

EXHIBIT 3-A



Water Awareness Day Celebration Saturday, May 1, 2010 Del Monte Center 11:00 a.m. – 4:00 p.m.

Mission:

To promote personal responsibility through education for the conservation and beneficial use of water in Monterey County.

Event Outline

Set-up 8am-11am/Breakdown 4pm-6pm

Vendor and Sponsor Booths:

- Up to 60 Booths strategically placed throughout Del Monte Center (DMC)
- Target organizations and businesses that are:
 - Water focused
 - Eco-friendly
 - Family-friendly
 - Educational
- Six foot table and two white chairs will be supplied for each booth (DMC has 34 Tables and 68 Chairs, WAC to rent remainder)
- Electrical outlets can be available on a case by case basis
- Vendor and Sponsor Confirmation Forms will be provided to interested parties
- Booth Participants are asked to decorate with vibrant colors and to bring their own table linen(s)
- Booth Participants are encouraged to provide giveaways and educational/event-themed activities
- Certain tiers of Sponsorship Packages will include booths
- Non-profit rates will be available for a designated amount of booths
- WAC will have a booth worked by committee members; *there will also be a registration table manned by TBC and WAC volunteers to sign in all participants and media (see registration section)*

Edutainment (based on availability and budget):

- May include: (at Fountain area – FOUNTAIN OF LEARNING)
 - ZunZun, Water Bug
 - Learning Sessions/Topical Speakers (ideas): Green Gardner, Drip Irrigation Installation, Succulent Gardening Instruction, Monterey Bay Green Business Program, Grey Water Systems and Composting
 - Youth Collaborative Art Exhibit (Between Borders and Sushi Restaurant)
 - Borders Express may want to have a book signing that pertains to gardening, etc...(DMC to contact)

Entertainment (based on availability and budget):

- May include: (at Sunken Garden area – REJUVINATING GARDENS)
 - Community Gardens by Del Monte Center (location and organization determined by DMC)
 - Bands: Firefly(reserved at \$300) and 8 Second Ride (DMC to contact)
 - Hula Dancers or other type of cultural dance troupe
 - High School dancers/relevant clubs

- Musical Bands and/or Dancers
- Corporate Kids to plan an art or planting project (waiting to receive a bid and/or volunteer possibility)
- Entertainer, Janice Griffin – clown/balloon animals (DMC to contact)
- Whole Foods demonstration (DMC to contact)

Registration/Information:

- To include: (in front of Macys and the Body Shop)
 - Tent/canopy, two tables and four chairs for TBC/WAC
 - Tent/canopy, two tables and four chairs for DMC
- To include:
 - Registration (Survey) Card
 - DMC Bags with Passport Book (DMC Merchants) or Treasure Hunt (WAC booths participants) – DMC to approach merchants re their participation level
 - Water from Pure Water
 - Opportunity Drawing
 - Up to 10 prizes. Two prizes picked every hour
 - Winners announced at main stage and written on white board at Reg. table
 - Media
 - Check- in and media kits available
 - Will work to partner with local radio affiliate for a live feed of event

Marketing:

- Press Release: send one each month (beginning in February) leading up to the event, plus two calendar alerts (three months and one month before event) and one media alert day before event; personal follow-up/direct pitching will also take place (emails and phone calls).
- Six 22 x 28 Poster Signs to be created and placed throughout DMC (collect quote through Steve at Spectrum Imaging)
- Banners
 - Alvarado Street or Calle Principal, depending on City of Monterey calendar
 - DMC will hang a banner day of at property, along with other appropriate signage
- Advertisements in local publications
- Website updates on the WAC site
 - Direct link with partners and DMC sites
- Community Calendars
 - Local web event calendars
 - Chamber calendars
- DMC will include in merchant meeting and newsletter
- Reach out to DMC merchants who will take interest in Water Conservation
 - Williams Sonoma, Restaurants, Borders Express (DMC to handle)

Other Potential Opportunities/Ideas:

- Pure Water to supply water containers throughout DMC (DMC to handle)
- Waste Management to supply Event Recycling bins throughout DMC (TBC to approach)
- Interns from CSUMB Watershed Class (TBC to approach)
 - To help at:
 - Registration
 - Direction throughout Mall
- DMC may decide to launch their Community Garden segment (WAC/MPWMD to discuss with DMC leadership)