

DAYS IN THE



Countrysm

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THE OUTDOOR RECREATION AND CONSERVATION FESTIVAL
IN JEFFERSON COUNTY

MAY/JUNE 2008

IN CONJUNCTION WITH

JEFFERSON COUNTY GOVERNMENT AND THE STATE OF WEST VIRGINIA

HELD FOR THE BENEFIT OF DITC ENVIRONMENTAL EDUCATION FOUNDATION (501(c)(3))

WWW.DITC-EEE.ORG

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WHAT IS DAYS IN THE *Country*sm?

Inspired by the hugely popular and successful country fairs in the United Kingdom, Ireland, and Europe, **DAYS IN THE *Country*sm** is an exciting new, never before staged, four-day outdoor recreation and conservation festival for the whole family, outdoor sportsmen and women, and anybody who loves the great outdoors. The dream is to bring this amazing concept to fruition, and with the support of forward-thinking corporations, it can become a reality.

The Festival will involve all aspects of outdoor recreation, which is enjoyed annually by 189 million people in America alone, contributing well over \$90 billion to the U.S. economy. The great outdoors is the human race's largest playground in the world, but it is shrinking in America by 4.28 square miles a day. The aim of **DAYS IN THE *Country*sm** is to bring people together to enjoy all that the great outdoors can offer and help them to become aware of the need for conservation.

• VENUE

Jefferson County, West Virginia

• ACTIVITY VILLAGES - (SEE PAGE 5)

Over 20 villages will be created to encompass more than 80 different outdoor recreational pursuits with 400 plus retail booths.

Each village will have related vendors.

The public can participate in, view, try out, or improve their outdoor skills.

Conservation organizations and educational booths will be interspersed within each village.

• PARTICIPATION

Anyone who is remotely interested in the outdoors and wants a wonderful day out for the family.

• COUNTRY FUN AND CONSERVATION

There will be a main arena where a variety of shows will take place throughout each day.

School children ranging in age from 8-12 from the surrounding counties of Jefferson County (approx. enrollment 1800); Berkeley County (approx. enrollment 4500); Washington, MD (approx. enrollment 4800) will be bused to the Festival to participate in fun and educational programs.

DAYS IN THE *Country*sm will feature exhibits, interactive displays, games, artisans at work, and rural traditions to interest every age group.

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DAYS IN THE *Country*sm SCHEDULE OF EVENTS

DAILY EVENTS

Each day more than 20 villages will be open for **DAYS IN THE *Country*sm** participants to enjoy. The VIP and sponsorship areas will be available for corporate entertaining on all days. There will be a diverse consumer fair of over 400 booths housing suppliers of outdoor and recreation clothing and equipment; land-user associations; conservation, environmental and ecology groups; and country arts and crafts.

CHILDREN'S DAY IN THE COUNTRY

School children from surrounding areas and inner city schools are bused in, corporately sponsored, to learn first hand about country fun and conservation.

The press and media will attend this special preview to cover the opening of the festival by a major celebrity.

LAND CONSERVERS' AND LAND USERS' DAY IN THE COUNTRY

Individuals and groups interested in conservation and our environment will participate in interactive forums, clinics, and seminars, along with your employees, at a symposium to increase environmental awareness. It is an ideal sponsorship opportunity for any environmentally conscious company.

FAMILY DAY IN THE COUNTRY

Families by the thousands will enjoy the activities, exhibitions and every aspect of outdoor recreation. The 400 plus retail booths will offer outfitting for all seasons.

SPORTING DAY IN THE COUNTRY

Professional and non-professional sportsmen and women will match their skills in outdoor sporting competitions. This day will be an ideal opportunity for your corporate employees to form teams and test their skills in friendly competition, enhancing corporate camaraderie.

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WHY SHOULD COMPANIES LIKE YOURS SUPPORT DAYS IN THE *Country*sm?

We at **DAYS IN THE *Country*sm** believe that your company will greatly benefit from the environmental education challenge by sponsoring our inaugural **DAYS IN THE *Country*sm** festival.























