

# one earth | one dream

## “Autumnal Green Festival” & “Life on the Edge” - symposium -



### Festivities and Symposium include:

- Opening Reception & Ceremony
- Live Music
- Eco Awards
- Environmental Speakers
- Environmental Films
- Art Miles Mural Project
- Art Miles Shoes for Hope
- Eco Family Information & Activities
- Earth Moons - Children's Village
- Energy Village
- Transportation Village
- Health and Wellness Village
- Permaculture Village
- Innovative Home Village
- Meditation Sessions
- Children's Environmental Music
- Organic Fashion Shows
- Environmental Presentations
- Eco Art Exhibition
- Eco Dance Performances
- More...

*Be a part of:*

The West Coast's  
premier Environmental  
Festival featuring  
innovative  
Exhibits, Films,  
Demonstrations,  
Healthy Living,  
Music, Seminars and  
Notable Speakers.

- Ambassador Anwarul Chowdhury  
(former UN Ambassador)
- Dr. Robert Sears
- USC Environmental Panel
- UCI Panel - Environmental Ethics  
Chris Prelitz
- Dr. Charles McNeill - UN  
Environmental Committee\*
- John McConnell -  
Earth Day Founder\*
- Headliner - TBA soon!
- Scarlet Rivera
- Birdsong and the Eco-Wonders
- Taiko Drummers
- Steven Sadlier
- Evren Ozan
- Nick-i
- Tivoli Terrace
- Culinary Arts
- Vegetarian Delights
- Confirmed as of June 1, 2008
- \*More exhibitors, performers  
and sponsorships are in  
final discussions. Some exhibit  
spaces are still available,  
but going fast!

To be held at:



FOApom.com

October 2-5 2008

ENDANGERED PLANET FOUNDATION

- in partnership with -

Festival of Arts • Laguna Beach Magazine  
Laguna Beach Visitors and Conference Bureau



sponsorships and exhibit space contact

949.281.7392 | OneEarthOneDream.org | 949.497.5690



Partial list.

# one earth | one dream

“Autumnal Green Festival” & “Life on the Edge Symposium”

The West Coast's premier environmental festival, featuring Innovative Exhibits, Art, Environmental Awareness, Healthy Living, Films, Music and Notable Speakers

Endangered Planet Foundation, an international Laguna Beach-based organization, has partnered with the Festival of Arts, the City of Laguna Beach, Laguna Beach Visitors and Convention Bureau and *Laguna Beach Magazine* to create this annual landmark event.

Event proceeds go to Endangered Planet Foundation, a 501(c)3 non-profit organization dedicated to ensuring the survival of the Earth through education, the arts, the dissemination of knowledge and the recognition that advances in technology can provide many of the answers which will lead to a sustainable future.

**When:** “Life on the Edge” Symposium October 2-5, 2008

“Autumnal Green Festival” October 3-5, 2008

**Where:** The famed Laguna Beach **Festival of Arts** grounds and the **Irvine Bowl Amphitheater**.

**What:** A Southern California festival with global impact that celebrates the Earth and the transition being made toward a **sustainable future** through interactive workshops, world-renowned speakers, seminars, live entertainment, film, art, children's workshops, fashion shows and more than 50 green exhibitors.

**Why:** To increase awareness of our impact on the planet and explore what each of us can do to sustain our only Home.

**Who:** **More than 15,000** affluent, active, healthy and environmentally-conscious families, students, educators, and visitors from throughout Orange County and neighboring Counties. The City of Laguna Beach and exclusive hospitality resorts attract visitors from all over the world.

## Get your company involved!

Multiple levels of customized sponsorships are available. Sponsors and exhibitors shall comply with certain qualifications developed by the Endangered Planet Foundation.

For sponsorship and booth space information:

Contact **Laguna Beach Magazine:**

949-281-7392 or [ben@lagunabeachmag.com](mailto:ben@lagunabeachmag.com)

323-314-4738 or [steve@lagunabeachmag.com](mailto:steve@lagunabeachmag.com)



**For more event detail:**

Go to [www.endangeredplanetfoundation.org](http://www.endangeredplanetfoundation.org) or call  
Endangered Planet Foundation: 949-497-5690.

