



WAKC WATER CONSERVATION CAMPAIGN

**including
Water Conservation Day
May 21, 2022**

Jastro Park, Downtown Bakersfield

Water Association of Kern County strives to do more in the area of urban water conservation during 2022. WAKC is here to connect local purveyors together to engage in a county-wide water conservation campaign. Combining efforts and resources to maximize impact while minimizing each individual purveyor's time and financial commitments.

Our Water Conservation Campaign includes social media 'Don't be that guy' posts targeting conservation tips and tricks for urban usage. We will feature radio commercials, tv segments of conservation efforts, internet ads and advertising messages to best bring water conservation to your community.

This year we are partnering with Cal Water Services to present Water Conservation Day, a community focused family fun event. May 21, 2022 join us at Jastro Park in Bakersfield. The morning will start with a Walk for Water to pledge your water conservation goal for the summer. Then a family friendly celebration of local water purveyors & businesses focused on conservation.

- Summer Contributor \$2,500**
Social Media & Advertising contributor all summer long.
Water Conservation Day Sponsor; vendor booth & logo on event marketing materials

- Conservation Day Contributor \$500**
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Business Name _____ **Contact Name** _____

Phone & email _____

return form & check to Water Association of Kern County P.O.Box 2165, Bakersfield Ca 93303
or email to Jenny@wakc.com. For more information call Jenny Holtermann at 661-746-3300