Aside from the prestige of being associated with an innovative, first-class event, **DAYS IN THE *Country*sm** offers your company a chance to reach a large target market. Once **DAYS IN THE *Country*sm** is established and starts to travel to other states throughout America, your company's exposure will increase by leaps and bounds. Positive media attention is sure to be garnered for **DAYS IN THE *Country*sm** and its sponsors. The site of each event, along with demonstrations, exhibitions, participatory events, and signage, will be ideal for television and print media coverage, thereby offering yet another cost effective way for your company to gain recognition and product exposure from a wide audience. The event will also provide your company with the opportunity, should you choose to avail yourself of it, to do new product market testing and focus group evaluations with a very specific target audience. In short, sponsoring **DAYS IN THE *Country*sm** whose goals are to promote and preserve the great outdoors where your customers, young and old, current and future, enjoy outdoor recreational activities, would be a win, win situation. The company gets great name, brand, and product awareness in key target markets; free wide-scale media attention; and the satisfaction of knowing it supported an event that will benefit everyone.

We all have a stake in the preservation of the great outdoors. Without environmental education and reform, the planet as we know it will not be around for future generations to cherish and enjoy. But aside from the aesthetic pleasure of supporting a worthwhile cause, the many benefits of utilizing this opportunity to show your consumers your commitment to our environment are immeasurable. Sponsors of **DAYS IN THE *Country*sm** will be seen as leaders in environmental education in the community, and amongst corporate America.

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DAYS IN THE *Country*sm ACTIVITY VILLAGES

-  **Fitness Activities** -- Running, Jogging, Biking, Walking, In-Line Skating, Tennis, Golf
-  **Preservation** -- Recycling, Renovation, Conservation, Pollution Control, Zoning and Planning
-  **Outdoor Team Sports** -- Baseball, Softball, Football, Soccer, Volleyball, Basketball
-  **Field Sports** -- Working Dogs, Big and Small Game, Falconry, Archery, Clay Pigeon Shooting
-  **Snow/Ice Sports** -- Snowboarding, Sledding, Downhill/ Cross Country Skiing, Snowmobiling, Skating, Hockey
-  **Viewing** -- Watching Birds/Wildlife, Nature Study, Photography, Sightseeing Historic Sites
-  **Agriculture** -- Animal Husbandry, Crop Growing, Farming Machinery, Viniculture, Cheese Production, Forestry
-  **Mountain Sports** -- Hiking, Orienteering, Backpacking, Mountain/Rock Climbing, Caving
-  **Off-Road Sports** -- Mountain Biking, Four Wheeling, Dirt Bikes
-  **Horticulture** -- Flower Growing, Garden Design, Herbs
-  **Water Activities** -- Surfing, Swimming, Snorkeling, Scuba Diving
-  **Children's Activities** -- Nature Trails, Animal/Plant Identification, Petting Zoo, Rides, Games
-  **Native American Activities** -- Living Traditions, Folklore, Customs, Art
-  **Appalachian Preservation Activities** -- Folk Stories, Folk Music, Crafts, Customs
-  **Boating** -- Sailing, Canoeing, Kayaking, Rowing, Rafting, Motor Boating, Jet/Water Skiing
-  **Fishing** -- Fresh and Salt Water, Warm and Cold Water, Ice Fishing, Catch and Release
-  **Camping** -- Developed and Primitive Areas Available
-  **Hunting** -- Big and Small Game
-  **Social** -- Yard Games, Picnicking, Family Together Time
-  **Airborne** -- Hang Gliding, Parachuting/Free Falling, Kite Flying, Ballooning, Microlites
-  **Craft Village** -- Pottery, Wood Carving, Tanning, Basket Weaving, Spinning, Blacksmithing
-  **Forum Village** -- Central Place Where Groups Meet to Discuss Environmental Issues

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DAYS IN THE *Country*sm MISSION STATEMENT

The purpose of **DAYS IN THE *Country*sm** is to take children and their families from all walks of life and provide them with a wide range of experiences with nature and the environment, to create an awareness of their connection to the world around them. Children are the ones who will be the future stewards of our environment, so it is our mission to empower them through education and interaction to take care of this fragile planet that we all call home.

The legacy of **DAYS IN THE *Country*sm** will ensure that children in every rural and inner city school throughout the country have the means, through the hands on experience of the festival and in conjunction with the environmental education web site of the DITC – Environmental Education Foundation, Inc., (ditc-eef.org) to learn about their duty to care for our environment which is their heritage.

We also pledge to make **DAYS IN THE *Country*sm** a platform for all groups and associations who work so diligently to conserve our environment.

The beneficiary will be DITC Environmental Education Foundation, Inc. The event will be managed by Daily Chores, LLC.

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HOW TO CONTACT DAYS IN THE *Country*sm

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