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## “Autumnal Green Festival” & “Life on the Edge” - symposium -



October 2 - 5 2008

### ENDANGERED PLANET FOUNDATION

- in partnership with -

#### FESTIVAL OF ARTS

#### LAGUNA BEACH MAGAZINE

#### LAGUNA BEACH VISITORS & CONFERENCE BUREAU



FOApom.com



LagunaBeachinfo.org

sponsorship or exhibit space contact: **Laguna Beach Magazine: 949-281-7392**  
ben@lagunabeachmag.com | 323-314-4738 or steve@lagunabeachmag.com **949.281.7392**  
**OneEarthOneDream.org**

## SPONSORSHIP INFORMATION 2008

Get your company involved in the West Coast's premier environmental festival featuring innovative exhibits, art, film, music, healthy living and notable speakers!

Multiple levels of flexible sponsorships are available. Sponsors must comply with certain qualifications developed by the Endangered Planet Foundation.

This event and programming are designed to promote businesses by emphasizing sustainability and solutions. Events will showcase progressive exhibits and alternatives in order to promote awareness of obtainable solutions.

Sponsors benefit by aligning themselves with key players and reaching a qualified audience of affluent early adopters. All sponsors must submit an EPF green qualifier application.

## FESTIVAL OVERVIEW

This event is founded on the principles of the nationally recognized Endangered Planet Foundation - a non-profit 501(c)3 organization.

## DEMOGRAPHICS

The One Earth | One Dream Festival will attract a multi-generational audience of healthy and ecologically conscious people from throughout Southern California. Orange County is known for outdoor recreation and most daily lifestyles interact with the environment.



## **SPONSORSHIP ADVANTAGES**

### **LOCATION**

The **One Earth | One Dream** Festival is located at the mouth of Laguna Canyon at the grounds of the 75th Annual Pageant of the Masters and Festival of Arts. Laguna Beach is one of the country's most environmentally active areas which has created a green belt surrounding most of the city. It has seven miles of pristine coastline and a national high rank for having the cleanest beaches in the country. Within one hour of Los Angeles and San Diego, the area's population is growing over 20% annually.

### **KEY DEMOGRAPHICS**

The targeted audience is Orange County communities including Laguna Beach, Corona Del Mar, Newport Beach, Irvine, Laguna Niguel, Aliso Viejo, Mission Viejo, Dana Point, San Juan Capistrano, San Clemente and more.

### **DISTINCTLY UNIQUE**

Endangered Planet Foundation is an international, Laguna Beach-based foundation with a global vision. Geographically there is nothing like Laguna Beach where the wilderness meets the sea, a city with world class recognition with residents who are artists, surfers and fortune 500 CEOs. Orange County has one of the country's fastest growing populations and is home to some of the largest businesses and wealthiest people in the world.

### **WHAT'S NEXT?**

Transformation and innovation are key to the One Earth One Dream Festival's success. Sponsors, exhibitors and visitors all come to see, hear and experience the latest in artistic, cultural and technical innovations that will inspire the present and shape the future.

### **SPONSORS**

The format of the festival allows for a diversity in business integration. Test, sample or display a new business product or concept. Increase your customer base, see how your products match up against others in your field. Maximize a return on your investment by becoming a sponsoring partner of the One Earth | One Dream Festival.



## **FEATURED ATTRACTIONS FOR SPONSORSHIP**

Through special sponsor premiums and benefits, festival partners are offered the opportunity to direct their support toward several key attractions:

### **MUSIC, PERFORMANCE AND LECTURE STAGES**

**IRVINE BOWL-** Premier venue for headline artists, popular regional performers and key note speakers with a capacity of 2,600.

**FORUM THEATER -** A captivating venue that will be used for daily symposiums and films with a capacity of 220.

**CENTRAL STAGE -** Centrally located within the exhibitor area, this stage will host dance groups, comedians, speakers, presentations and more.

