



Waterpod Launch Party

SPONSORSHIP OPPORTUNITIES



Wednesday, May 20, 2009



You are invited
to be a part of an effort
to affect the
public attitude towards
the environment and to
actively educate people through
art and science.

WATERPOD

Waterpod is a floating sculptural living structure designed as a new habitat for today's world. It is scheduled to launch in New York City in June, 2009, to navigate the waterways of the New York Harbor, docking at several piers in each of the five boroughs. With the changing environment, there is no question that we need to be better equipped to adapt to a changing world. A worldwide network of educators who focus on and are prepared to share knowledge and resources to solve problems is essential. Designing an art project that merges science and art to engage people in an unusual environment via a network of educators, artists, designers, and government officials is the goal of the Waterpod project.

Waterpod is fiscally sponsored by Action Arts League, Inc., a New York City based 501(c)3 not-for-profit organization. Action Arts League develops art to strengthen communities and inspire individuals to explore their inner artist(s) through participatory events, educational programs, and public-private partnerships.

SPONSORSHIP PACKAGES AND BENEFITS

Your assistance and contribution to furthering a new tomorrow for our waters is greatly appreciated. Waterpod is seeking both direct financial contributions and non-financial (in-kind) contributions from a range of sponsors. These contributions will be acknowledged in a variety of venues and different marketing groups. Participating as a sponsor on Waterpod is an excellent opportunity for vendors to receive maximum marketing exposure with the project. In addition, sponsors will receive the following benefits:

VANGUARD Sponsor

\$25,000

- > Overnight stay onboard Waterpod for 2 people. Stay includes meals cooked by guest celebrity chef, a photograph session with artist Mary Mattingly, a performance of *Becoming Fahrenheit 451* by artist Eve K. Tremblay and a performance of traditional Mevlevi whirling by artist Mira Hunter.
- > Top name and logo recognition on all promotional materials, logo recognition on the Waterpod website with a link to your site, logo recognition in the on-site program guides, full page recognition in the limited edition Waterpod book and signage onboard Waterpod itself.
- > Private tour of Waterpod for 4-6 people.
- > Half day guided kayak tour of the East River with Waterpod director John McGarvey.
- > Priority access to functions and events.
- > Waterpod original set of three 20x24" photographs from an edition of five.
- > Signed copies of the limited edition Waterpod book.
- > Original archival drawing/print produced by a Waterpod resident artist made during the project.

A D V E N T U R E R S p o n s o r

- > Name and logo recognition on all promotional materials, logo recognition on the Waterpod website with a link to your site, logo recognition in the on-site program guides, half page recognition in the limited edition Waterpod book and signage onboard Waterpod itself.
- > Overnight stay onboard Waterpod for 2 people, with meals cooked by guest celebrity chef.
- > Private tour of Waterpod for 2-4 people.

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- > Priority access to functions and events.
- > Waterpod original set of three 20x24" limited editions photographs from an edition five.
- > Signed copies of the limited edition Waterpod book.
- > Original archival drawing/print produced by a Waterpod resident artist during the project.

N A V I G A T O R S p o n s o r

- > Logo recognition on the Waterpod website with a link to your site, logo recognition in the on-site program guides, signage onboard the Waterpod itself and name and logo recognition on all promotional materials.
- > Overnight stay onboard Waterpod for 2 people.
- > Private tour of Waterpod for 2 people.
- > Priority access to functions and events.

\$ 5 , 0 0 0

- > Waterpod original set of three 20x24" limited editions photographs from an edition five.
- > Signed Copies of the limited edition Waterpod book.
- > Original archival drawing/print produced by a Waterpod resident artist during the project.

P I O N E E R S p o n s o r

- > Logo recognition on the Waterpod website with a link to your site and logo recognition in the on-site program guides.
- > Private tour of Waterpod for 2 people.
- > Priority access to functions and events.

\$ 2 , 5 0 0

- > Signed Copies of the limited edition Waterpod book.
- > Original archival drawing/print produced by a Waterpod resident artist made during the project.



