



whole world water

**SPONSORSHIP PACKAGE**

# OPPORTUNITIES COLLIDE



Operating the world's largest travel network serving consumers and businesses.



Uniting the hospitality and tourism industry on a non-competitive platform to solve the world's water crisis.



# WHOLE WORLD Water

WHOLE WORLD Water is the first industry-wide profit for purpose Campaign. It is rooted in the economics of business first by creating a sustainable initiative to raise significant funds in the fight for safe and clean water.

WHOLE WORLD Water has partnered with the Tourism & Hospitality Industry Worldwide (Hotels, Restaurants & Spa's). Many hotels and resorts are in places where water isn't accessible to the local population. In fact, in many travel destinations around the world tourists and travelers consume more water and natural resources than local residents. The hospitality industry has a responsibility and a role to play in addressing this problem.

Participation is simple:

1. Hotels, resorts, spas and restaurants become a member of WHOLE WORLD Water.
2. They filter their own water, bottle and sell it.
3. They contribute 10% of the proceeds to the WHOLE WORLD Water Fund.

# FOUNDERS, TRUSTEES & ADVISORS



**KARENA ALBERS,**  
FOUNDER



**YVES BEHAR,**  
ADVISOR



**RICHARD BRANSON,**  
ADVISOR



**BEN ELLIOT,**  
ADVISOR



**GRAHAM HILL,**  
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**SHEKAR KAPUR,**  
ADVISOR



**JONATHON PORRITT,**  
TRUSTEE



**DAVID DE ROTHSCHILD,**  
ADVISOR



**SONU SHIVDASANI,**  
TRUSTEE



**JENIFER WILIG,**  
FOUNDER

# OUR MEMBERS



# POSSIBILITY

The sheer potential to galvanize an industry, its employees and guests provides an incredible opportunity to create one of the most impactful, sustainable 'profit for purpose' initiatives undertaken to date.

TOP TEN WORLDWIDE HOTEL GROUPS		
GROUP	HOTELS (2011)	ROOMS (2011)
IHG	4,437	647,161
Hilton Worldwide	3,689	605,938
Whydham Worldwide	7,152	605,713
Marriott International	3,446	602,056
ACCOR	4,229	507,306
Choice Hotels	6,142	495,145
Starwood Hotels & Resorts	1,041	308,700
Best Western	4,015	307,155
Carlson Hospitality	1,078	165,061
Hyatt Hotel Corporation	423	120,806
<b>TOTAL</b>		<b>4,365,041</b>

Source: Database MKG Hospitality - March 2011

<b>TOTAL ROOMS</b>	<b>4,365,041</b>
<b>Cost of Water</b>	x \$6
<b>Daily Sales</b>	\$26,190,246
<b>x Days</b>	x 365
<b>ANNUAL TOTAL</b>	<b>\$9,559,439,790</b>
<b>10% to Fund</b>	<b>\$955,943,979</b>

## AND IT'S GOOD FOR BUSINESS

	1 BOTTLE/DAY	1 BOTTLE/ 2 DAYS	1 BOTTLE/ WEEK
IHG	135,903	135,903	135,903
Marriott	126,431	126,431	126,431
Accor	106,543	106,543	106,543
<b>TOTAL ROOMS</b>	<b>368,877</b>	<b>368,877</b>	<b>368,877</b>
<b>Cost of Water</b>	x \$6	x \$6	x \$6
<b>Sales</b>	\$2,213,262	\$2,213,262	\$2,213,262
<b>x Days</b>	x 365	x 182.5	x 52
<b>ANNUAL TOTAL</b>	<b>\$807,840,630</b>	<b>\$403,920,498</b>	<b>\$109,889,624</b>
<b>10% to Fund</b>	<b>\$80,784,063</b>	<b>\$40,392,050</b>	<b>\$10,988,962</b>
<b>REVENUE</b>	<b>\$727,056,567</b>	<b>\$363,528,000</b>	<b>\$98,900,662</b>

Assumes three of the top ten hotel groups at 30% participation, 70% occupancy

ALIGNING THESE TWO COMPANIES  
CREATES A GLOBAL FORCE FOR CHANGE

&

A NEW WAY TO DO  
BUSINESS ON EARTH

## GLOBAL IN SCOPE AND SCALE NOT A TREE IN THE FOREST

Giving back to the communities where they do business, engaging employees, fueling enterprise and creating local commerce.