### **VILLAGE AREAS**

Sponsors and exhibitors work together to create seven thriving villages:

#### **ECO VILLAGE**

Features a variety of the nation's leading green businesses and ecological products and services providers. Over 25 Exhibitors will work together to create an area that features clean energy, renewable energy resources, education workshops and cutting edge technology dedicated to environmental preservation and sustainable lifestyle practices.

#### **EARTH MOON CHILDREN'S INTERACTIVE AREA**

As a family-friendly event we will develop an area featuring kid's activities and entertainment featuring acts, artists and workshops, children focused exhibitors, vendors and educational programs for the whole family.

#### **CLEAN ENERGY AND ALTERNATIVE FUEL VEHICLES**

This exhibit promotes the latest advancements in automotive technology and alternative transportation.

#### **FAMILY HEALTH AND WELLNESS**

This includes over 20 exhibitors showcasing the latest advancements in healthy active lifestyle, yoga, natural food and natural organic cuisine.

#### **THE INNOVATIVE HOME**

This area will have over 20 exhibits showcasing various ways to improve sustainability through home products, waste management, furniture, architecture, cleaning supplies and more.

#### **PERMACULTURE**

Integrated Systems that run on the cycles of the sun and earth with food systems supported by nutrient (waste) cycling systems, linked to water harvesting, conservation, and reuse strategies surrounding your shelter, powered by the sun.

#### **ART EXHIBIT**

Local and national artists fitting the Endangered Planet criteria will showcase their environmentally friendly artwork which will include recycled materials, natural paints and environmental themes.

## PR AND MARKETING BENEFITS

- Direct connection with over 15,000 attendees. Positive brand association with hundreds of environmentally conscious consumers, cultural creatives and trendsetters throughout Southern California.
- Branding on over 20,000 posters, flyers, cards, media releases distributed throughout the region.
- Multi-tiered Internet promotion via our web site, email lists and extensive online community network reaching over 200,000 users.
- Participating in the first event of its kind in the area featuring over 75 exhibitors and vendors with targeted media saturation throughout Orange County.
- Your support ensures invaluable “word of mouth” promotion and positive brand association throughout Orange County and beyond.

## PRINTED AND PROMOTIONAL MATERIAL

Our comprehensive marketing campaign will create a lasting positive impression in the community. Our print and online materials are a valuable marketing tool for sponsors.

### PRINT

- We will utilize a multitude of local and regional print media including Laguna Beach Magazine, The Laguna Beach Independent, Coastline Pilot, Laguna News Post, San Clemente Times, Dana Point Times, San Juan Times and OC Weekly.
- The event magazine will be a take-home resource using the latest green publishing techniques.

### INTERNET

- Interactive promotional opportunities through our dedicated festival website ([www.OneEarthOnedream.org](http://www.OneEarthOnedream.org)) including email registration, video, links and banner ads.
- Strategic marketing campaigns with numerous online media portals including: [www.lagunabeachmag.com](http://www.lagunabeachmag.com), [lagunabeachinfo.com](http://lagunabeachinfo.com) and more.



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384 FOREST AVE. • GALLERY 13 • LAGUNA BEACH • CALIFORNIA • USA  
949.497.5690 PHONE • **ENDANGEREDPLANETFUNDATION.ORG** • 949.497.6106 FAX  
ENDANGERED PLANET FOUNDATION IS A 501(C)3 ORGANIZATION #20-5931830



## SPONSOR AND EXHIBITOR QUALIFIER

**Get your company involved!**

Multiple levels of customized sponsorships are available. Sponsors and exhibitors shall comply with certain qualifications developed by the Endangered Planet Foundation. Sponsorship or exhibit space contact: **Laguna Beach Magazine: 949-281-7392** or **ben@lagunabeachmag.com** or **steve@lagunabeachmag.com**  
**OneEarthOneDream.org**

Please complete the following form and **fax** to EPF at: **949-497-6106** or **email** to **info@endangeredplanet.net**  
We will contact you within 72 hours to confirm your information and registration status.

