

PROTECTING THE

# *Amazon*

ADVANCING THE RIGHTS OF

# *Indigenous Peoples*



SPONSORSHIP AND PARTNERSHIP - 2014

## AMAZON WATCH

Dear Friends,

As an important member of the responsible business community, we invite you to partner with Amazon Watch in defending the Amazon and protecting the rights of indigenous peoples. As a 2014 sponsor you will enable and strengthen Amazon Watch to continue our critically important work.

We are planning several exciting events this year including our popular annual Luncheon, a benefit in Washington, D.C., events in Colorado and LA and a potential benefit concert in the Bay Area. By becoming a 2014 sponsor, you have the opportunity to connect with like-minded individuals at these events and gain access and profile on our extensive social media networks and 200,000 person email list throughout the year.

Your involvement offers a great opportunity to support Amazon Watch's important work and to be represented as a committed community partner, going the extra mile for people and the planet. You also gain exposure to over 600,000 people, as outlined in the attached sponsorship package. We would be happy and honored to include you in our community as a profiled partner.

Amazon Watch is a uniquely effective nonprofit organization working to defend the rainforest and advance the rights of indigenous peoples across the Amazon Basin. We work directly with indigenous communities to build local capacity and defend their lands for the long-term protection of Planet Earth and the preservation and celebration of diverse forest-based cultures. We will never give up the fight for the Amazon. We'll keep at it, and for that we need you and your support. Without business partners like you this important work would not be possible.

We value our partnerships with our sponsors and will serve as good stewards of your generous investment. We are committed to delivering valuable benefits and a positive partnership experience to each Amazon Watch sponsor and we will customize sponsorships to meet specific marketing objectives and to enhance your partnership with Amazon Watch.

Please contact Sarah Weaver at [sarah@amazonwatch.org](mailto:sarah@amazonwatch.org) or give us a call at (510) 281-9020 with any questions you may have and to engage your support as a "Good Business" Amazon Watch partner. Thank you in advance for allowing us to share this opportunity to make a significant difference for the Amazon. We sincerely hope you'll join with us.

Together we are powerful!

For the Amazon,



Atossa Soltani

Founder and Executive Director



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# Our Work - Your Partnership

As the world's largest and most biologically diverse tropical forest, the Amazon houses one-third of the Earth's plant and animal species, and nearly 400 distinct indigenous peoples depend on the Amazon rainforest for their physical and cultural survival. It provides 20% of the world's oxygen and holds 20% of its fresh water. 50% of the rainfall in the US alone is directly attributed to the Amazon. It is a critical part of our global life support system.

This region is currently facing unprecedented levels of threat from extractive industries. In Ecuador, the government is moving forward with the leasing of 8 million acres in 16 oil concessions throughout the southern Ecuadorian Amazon. The latest oil block auction includes the traditional and titled homelands of seven indigenous nationalities that have repeatedly rejected oil extraction on their lands. The government is also moving forward with oil drilling in Yasuní National Park, the core of the Ecuadorian Amazon, that scientists call one of the most biodiverse places on earth. In Peru, the government has announced that it will open up 26 new oil blocks in the Amazon covering an estimated 16 million acres, part of the country's aggressive expansion of oil and gas exploration and production in the north along the Ecuadorian border. In Brazil, the government is building the world's third largest hydroelectric dam on one of the Amazon's major tributaries, the Xingu River. The Belo Monte Dam complex is designed to divert 80% of the Xingu River's flow, devastating an area of over 1,500 square kilometers of Brazilian rainforest while resulting in the forced displacement of up to 40,000 people. The project is causing grave and direct impacts to the Amazon Rainforest and its people. This project is slated to be the first of as many as 60 dams on critically impor-

tant rivers throughout the Brazilian Amazon.

