17th Annual Oyster Cup Charity Polo Tournament
Cerro Pampa Polo Club in Petaluma, California
August 22, 2020
12 p.m. to 5 p.m.

It’s that time again! The Freshwater Trust is playing polo. Or, more accurately, polo is playing for The Freshwater Trust. Thanks to our friends at the Cerro Pampa Polo Club, TFT is once again the beneficiary of its annual Oyster Cup polo tournament, hosted at the club’s beautiful and rustic field in Petaluma, CA on August 22. Enjoy a great day of polo while supporting an important cause close to all Californians: water conservation. Attendees will enjoy exciting USPA-sanctioned polo throughout the day. Festivities will also include a silent auction featuring unique, nature-loving experiences and accoutrements, farm-to-table cuisine, artisan cocktails with local Sonoma and Napa county libations, and, of course, plenty of ponies and divot-stomping!

WHO IS THE FRESHWATER TRUST?

The Freshwater Trust (TFT) is a team of problem solvers that design and implement data-driven, science-based, and technology-driven solutions that protect and restore freshwater ecosystems. From offices in Oregon, Idaho, and California, they’re pioneering the next generation of conservation. Using partnerships, science, technology, policy, and innovative financial tools, TFT builds and manages collaborative solutions that improve water quality and quantity. They enable smarter watershed management solutions to happen faster, at a greater scale, and in the least expensive way.
By becoming an Oyster Cup sponsor, you directly align your business with an innovative, problem-solving organization. Our growing regional presence means your brand will be in front of a diverse network of community leaders, young professionals and conservationists.

No matter the size or nature of your business, water plays a role. Sponsoring the Oyster Cup means you will be showcasing your commitment to protect and restore the freshwater ecosystems that support our environment, economy and communities in California. Thank you for being a part of it all.

**PLATINUM $20,000**
- Sponsor profile highlighted on our website
- Verbal recognition at the event
- Dedicated 10x10 sponsor tent (provided) with pre-approved promotional materials
- Logo on all team jerseys
- Logo on sponsor step & repeat & signage at the event
- Logo in advance promotions and event program
- Recognition in 2020 Annual Report
- Two (2) cabanas with private, shaded seating for eight (8) people, each, included
- Friends & Family pricing on additional tickets

**SILVER $5,000**
- Dedicated 10x10 sponsor tent (provided) with pre-approved promotional materials
- Logo on sponsor step & repeat & signage at the event
- Logo in advance promotions and event program
- Recognition in 2020 Annual Report
- Six (6) tickets included with reserved, shaded seating
- Friends & Family pricing on additional tickets

**BRONZE $2,500**
- Name on sponsor sign at the event
- Name in advance promotions and event program
- Pre-approved promotional materials featured at sponsor table
- Recognition in 2020 Annual Report
- Four (4) tickets included with reserved, shaded seating
- Friends & Family pricing on additional tickets

**GOLD $10,000**
- Sponsor profile highlighted on our website
- Verbal recognition at the event
- Dedicated 10x10 sponsor tent (provided) with pre-approved promotional materials
- Logo on one team’s jerseys
- Logo on sponsor step & repeat & signage at the event
- Logo in advance promotions and event program
- Recognition in 2020 Annual Report
- One (1) cabana with private, shaded seating for eight (8) people included
- Friends & Family pricing on additional tickets

**SPECIAL SPONSORSHIP & ADDITIONAL RECOGNITION OPPORTUNITIES:**
- Trophy Honors + Photos
- Ball Toss + Photos
- Polo Balls + Taggers
- Hosted pre-game parties leading up to the event
- In-kind food, beverage, and hospitality underwriting
Yes, my business will sponsor the Oyster Cup!

Name: ________________________________

Title & Company: ________________________________

Address: ____________________________________________

City: ___________ State: _______ Zip: ___________

Phone Number: _______________________________________

Email: _____________________________________________

☐ Platinum Sponsor ($20,000 / 2 cabanas / 16 guests)

☐ Gold Sponsor ($10,000 / 1 cabana / 8 guests)

☐ Silver Sponsor ($5,000 / 6 guests)

☐ Bronze Sponsor ($2,500 / 4 guests)

☐ Additional Tickets at friends and family rate of $150 per ticket

In order to ensure that your sponsorship has the greatest impact on improving river health, we prefer check payment to avoid credit card processing fees.

☐ CHECK (preferred)

*Please make checks payable to The Freshwater Trust

☐ CREDIT CARD

Name as it appears on card: ____________________________

Card Number: ____________________________ Exp. Date: __________

Signature: ____________________________________________

Questions? Please contact:

Courtenay O'Connor
Associate Freshwater Fund Director
808.312.2980
courtenay@thefreshwatertrust.org

www.thefreshwatertrust.org/events
EVENT HIGHLIGHTS

<table>
<thead>
<tr>
<th>ATTENDEES</th>
<th>SPONSORS</th>
<th>REVENUE</th>
<th>YEARS RUNNING</th>
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</thead>
<tbody>
<tr>
<td>300+</td>
<td>10+</td>
<td>$100K</td>
<td>17</td>
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CURRENT REACH

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<tr>
<th>FACEBOOK</th>
<th>TWITTER</th>
<th>LINKEDIN</th>
<th>INSTAGRAM</th>
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<tr>
<td>11,400+</td>
<td>1,950+</td>
<td>1,580+</td>
<td>3,000+</td>
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<td>followers</td>
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ORGANIZATION HIGHLIGHTS

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<tr>
<th>LONGEVITY</th>
<th>FUNDRAISING</th>
<th>SCOPE</th>
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<tbody>
<tr>
<td>35+</td>
<td>$30 million</td>
<td>3</td>
</tr>
<tr>
<td>years of fixing freshwater</td>
<td>raised for restoration since 2008</td>
<td>states in which we are fixing rivers</td>
</tr>
<tr>
<td>6+</td>
<td>basins in which we work</td>
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IMPACT

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<tr>
<td>98 million</td>
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<td>gallons of water per minute restored per year</td>
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