Name and title:

Telephone:

Fax:

E-mail:

Company Name:

Website:

Address:

Applying for:  Exhibitor  Sponsor  Both

### MISSION STATEMENT:

*Endangered Planet Foundation is dedicated to ensuring the survival of the Earth through education, the arts, dialog, the dissemination of knowledge and the recognition that advances in technology can provide many of the answers which will lead to a sustainable future.*

• How does your company or organization align with the EPF Mission Statement?  
(Please provide a brief explanation - use a separate page if needed)

• What products or services do you wish to promote or sell at the festival?

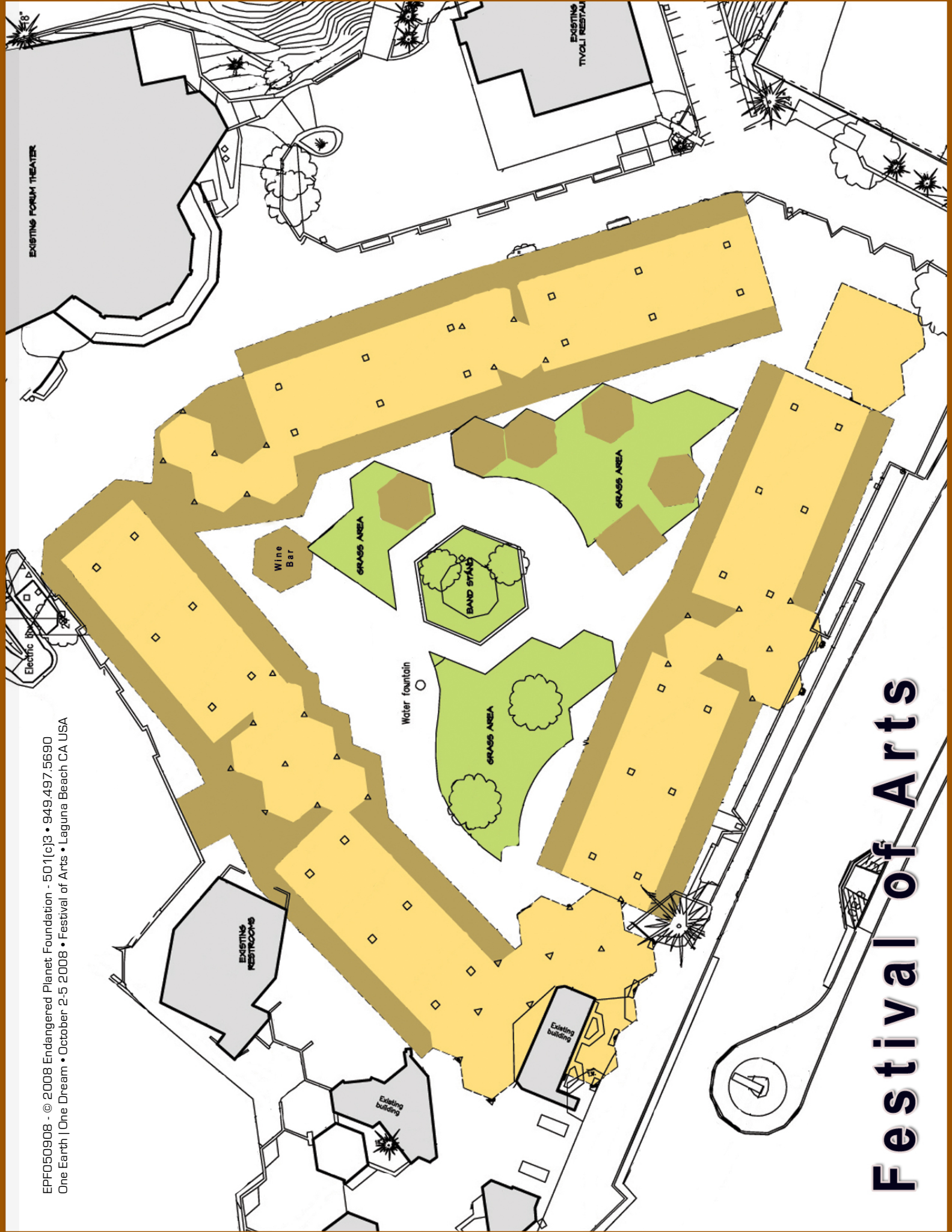
• How will your products or services contribute to a more sustainable future?