Over the last decade, indigenous peoples throughout the Amazon, with support from Amazon Watch, have had inspiring success in forcing out a number of major oil companies, delaying dam construction and asserting their land rights in protecting some 4 million acres of roadless rainforests. These successes include, but are not limited to:

\* **Advanced Indigenous Rights to Land and to Prior Consent.** In 2013, the Ecuadorian government met most of its obligation under the Inter-American Court of Human Rights (IACHR) ruling by paying reparation of \$1.3 million to the Kichwa community of Sarayaku and agreeing to remove explosives buried in their territory during unauthorized oil exploration. Sarayaku continues defending against the 11th Round oil auction, the latest and most egregious to date. We have worked closely with Sarayaku since 2002.

\* **Kept oil companies out of Achuar territory in Peru.** Amazon Watch and the Achuar brought significant pressure on Talisman Energy between 2006-2012. The campaign led Talisman to withdraw from Peru last year. Amazon Watch continues to support the Achuar who are now threatened by oil development by the state oil company Petroperu.

\* **Delayed Belo Monte dam.** While construction continues on the massive Belo Monte dam in Brazil, local and indigenous resistance has delayed construction and cost the consortium and government nearly \$100 million and has raised the price tag of the project by \$1 billion. Since summer 2012, more than seven actions and 14 legal challenges filed in Brazilian courts have delayed the dam project by one year. With our support, these



*Waorani girls in Yawepare, Ecuador*

actions have united indigenous communities from different river basins in opposition to the Brazilian government's plan to build dozens of large dams in the Amazon.

Amazon Watch is unique, having successfully weaved together strategies at the local, regional and international levels. Over the past 17 years, we have: 1) formed close partnerships and trust relationships with indigenous organizations in the Amazon countries where we work; 2) supported alliances and collaborations among our local partners at the level of the Amazon Basin; and 3) led successful global campaigns for forest protection, indigenous rights and corporate accountability. At the core of our mission is the belief that the most effective way to defend the Amazon rainforest is to support and advance the rights of indigenous peoples, whose territories encompass over one quarter of the Amazon rainforest and who have practiced harmonious stewardship of its abundant biodiversity for millennia. Re-granting is a key component of our capacity building initiatives: since 2010, we have raised and distributed over US \$1.6 Million in small grants to indigenous and environmental partner groups in Amazon countries.

# What Your Partnership Achieves

Amazon Watch has big plans for 2014. Please partner with us to protect the lungs of our planet, the Amazon Rainforest. Without partners like you this important work would not be possible.

- In 2014 Amazon Watch will build upon our work with our indigenous and local partner groups to stop or scale back oil and gas extraction programs in Ecuador and Peru. We believe that effective responses at the regional scale require (i) strengthening the capacity of indigenous peoples to monitor oil industry activities and to organize their communities and building their alliances within the region and internationally in response to the avalanche of new oil projects; (ii) amplifying the voices of affected communities—particularly indigenous communities—in decision-making processes over oil and gas development and (iii) improving the oil and gas industry's social and environmental policies and practices.
- Amazon Watch will expand our work with indigenous communities and Brazilian organizations to challenge the construction of Belo Monte as well as proposed future mega-dams in the Amazon. We will provide communications, advocacy, financial, and legal support to local groups and organize compelling digital and social media campaigns to influence opinion leaders and to engage millions of ordinary citizens in Brazil and internationally. We will continue to monitor and expose the dam's impacts on the environment and communities and challenge future mega-dams.
- Amazon Watch aims to promote an alternative energy vision for Brazil that protects the rivers and riverine



*Xingu, Brazil*



*Mundurucu warrior, Xingu, Brazil*

communities of the Amazon. In coordination with our Brazilian allies, we are implementing an innovative national communications and engagement campaign to inform public opinion, stimulate public debate about Brazil's energy future, and promote democratic participation in sustainable energy planning. We aim to keep the Belo Monte dam controversy in the media spotlight and to bring an unprecedented level of pressure on the Brazilian government to suspend dam construction and ultimately to prevent upstream dams on the Xingu River and throughout the Amazon rainforest. This controversy is catalyzing debate in Brazil about viable alternatives to the country's current energy policies. There are timely opportunities to engage the Brazilian public on the issue given the World Cup and Brazil's presidential elections in 2014.

