



WAKC Water Awareness Campaign

**including
Kern County Fair
Water Day
September 27, 2024**

Water Association of Kern County strives to do more in the area of urban water awareness during 2024. WAKC is here to connect local purveyors together to engage in a county-wide water campaign. Combining efforts and resources to maximize impact while minimizing each individual purveyor's time and financial commitments.

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

This year we are partnering with the Kern County Fair to present Water Day, a community focused, day-long awareness event during the Kern County Fair. Each of our local water purveyors contributing to our Water Awareness Campaign have the opportunity to participate.



Summer Contributor \$2,500

**Social Media & Advertising contributor all summer long.
Water Awareness Day Sponsor; vendor booth & logo at event**



Water Day Contributor \$500

Kern County Fair Water Day Sponsor; vendor booth & logo at event

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@wack.com. For more information call Jenny Holtermann at 661-746-3300**