



Artwork by Stephen L. Fiske

**Venice Eco-Fest 2010**  
**Venice Beach Music and Arts Eco-Festival**  
**Saturday, July 10, 2010**  
**Venice Beach, California**

***SPONSORSHIP OPPORTUNITIES***



**Venice Eco-Fest**  
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# Venice Eco-Fest

## Venice Beach Music and Arts Eco-Festival

### I. OVERVIEW

The Venice Chamber of Commerce and Earth Day Los Angeles invite you to the “Venice Eco-Fest, Venice Beach Music and Arts Eco-Festival,” on Saturday, July 10, 2010, 10am – 6pm. The festival will be held in the Venice Beach Plaza and Recreation area at the end of Windward. It will include over one hundred booths, art gallery exhibit, solar sound stage, food, and interactive children’s art/play area.

Venice Beach is the most popular tourist attraction in Los Angeles, second only to Disneyland in Southern California. Public outreach and educational benefits will reach many thousands of people on the world famous Venice Beach Boardwalk. Total attendance is expected to exceed 20,000 people over the course of the day.

Celebrities expected include Ed Begley, Jr. actress Angelica Houston, Councilmember Bill Rosendahl and others.

### II. FEATURES and PURPOSE

This festival will feature:

- Solar Powered Sound Stage with a full program of performers, dignitaries, celebrities, and environmental speakers that will both attract and educate people.
- Booths representing green businesses, environmental organizations, and various environmentally and globally oriented non-profit and educational groups.
- Food Court featuring organic and healthy foods.
- Artists from the Venice and LA area.
- Interactive Art Zone/Creative Play Area where people of all ages, focused especially for children, will spontaneously create, play, and interact in artistic and environmentally aware ways.

The purpose of the festival is to honor the Earth and all of life, as well as to:

- Promote solutions to global warming, such as having individuals, businesses and communities becoming carbon neutral.
- Educate and raise awareness of the many environmental issues that affect every being on earth.
- Raise awareness of conscious consumerism, to support socially and environmentally responsible businesses and organizations.
- Promote the benefits of organic and healthy foods.
- Celebrate life and the arts and bring the arts to the greater public.
- Foster community unity – bringing together the diverse communities of the LA area, especially in Venice and the Westside, under the banner of protecting the Earth.
- Showcase and support the work of our vendors, artists, and sponsors.
- Feature local businesses and organizations that are ecologically friendly.

Venice Beach provides a substantial area for the festival and flexibility in size and format of displays that affords large public attendance and visibility, excellent media possibilities, and connectedness to the Earth in the openness of the sky, sand and ocean.

### III. HISTORY OF EARTH DAY

Earth Day 1970 (April 22, 1970), founded by Senator Gaylord Nelson and Denis Hayes, led to the creation of the United States Environmental Protection Agency and the passage of the Clean Air Act, the Clean Water Act, and the Endangered Species Act. Twenty years later, Earth Day 1990 took the message of environmental solidarity to a global audience, with more than 200 million people involved in events in 141 countries. The international groundswell helped lead to the United Nations Earth Summit, where for the first time, the issues of human impact on climate and biodiversity were front and center on the international stage, and Agenda 21, the Environmental Agenda for the 21<sup>st</sup> Century was adopted unanimously by all the nations of the world.

Earth Day Los Angeles involved nearly 100 environmental, social justice and religious groups, in co-organizing a day of education and celebration with over 100 booths, music, speakers, and much more, on April 22, 2000. Over 13,000 people attended the event in Exposition Park. In April 2001 nearly 2000 students from LAUSD schools and over 30 vendors again came to Exposition Park for a series of powerful hands-on activities to learn how clean energy and conservation help our environment and enhance our health. In the April 19, 2002, children's event at Lake Balboa Park over 1000 students and over 20 vendors participated in similar learning experience. This was repeated on April 22, 2003, in Griffith Park with over 1000 students and over 20 vendors.

Earth Day Los Angeles also was an integral part of planning the Whole Earth Festival on April 20 and 21, 2002, at Lake Balboa Park, the largest Earth Day event in the LA region with over 20,000 people attending. All events drew significant media coverage and were effective and exciting educational experiences for the attendees.

In 2003-2008, Earth Day LA organized "Earth Day on the Promenade," with an estimated 15,000 attendees each year. Sixty booths filled the entire three blocks of the Santa Monica Third Street Promenade, with a stage in the center, featuring environmental speakers and award-winning musicians. The Earth Day printed program was a popular handout, with 5,000 distributed to attendees. A series of ads in the Santa Monica Mirror during the five weeks leading up to Earth Day (estimated readership per issue of 52,000), plus two ads in the LA Weekly, with an estimated readership per issue of 624,000, plus full page ads in the Yogi Times and Whole Life Times magazines created a total of over 2 million potential impressions each year. In addition, the event was publicized with frequent PSAs on KPFK 90.7 FM, plus a feature on KNBC-TV in 2007.