- Amazon Watch continues to work with our Ecuadorian partners, socially responsible investors and institutional shareholders — including dozens of pension funds — to hold Chevron accountable. Over this year, Amazon Watch will continue to mobilize public awareness and investor pressure to force Chevron to finally do the right thing: fund a full-scale environmental remediation, healthcare, and clean drinking water for affected communities. While we campaign for justice, we continue to support the ClearWater Project, an initiative started at Amazon Watch, that is working to bring clean drinking water to indigenous communities affected by oil pollution thru the installation of 5,000 rainwater catchment systems over the next five years.

# Opportunities to Partner

All of our Sponsoring Partners receive publicity and promotion through branded recognition in our annual publication, *Amazon in Focus*, distributed to hundreds of thousands of Amazon Watch supporters both in hard copy and digital formats. This is a beautiful magazine-style booklet, printed on Earth-friendly New Leaf recycled paper and vegetable-based ink, with vibrant full color throughout. It features stunning award-winning photography, information about Amazon Watch's programs, inspiring stories of our work and partners, and articles on topical issues like climate change, fair trade and human rights, and branded, full-color recognition of our sponsors.



*Amazon Watch in the Tapajos, Brazil*

## **Visionary - \$5,000 – Top Honors**

- Full Page Ad in Amazon in Focus = 8.25" x 8.25"
- 1 person in the Amazon on Amazon Watch field delegation at base cost (airfare not included)
- Name and Logo placement throughout **all** Amazon Watch events
- Business/Product line integration into events (subject to approval)
- Featured on event invitations and event websites
- Highlighted coverage on Amazon Watch's website throughout the year
- 2 premiere seats at luncheon with our Rainforest Defenders or Amazon Watch founder
- 2 seats - Exclusive dinner with AW founder and indigenous leaders in the Bay Area
- 2 Amazon Watch Caps and 4 Amazon Watch T-shirts
- 10 pieces of indigenous handicraft

## **Warrior - \$2,500 - Significant Impact**

- Half Page Ad in Amazon in Focus (vertical/horizontal) 4.125" x 4.125"
- Name and Logo placement throughout select Amazon Watch events
- Business/Product line integration into events (subject to approval)
- Coverage on Amazon Watch's website throughout the year
- Listing on event invitations and event websites
- 1 premiere seat at luncheon with Rainforest Defenders or Amazon Watch founder
- 2 seats - Exclusive dinner with AW founder and indigenous leaders in the Bay Area
- 1 Amazon Watch Cap and 2 Amazon Watch T-shirts
- 10 pieces of indigenous handicraft

## **Advocate - \$1,000 - Meaningful Partnership**

- Quarter Page Ad in Amazon in Focus
- 1 premiere seat at luncheon with Rainforest Defenders or Amazon Watch founder
- Seasonal coverage on Amazon Watch's website
- 1 Amazon Watch T-shirt
- 5 pieces of indigenous handicraft

## **All Sponsors of \$1,000 and up receive additional benefits, including:**

- Linked logo and business introduction on our website - 5000 unique visitors per day
- Special email acknowledgment to our list of over 200,000 supporters
- Frequent Recognition through Facebook – Over 80,000 likes with reach to over 1,000,000
- Frequent recognition through Twitter - Over 26,000 followers and growing
- A copy of the powerful and beautifully photographed book, *Crude Reflections*, signed by our founder

## **Agitator - \$500 - Committed to the Cause**

- Business Card Ad in Amazon in Focus
- 5 pieces of indigenous handicraft

## **Supporter - \$250 - Part of the Team**

- Sponsor listing in Amazon in Focus with logo
- 3 pieces of indigenous handicraft

Please contact Sarah Weaver, Development Officer, [sarah@amazonwatch.org](mailto:sarah@amazonwatch.org) or 510-281-9020 to take your place alongside us as a proud sponsor of this work. We need you to stand with us to defend the Amazon and support indigenous rights. Thank you for being a vital part of Amazon Watch