make a Splash with Project WET Water Festivals a success!**

Thank you for your interest in water education in Arizona. Your commitment to Water Festivals is a valuable investment for the future of our communities!

Sincerely,

*Chris Moran*

Chris Moran

# About Arizona Water Festivals



**Arizona Make a Splash with Project WET Water Festivals**  
are all about **WATER!!!!**

**Arizona Water Festivals** are structured celebrations of water that educate students through hands-on activities. Local coordinators plan activities so that essential concepts about water supplies, groundwater and watersheds, and water cycles relate directly to the place where students live and cultivate sound habits of water stewardship. All activities support state instructional standards.

**Project WET (Water Education for Teachers) USA** is a national program, coordinated locally by the Water Resources Research Center at The University of Arizona. **Arizona Project WET** edits materials and produces programs that address Arizona's water challenges.

Project WET aims to educate classroom teachers and other educators through workshops focused on interdisciplinary water curriculum. Each participant receives the Project WET Activity Guide upon completion. The Activity Guide has over 90 complete, teacher-tested lessons for grades K-12 and indices to aid instructional planning.

**Make a Splash!** is the component of Project WET that directly educates students— through Water Festivals.



# Sponsor Levels

## ***The Watershed* - Tax Deductible Contribution: \$5,000 or more**

1. Sponsor name featured in printed advertising and statewide news releases
  2. Sponsor name in promotional flyers and on-site sponsor listing
  3. Sponsor name and logo featured on the Festival banner
  4. Sponsor name and logo on the Official Festival t-shirts for presenters
  5. Opportunity to include your organization's promotional items in student and/or teacher packets
  6. Opportunity to provide presenters for an interactive water-related activity
  - 7.
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## ***The River* - Tax Deductible Contribution: From \$2,501 to 4,999**

1. Sponsor name and logo featured on the Festival banner
  2. Sponsor name and logo on the Official Festival t-shirts for presenters
  3. Sponsor name in promotional flyers, local press releases, and on-site sponsor listing
  4. Opportunity to include your organization's items in student and/or teacher packets
  5. Opportunity to provide presenters for an interactive water-related activity
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## ***The Stream* - Tax Deductible Contribution: From \$751 to 2,500**

1. Sponsor name in promotional flyers, local press releases, and on-site sponsor listing
  2. Sponsor name and logo on the Official Festival t-shirts for presenters
  3. Opportunity to include your organization's items in student and/or teacher packets
  4. Opportunity to provide presenters for an interactive water-related activity
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## ***The Tributary* - Tax Deductible Contribution: From \$250 to 750**

1. Sponsor name in promotional flyers, local press releases and on-site sponsor listing
  2. Opportunity to include your organization's items in student and/or teacher packets
  3. Opportunity to provide presenters for an interactive water-related activity
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## ***The Arroyo* - Tax Deductible Contribution: Up to \$250**

1. Opportunity to include your organization's items in student and/or teacher packets
  2. Opportunity to provide presenters for an interactive water-related activity
  3. Sponsor name in on-site sponsor listing
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