On April 22, 2008, Earth Day LA joined forces with the Wilshire Center Business Improvement District to bring "Wilshire Center Earth Day / Car Free Day" to 20,000 festival-goers on mid-Wilshire. Attendees were encouraged to ride their bikes, take the rail, walk, or bus to the event for this first ever Car Free Day in Los Angeles that transformed four city blocks into a Car Free Zone. Over 100 exhibit booths, and three Solar powered stages featured environmental information and giveaways, speakers, celebrities, green magic, mural painting, planting, and puppet shows for kids, and an activating musical yoga session led by Yoga Ambassador Seane Corn. Musical performances by the Luminaries, Naked Rhythm, Chris Pierce, and Michael Franti of Spearhead made this a most memorable celebration that garnered media attention all day.

In 2008 and 2009, Earth Day LA worked with the Venice Chamber of Commerce to present the first "Venice Eco-Fest," which presented to an estimated 20,000 attendees, over 150 booths, children's interactive music and art exhibits, and a solar-powered stage that presented quality music and special ballet performances. Speakers included Ed Begley, Jr.,

Councilmember Bill Rosendahl, actress Angelica Houston, internationally-known activist John Quigley, and more.

The Kids' Explor-o-Rama performers included: Ron the Singing Dino guy, Baharmony poetry and stories for kids, the Laughing Guru, Bohemian Exchange, Brian Travis Band, and Gemini's Joyology for Kids.

#### **IV. EXHIBIT BOOTHS**

We see the Exhibit Booths as the key education/outreach component, since they provide the opportunity for one-on-one conversations between the experts and the public and give people a chance to find out information, learn about and purchase products they can use to affect positive change for the environment. Vendor Booths are also key outreach tools for environmental organizations to promote ideas, get contact names, and sign up new members. We will present an "environmental showcase," highlighting alternative cars, solar energy, energy efficiency, new technology, fuel cells, green building information and organic products. We will also feature many non-profit organizations from the Sierra Club to NRDC to Heal the Bay, allowing visitors to learn what they can do to help preserve California's environment.

At Venice Beach we have ample room for more than 150 booths and information tables, areas for large displays, and prime locations for sponsor showcases. The Sponsor Showcases are located in the Windward Plaza area, where Windward Avenue intersects the Ocean Front Walk. This is the most visited spot on the entire Boardwalk, and affords the major sponsors maximum public exposure. Sponsor banners could be strung across Windward Ave, as well as on the stage.

#### **V. STAGE**

The Solar Sound Stage will serve as the hub of the festival, featuring a variety of music, as well as environmental speakers, with celebrity hosts and surprise guest performers. The stage will be hosted by our producer, emcee and performer Stephen Longfellow Fiske.

#### **VI. PUBLICITY**

We will work with the press and broadcast media to maximize promotion. In addition, the following publicity methods will be utilized:

1. Posters and promo-cards will be placed in stores and community centers throughout the West side, the South Bay and Los Angeles.
2. Emails will be sent to thousands of addresses on various email lists, which will then be forwarded to tens of thousands of members on email lists of participating organizations.
3. Notices will be placed in newsletters of participating organizations, such as the Angeles Chapter of the Sierra Club, Heal the Bay, Global Green, Coalition for Clean Air, TreePeople, NRDC, People for Parks, etc.
4. Event ads will appear in anticipated media partners including The Argonaut, The Beachhead, the Daily Breeze, and others.
5. Announcements will be made in the City of Los Angeles community publications, and website.
6. Detailed information will be available on the event website.

## VII. PRINTED PROGRAM

We will publish and widely distribute an attractive program booklet, which will honor the sponsors and participants, provide a booth directory with contact information for all the sponsors and exhibitors, and present the stage program of speakers and entertainment.

## VIII. STAFF

The core staff includes:

Stephen L. Fiske	Co-producer, Venice Community Organizer, Entertainment Coordinator, award-winning musician.
Jim Stewart	Organizing Director, Earth Day Los Angeles, organized Earth Day events since 1993.
Kacy Palmieri	Exhibits & Sponsorship Coordinator, organized Earth Day events since 2003.
Bill McCarthy	Exhibits & Sponsorship Coordinator, Stage Manager organized many community events since 1998.

## IX. EARTH DAY L.A. PARTICIPATING ORGANIZATIONS

The following organizations participated in one or more Earth Day LA events:

### Sponsors

Akeena Solar	Santa Monica Mirror
Boardwalk Merchants Association	Sidewalk Café/Enterprises
California Solar Electric	Sierra Club Angeles Chapter
City of Santa Monica	The Argonaut
ClifBar	The Blankenship Ballet Company of Venice
Earth Tech	The Earth Institute
Environmental Motors	The Gas Company
Greenopia	Topanga Journal
HSBC Bank	Toyota Prius
JoJo Monster Graphics	Venice Beachhead
KPFK 90.7 FM	Venice Chamber of Commerce
LA Dept. of Cultural Affairs	Venice Neighborhood Council
LA Dept. of Water and Power	Whole Foods Market
LA Weekly	Whole Life Times
Metropolitan Water District	Wild Oats Natural Marketplace
Natural Resources Defense Council	YogaMates.com
NBC Channel 4	Yogi Times
REI	