MAY 20th 2009

T R A I L B L A Z E R
S p o n s o r

\$ 1,000

- > Logo recognition on the Waterpod website with a link to your site and name recognition in the on-site program guides.
- > Priority access to functions and events.
- > Signed Copies of the limited edition Waterpod book.

- > Original archival drawing/print produced by a Waterpod resident artist made during the project.

D I S C O V E R E R
S p o n s o r

\$ 500

- > Logo recognition on the Waterpod website with a link to your site and name recognition in the on-site program guides.
- > Signed Copies of the limited edition Waterpod book.

- > Original archival drawing/print produced by a Waterpod resident artist during the project.

Waterpod is fiscally sponsored by Action Arts League, Inc., a 501(c)3 not-for-profit organization, and all donations are tax deductible. Please make checks payable to Action Arts League, earmarked "Waterpod."

Please mail checks to: The Waterpod, Murray Hill Station, P.O. Box 1950, New York, NY 10156

For more information, contact Mary Mattingly: 646.552.6763 (phone) | marymattingly@thewaterpod.org

FUNDING RATIONALE

The New York Citywide Waterpod project combines art, life on the water, and new ideas in architecture and environmentally friendly technologies. Before marketing a press release we have had international press coverage, including offers of partnership from New York-based organizations, Copenhagen and UN related groups. Your group will enjoy mass exposure in a venue that is positive and forward-thinking. Your contribution will help further our objectives, goals, and continued outreach into the New York community by sustaining learning projects and initiatives.

OBJECTIVES

- > To provide a safe and well-executed educational art and science project for the city of New York's children, educators, and public to visit, explore, and participate in programs.
- > To involve a wider audience by web casting critical elements of the Waterpod worldwide both interactively in real time and through video-streams for later downloading.
- > To establish and maintain, in the years to come after Waterpod project, an interactive website to share curricula, programs and projects.

OUTCOMES

- > The establishment of a network of marine educators in NYC (including classroom teachers, informal educators and other community, government and non-government representatives involved in marine education) to share resources and link with educators worldwide.
- > While living on and navigating an inland deck barge surmounted by futuristic architectural structures in the resurgent waters of NYC, five artists will live, work, and hold events in order to further the public-centered artistic, ecological, scientific, and cultural richness of New York's five boroughs and the surrounding waterways. Waterpod intends to prepare, inform, inspire, and present a futuristic application of living in a symbiotic environment that provokes collaborative thinking. Waterpod is a test, a challenge, and an experimental structure of endurance and habitual change.



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MARTIN, OTTAWAY, VAN HEMMEN, AND DOLAN, INC.
LONG ISLAND CITY COMMUNITY BOAT HOUSE



MAY 20th 2009

Waterpod Launch Party | Wednesday, May 20, 2009 | 7-10 p.m. | 5 Ninth
The restaurant is located between W 13th Street and Little W 12th Street | New York, NY 10014 | 212.929.9460

SPONSORSHIP PACKAGES

- | | |
|--|--|
| <input type="checkbox"/> VANGUARD \$25,000 Sponsor | <input type="checkbox"/> PIONEER \$2,500 Sponsor |
| <input type="checkbox"/> ADVENTURER \$10,000 Sponsor | <input type="checkbox"/> TRAILBLAZER \$1,000 Sponsor |
| <input type="checkbox"/> NAVIGATOR \$5,000 Sponsor | <input type="checkbox"/> DISCOVERER \$500 Sponsor |

TICKETS

- Purchasing _____ individual tickets at \$150 each for a total of \$_____

PLEASE FILL OUT THE INFORMATION REQUESTED BELOW.

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Persons attending _____

To RSVP, please mail this form, along with payment, to the address below. Please also email a confirmation to marymattingly@thewaterpod.org.

Please make checks payable to Action Arts League, earmarked "Waterpod" and mail to:
The Waterpod, Murray Hill Station, P.O. Box 1950, New York, NY 10156.

Payments can also be made electronically through Just Give. To contribute, click here: [Just Give.org](http://JustGive.org)

Donations are tax deductible to the amount allowable by law. Waterpod is fiscally sponsored by Action Arts League, Inc., a 501(c)3 not-for-profit organization.

For more information, contact Mary Mattingly at 646.552.6763 | marymattingly@thewaterpod.org.