The most unique thing about the WHOLE WORLD Water Campaign, is that based on the nature of the hospitality industry, we are automatically global in scope and have the support of an international network.

In today's world, there are multitudes of people, governments and organizations doing mighty

and magnificent work in the water sector. But there is not one united and galvanizing platform.

WHOLE WORLD Water, in partnership with American Express, will not only generate significant monies in the fight for safe and clean water, but it will also serve as a global marketing platform where the Private Sector,

Governments, NGO's and Social Enterprise will gather to share best practices towards a sustainable future in water for us all.

# GLOBAL REACH

(JUST GETTING STARTED)



# A GLOBAL MARKETING PLATFORM

WHOLE WORLD WATER CAMPAIGN WILL LAUNCH ON WORLD WATER DAY, MARCH 22, 2013 AS PART OF THE UN'S CALENDAR OF EVENTS FOR THE INTERNATIONAL YEAR OF WATER COOPERATION.

## THE CAMPAIGN WILL HAVE THREE PRIMARY PILLARS:

# 1

### SOCIAL MEDIA

The Web is now seen as a space for socialization, exchange, and the free circulation of ideas, for citizen participation, as a driver of democracy and cultivator of new economies. Due to the global scope of our industry members and the high profile nature of our advisors (Richard Branson, Tilda Swinton, Shekhar Kapur) we have perhaps the first ever opportunity to mobilize a global community towards positive change that includes the public sector, private sector, governments, NGO's, consumers and recipients. WHOLE WORLD Water is a global campaign with uniquely global participation at all levels.

# 2

### GLOBAL EVENTS

At launch, we will be working with our Hotel members and inviting them to host a high profile Fundraising Black Tie Gala at one of their iconic hotel properties on World Water Day. Our "local" ambassadors would be the Chairman/woman of the Gala. We are in discussions with Archbishop Desmond Tutu in South Africa (Johannesburg or CapeTown), Tilda Swinton in London, Mayor Bloomberg in NYC and Shekhar Kapur for Mumbai. Our goal is to raise awareness on every continent to kick off WHOLE WORLD Water. This would be accompanied by presence from media outlets-social and traditional. It would be a worldwide plea for more than unifying an industry-but unifying the entire planet to address and eradicate this global issue.

# 3

### A DOCUMENTARY FILM SERIES

We will release a miniseries called Wate<sup>2</sup>: the economies of being environmentally conscious" narrated by Brad Pitt. It will be a global release; web, broadcast and theatrical-simultaneously. Year one, each one hour will cover: 1). Water Scarcity and Provision, 2). Urban Infrastructure and 3). Education and Stewardship. We will follow the stories as they happen and mark progress and positive solutions.

# 2013 CALENDAR

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**JAN**

Announcement to  
Industry Press

**MARCH 4**

IHIF,  
Berlin

**MARCH 22**

WORLD WATER  
DAY. Launch  
Campaign and  
VIP Press Event

**APRIL 10**

Skoll World Forum,  
Oxford

**JUNE 10**

FT Sustainable  
Finance Conference,  
London

**JUNE 26**

Aspen Ideas Festival,  
Aspen

**SEPT**

CNT World Saver  
Awards,  
NYC

**SEPT 24**

Clinton Global  
Initiative,  
NYC

**SEPT 27**

UN World Tourism  
Day,  
Maldives

**OCT 1**

C40 Mayors,  
Amsterdam

**NOV 7**

Slow Life  
Symposium,  
Thailand

**DEC 31**

Film premiere

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The **WHOLE WORLD** Water marketing platform consists of global initiatives at key moments throughout the year.

These milestones are designed to raise the profile of our members, bring awareness to the issue and highlight the progress of the campaign.