• Please supply us with printed material(s) or specific website links with more details and specifications regarding your products and services.

• Would your company or organization be interested in other sponsorship opportunities for Endangered Planet Foundation?  yes  no



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One Earth | One Dream • October 2-5 2008 • Festival of Arts • Leguna Beach CA USA



# Festival of Arts



# One Earth | One Dream

## "Autumnal Green Festival" & "Life on the Edge" Symposium

Festival - October 3 - 5 2008 (Friday Saturday Sunday) - 10 AM - 7 PM  
 Symposium - October 2 - 5 2008 (check on-line schedules) - 10 AM - 9 PM

### Endangered Planet Foundation

384 FOREST AVE. • GALLERY 13 • LAGUNA BEACH • CALIFORNIA • USA  
 949.497.5690 PHONE • **ENDANGEREDPLANETFUNDATION.ORG** • 949.497.6106 FAX  
 ENDANGERED PLANET FOUNDATION IS A 501(C)3 ORGANIZATION #20-5931830

### EXHIBITOR BOOTH APPLICATION

Business Name \_\_\_\_\_ Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_  
 Phone (Day) \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Email \_\_\_\_\_ Seller's Permit No. \_\_\_\_\_  
 Web Address \_\_\_\_\_  
 Describe all items you plan to exhibit/sell at your booth \_\_\_\_\_

SELECT CATEGORIES :  Products  Services  Eco Village  Earth Moons (children's vil-  
 lage)  Energy Village  Family Health  Innovative Home  Permaculture  Art Exhibit  
 Non-Profit # \_\_\_\_\_  Food  Presentation  Entertainment

**EXHIBITOR SPACE FEES** for two 1/2 days - October 3, 4 and 5. **Date form received:**

#### Sponsor and Exhibitor Levels

Platinum Leaf  Gold Leaf  Silver Leaf  Bronze Leaf  
 Copper Leaf  Zinc Leaf  Green Leaf

Each space includes [1] 8' table, table cloth [2] chairs and sign. Electrical outlet needed?  yes  no

Booth Space Size	Rate	After Aug 1	Quantity	Amount
10 x 10	\$	\$		
20 x 10				
30 x 10				
Special Space				
Non-Profit 10 x 10				
Food (vegetarian) 10 x 10				
Food (vegetarian) 20 x 10				
<b>Additional items</b>				
Solar power systems				
Tables - 8' (each)	30			
Chairs (each)	5			
Cleaning Deposit				\$50.00
			<b>TOTAL</b>	<b>\$</b>

Payment by check to **Endangered Planet Foundation** # \_\_\_\_\_ Amount of Check \$ \_\_\_\_\_

Payment by credit card  VISA  MasterCard  American Express ZIP Code \_\_\_\_\_

Name on credit card \_\_\_\_\_ Amount to Charge \$ \_\_\_\_\_

Account Number \_\_\_\_\_ Exp. Date MMY / Validation code\* \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Phone \_\_\_\_\_

\* 3 digit, non-embossed number on back of a Visa or MasterCard or 4 digit, non-embossed number on front of an American Express card.  
 NOTICE: ALL EXHIBITORS ARE REQUIRED TO PROVIDE A \$ 50.00 REFUNDABLE DEPOSIT. REFUNDS WILL BE MAILED 1 WEEK  
 AFTER THE EVENT PROVIDED THE SPACE IS LEFT CLEAN. Solar power systems will be available for rent on a first come, first served  
 basis. No refunds or cancellations after Monday September 1, 2008. All applications are reviewed for compatibility and assigned by  
 Advisory Board on a first-come, first served basis. The Advisory Board has the right to refuse applications that are not compatible  
 with our event philosophy or mission statement.