



Otsego County Conservation Association and WildLearn.com present Earth Festival 2012

WildLearn.com



January 2012

Dear Friend,

Planning has begun, yet again, for the 7th Annual Earth Festival on Saturday, April 14th at Milford Central School. Returning is the traditional information and vendor fair from 11 a.m. to 3 p.m. in the gymnasium. There will be the popular pre-festival bird walk, led by Bob Donnelly from the Delaware-Otsego Audubon Society, the EcoArt/Trendy Trash contest and expanded children's activities provided by Milford Central School Students. New this year, Master Gardeners of Cornell Cooperative Extension Schoharie and Otsego Counties will host Spring Garden Day in conjunction with Earth Festival, with morning and afternoon classes on a wide variety of gardening topics, suitable for those both new and experienced to gardening.

In keeping with the earth-friendly theme, event organizers invite attendees to drop off Styrofoam (clean, white only), bubble wrap, empty inkjet cartridges, cell phones, eyeglasses, videotapes and CDs, and used nylon monofilament fishing line, all at no charge, all for recycling. An electronics collection will be held (some fees may apply), and Empire Recycling will be back with the ConfiData Shredder from 11am-2pm. Donations requested to offset recycling and processing.

Earth Festival is an environmentally-focused, interactive event featuring exhibits, activities, vendors and entertainment, all with a fun, earth-friendly twist. Financial contributions are most welcome and essential and an open invitation to earth-friendly exhibitors, food and retail vendors is extended. You can also help by informing others who may be interested (this letter and form are available for download at www.occainfo.org).

There are several ways in which you may participate and we hope you will consider them. Please take a moment to review descriptions on the reverse side, then complete the form below and mail it back as soon as possible.

Thank you in advance for your support and participation! Full details can be found at the OCCA website above.

Sincerely,

Handwritten signature of Susan M. O'Handley

Darla M. Youngs
Otsego County Conservation Association

Susan M. O'Handley
WildLearn.com

Please respond as soon as possible, but no later than March 15, 2011 to be included in pre-event publicity.

Mail this form along with your tax-deductible contributions to: Otsego County Conservation Association, PO Box 931, Cooperstown, NY. (Write "Earth Festival 2012" in the memo section.)

Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

Organization/School/Business Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_ Website: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Home Phone: \_\_\_\_\_

Please check all that apply (descriptions on reverse):

\_\_\_ Financial Contribution (please submit donation with this form):

\_\_\_ Canopy \_\_\_ Sustainable Forest \_\_\_ Pole Timber \_\_\_ Sapling \_\_\_ Seedling \_\_\_ Grass Roots
\$1,000 & up \$500-\$999 \$250-\$499 \$100-\$249 \$50-\$99 \$25-\$49

\_\_\_ Non-profit Exhibitor (Minimum of Grass Roots Level Contribution required)

\_\_\_ Exhibitor/Vendor (Minimum of Seedling Level Contribution required)

\_\_\_ Student/School Exhibit (No fee required)

\_\_\_ Eco-Art Submission (Enclose \$5 entry fee; FREE for student submissions.)

TEXT REQUIRED: We would like to be able to effectively advertise your participation through our website and through press releases and other media. Please provide detailed information about your booth or art submission.

Three horizontal lines for providing detailed information about the booth or art submission.

## Participation Details:

### 1. Financial Contribution:

Level	Donation	Benefits
Canopy	\$1000 & up	All Sustainable Forest benefits plus lead placement in all media including prominent signage at event entrance.
Sustainable Forest	\$500 -\$999	All Pole Timber benefits plus placement in all media including event signage.
Pole Timber	\$250-\$499	All Saplings benefits plus mention in radio interviews.
Saplings	\$100-\$249	All Seedlings benefits plus listing on promotional flyers, press releases
Seedlings	\$50-\$99	All Grass Roots benefits plus exhibitor/vendor privileges.
Grass Roots	\$25-\$49	Listing on printed program and in media releases where possible, listing and weblink on the Earth Festival page at the OCCA website – <a href="http://www.occainfo.org">www.occainfo.org</a>

**2. Non-profit Exhibitor** (*Minimum of Grass Roots Level Contribution required*): An interactive display preferred with information and resources about your environmentally-focused organization.

**3. Exhibitor/Vendor (Food and Retail)** (*Minimum of Seedling Level Contribution required*): Set up a table to promote or sell your earth-friendly, nature related products.

**4. Student/School Exhibit** (*No fee required*): Tabletop display on an identified environmental topic, presented by students and teacher representative.

**5. Eco-Art** (*\$5 entry fee per item for adults, student submissions free*): A trash-to-treasure challenge to create something practical or artistic from items that have outlived their original purpose! Register and submit your creation made from materials that might ordinarily end up in the trash! All Eco-Art submissions must be dropped off during set up, by 10:30am and picked up at 3pm on Saturday, April 14. Eco-Art entries will be juried, with small cash prizes for People's Choice, Judges' Choice and Best in Show!

**ALL participants receive the satisfaction of supporting this environmental education event – now in 7<sup>th</sup> year!**

### Information about Exhibiting/Vending

- Space is available indoors in the gymnasium.
- Please bring your own extension cords, table covers & equipment; One 8' table and 2 chairs are provided.
- Early registration is encouraged; space is limited!
- Phone lines are not available; the school is equipped with wireless Internet access.
- **Set up will take place on Saturday, 4/14 between 9:00am and 10:30am to be ready for 11am opening.**
- Break-down of exhibits between 3pm and 5pm on Saturday 4/14.
- Food will be available for purchase.
- To minimize waste, please feel free to bring your own cup/drink container.

### EXHIBITORS/VENDORS PLEASE NOTE:

- Whenever possible, exhibits should include an appropriate hands-on activity that addresses conservation.
- Minimum Grass Roots Level Contribution (\$25-\$49) required for non-profits with exhibit only.
- Minimum Seedling Level Contribution (\$50-\$99) required for for-profits or those promoting or selling product/service.
- Please make all contributions payable to OCCA, and mail to PO Box 931, Cooperstown, 13326. Note "Earth Festival 2012" in memo.