**SONEVA**  
FUSHI, MALDIVES



**BANYAN TREE**  
VABBINFRAU, MALDIVES



**THE OBEROI**  
JAIPUR, INDIA



**THE STANTON SOCIAL**  
NEW YORK CITY, USA

# WHOLE WORLD WATER LAUNCH

**ON WORLD WATER DAY, MARCH 22, 2013 WE WILL LAUNCH THE WHOLE WORLD WATER CAMPAIGN.**

To launch the campaign and activate our hotels we will be holding VIP/Media events in three global cities, hosted by our ambassadors or advisors. Our advisor, the director Shekhar Kapur, will be hosting the event in

Mumbai, we are in discussions with Mayor Bloomberg to host our NYC event and Tilda Swinton to host our event in London. As of March 23 the WHOLE WORLD Water will be sold to travelers all around the world.



PHOTO CREDIT: WATER.ORG

# wate<sup>2</sup>r

## THE ECONOMIES OF BEING ENVIRONMENTALLY CONSCIOUS



*wate<sup>2</sup>r* is a multi-part Film series about the innovators and pioneers who envision a better quality of life on earth: socially, culturally, economically and ecologically.

It is a current affairs, multi-media platform intent on raising awareness about water and the global challenges we all face. Narrated by Brad Pitt, *wate<sup>2</sup>r* is a poetic combination of compelling storytelling, provocative cinematography and emotive original music.

We will premiere *wate<sup>2</sup>r* on December 31, 2013 on screens around the world. We invite you to host a screening, panel and or a VIP reception. You will be noted in the credits of the film, and will have the license to use the footage on your website, for presentations and to motivate employee engagement.



# REDUCE YOUR CARBON FOOTPRINT

Beyond providing access to safe and clean water, every WHOLE WORLD Water project will cut carbon emissions and help tackle climate change. Carbon reductions are independently measured before being turned into carbon credits and sold to those who want to offset their own carbon footprint with projects that help both people and the environment. Income from

carbon credit sales go back into the WHOLE WORLD Water Fund, where they will be deployed to other approved projects. As a sponsor you will benefit from an exclusive option to buy these carbon credits at reduced prices - cutting the cost of meeting their carbon reduction targets, increasing brand resonance across

their CSR program and providing another opportunity to demonstrate they are taking responsibility for their impact on the environment.

# SPONSORSHIP

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## SPONSOR \$1,500,000

At \$1.5 million, American Express will be the exclusive sponsor of WHOLE WORLD Water annually. American Express would be integrated throughout all marketing materials across multiple platforms including advertising, social media, PR and most importantly on site across the global footprint of our hotel, resort, restaurant and spa members. In addition, American Express would be the exclusive sponsor of the WHOLE WORLD Water film Wate2r narrated by Brad Pitt with exclusive rights to utilize across all branded assets.

- Exclusive sponsor of WHOLE WORLD Water
- Co-branded marketing partner on all advertising, promotion, collateral and media globally
- Exclusive sponsor of Wate<sup>2</sup>r. WHOLE WORLD Water's documentary on solutions in water access narrated by Brad Pitt.



**WHOLE WORLD Water**

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**SUPPORTING PARTNERS**



**BY LEVERAGING THE POWER OF THE PRIVATE SECTOR TO ADDRESS ONE OF THE MOST CRITICAL SOCIAL ISSUES THE WORLD FACES, WHOLE WORLD WATER IS INNOVATING A NEW BUSINESS MODEL TO PROVE THAT ECONOMIC AND SOCIAL PROGRESS ARE NOT MUTUALLY EXCLUSIVE.**

**THE INDUSTRY MEMBERS WILL RAISE MILLIONS OF DOLLARS, WHILE ALSO INCREASING THEIR BOTTOM LINE. THE BUSINESS MODEL ITSELF WILL BE ABLE TO BE REPLICATED ACROSS MULTIPLE INDUSTRIES AND ADDRESS MULTIPLE SOCIAL ISSUES OVER TIME.**