### Exhibitors

Alliance for Survival	CA Naturopathic Doctors Association
Amazon Herb Co.	California Certified Organic Farmers
Amazon Preservation Partners	California Clean Money Campaign
American Cancer Society	California Integrated Waste Management Board
American Cetacean Society	California League of Conservation Voters
American Honda	Campaign for Old Growth
America's Whale Alliance	Cancer Control Society
Ariyana Crystals/Jewelry	Children's Nature Institute
Atherius Society	City of Santa Monica Environment Program
Atlas PROfilax	City of Santa Monica Sustainable Works
Back to Balance Wellness Center	Clean Water Products
Ballona Wetlands Land Trust	CMZ Designs/Janaration
Bazaar Boutique	Coalition for Clean Air
Beaver Power	Coalition for the Environment & Jewish Life
BeBuddies	Cobanation
Big Blue Bus	Coco Loco
BioBeetle ECO Rental Cars	Code Pink: Women for Peace
BIOMOTO	Coffee House Teach-Ins
Bioneers	Co-Opportunity Natural Food Grocer
Biopro Technology	County of LA Registrar Recorder
Black Mesa Indigenous Support	Culver City Garden Club
Body Painting by Rita	Deja Shoe: shoes with soul
Boomerang Boxes	Earth Friendly Promotions
Boxer 2004	
Broadway Entertainment Marketing	
Bwell Clinic, Integrative Health in a Toxic	

Earth Spirit Agape  
EarthSave Los Angeles  
E-Bike  
Eclectic Health  
Eco Divers  
Ecolutions  
Ecosmarte Pristine Water  
Energy Conservation Corps  
Energy Efficient Solar  
Environment 2004  
Environment California/CALPIRG  
Environmental Defenders  
Ethos Water  
Face Painting Extraordinaire  
5  
Flex Your Power  
Flexcar  
Floracopeia-Aromatic Treasures  
Freedom Laser Therapy, Inc.  
Friends of the Santa Clara River  
Future Auto Source Consulting & Sales  
Global Green USA  
Go Solar  
Good Magazine  
Gorgeous Goddesswear  
Green Depot  
Green Energy Systems  
Green Home  
Heal the Bay  
Hermosa Hydrogen  
Holistic Living Magazine  
Holistipak  
Hollywood Beautification Team  
Indian Nations University  
Institute for Research in Human  
Happiness  
International Society for the Preservation  
of the Tropical Rainforest  
Juice Plus  
Kofuku No Kagaku  
LA County Bicycle Coalition  
LA County Dept of Public Works  
LA County Metropolitan Transportation  
Authority  
Leukemia & Lymphoma Society  
Life Expressions  
Liquid OM Water  
Livity Outernational  
LMU Extension  
Making Change  
Malibu Foundation  
Marine Mammal Care  
Minawear Hemp Clothing

Moringa Trust  
Mother Earth's Center of Los Angeles  
Natural High Lifestyle  
Nature's Gate  
Newline Cinema - HOOT  
Novica  
Nutiva  
Ocean Adventures Dive Co.  
Ocean Discovery Center  
Oceana  
One Bomb Away  
One Legacy  
OneCareNow.org  
Organic Cotton Clothing  
Organic Express  
Organic Gourmet  
Pacific Wildlife Project  
Passion RX  
Path to Freedom  
Pax Organica  
Peace Corps LA  
People for the Ethical Treatment of  
Animals  
Physicians for Social Responsibility  
Planet Green  
Playmates Toys, Inc.  
Point Power Systems  
Protect Our Culture/Tongva Tribe  
Rainbow Wands  
Reef Check Foundation  
Rock the Vote  
Roots and Shoots  
Roxtract  
Sacred Interiors  
Santa Barbara Electric Bicycle Co.  
Santa Monica BayKeeper  
Santa Monica Mirror  
SaveGaia.com  
Sea Shepherd Conservation Society  
Seed Live Cuisine  
Segue to Solar  
Sequoia Forest Keeper  
Share International USA  
Shidon Bath and Body  
Sierra Club Angeles Chapter  
Socially & Environmentally Responsible  
Investing  
Solar Sound  
South Coast Air Quality Mgmt. District  
Southern California Ecumenical Council  
STAR Eco Station  
State Water Resources Control Board  
Sunergy

Surfrider Foundation  
Sustainable Works  
Team in Training  
The Earth Institute  
The Great Earthwalk  
The Invisible Gardener  
The Learning Garden  
The Surfrider Foundation Malibu Chapter  
Therapeutic Bodywork  
Toyota of Santa Monica  
Toyota Prius  
Trans+Port+Station  
TreePeople  
Trinity Springs Ltd  
Tropical Chefs LA  
Turtle Island Hemp  
U.S. Green Building Council  
U.S. Peace Corps  
Union of Concerned Scientists  
Vital Hemptations  
Wateraid/Millions  
West Bluffs Conservancy  
Westside Greens  
Whispers on the Wind  
Whole Foods Market  
Whole Life Times  
Wild Oats Market  
World  
World Trust Foundation  
Zephyr Electric  
Zola Acai