

Community Sponsor Tiers

All intellectual property rights in and to the name and concept of “Caring for our Watersheds” are owned by Nutrien and its subsidiaries. Nutrien will be recognized as the founder and only sponsor recognized on global material. Nutrien reserves the right to change deliverables for the best interest of the program.

***PLEASE NOTE: SPONSORSHIPS APPLY TO ONE CONTEST ONLY NOT ENTIRE PROGRAM.**

Category	Community Partners	Bronze Leaf Sponsor \$1K- \$4,999	Silver Leaf Sponsor \$5K-\$9,999	Gold Leaf Sponsor \$10K-\$19,999	Platinum Leaf Sponsor \$20K+
Print Materials					
Student handouts example: “How it Works”	Text based on space	Text based on space	Text based on space	Text based on space	Logo
Registration form	Text based on space	Text based on space	Text based on space	Text based on space	Logo
Print advertisements	Not available	Not available	CFW Logo unless space permits. TBD on individual basis.	CFW Logo unless space permits. TBD on individual basis.	CFW Logo unless space permits. TBD on individual basis.
Website/Online					
*Nutrien will be the only sponsor recognized on the homepage, navigation pane and throughout various contest pages.					
Recognition	Logo and link	Logo and link	Logo and link	Logo and link	Logo and link
Banner ad on local CFW contest webpage (must be education focused, no products)	Not available	Not available	Not available	Included	Included
Online ads (excluding CFW website)	Not available	Not available	CFW Logo unless space permits. TBD on individual basis.	CFW Logo unless space permits. TBD on individual basis.	CFW Logo unless space permits. TBD on individual basis.

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Student Implementation Involvement *Nutrien reserves the right to be involved in the implementation of any project. Nutrien must be recognized as program founder in all press releases.					
Press release	TBD based on project involvement	TBD based on project involvement	Included	Included	Included
Signage at location	Not available	Not available	Not available	Included	Included
Speech (at a media day)	Not available	Not available	Not available	Not available	Included
Recognition on teacher emails	TBD based on project involvement	TBD based on project involvement	TBD based on project involvement	TBD based on project involvement	Included
Volunteer opportunities for employees	TBD based on need	TBD based on need	TBD based on need	Included	Included
Public Relations Permission to use CFW logo	Included	Included	Included	Included	Included
Promotional Materials Access to promotional material Pop-up banner (6ft.)	Included Option to borrow	Included Option to borrow	Included Option to borrow	Included Included	Included Included

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<p>Final Competition *Nutrien will be recognized as the founder and primary sponsor at all final competitions.</p> <p>Registration table signage</p> <p>Main stage presentation PPT</p> <p>Opportunity to give a 1-2minute speech to address finalists</p> <p>Company brochure offered at registration desk (provided by sponsors)</p> <p>Recognized at the Verbal Competition and Awards Presentation</p> <p>Opportunity to serve as a judge</p> <p>Giveaways</p>	<p>Logo</p> <p>Text based on space</p> <p>Not available</p> <p>Not available</p> <p>Included</p> <p>Based on availability</p> <p>Not eligible to donate items with their logo only.</p>	<p>Logo</p> <p>Included</p> <p>Not available</p> <p>Not available</p> <p>Included</p> <p>Based on availability</p> <p>Not eligible to donate items with their logo only.</p>	<p>Logo</p> <p>Included</p> <p>Not available</p> <p>Included</p> <p>Included</p> <p>Based on availability</p> <p>Not eligible to donate items with their logo only.</p>	<p>Logo (1.5x bigger)</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Based on availability</p> <p>Not eligible to donate items with their logo only.</p>	<p>Logo (2x bigger)</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>CFW Logo only unless space permits. TBD on individual basis. Nutrien given priority after CFW logo.</p> <p>Platinum Leaf Sponsor may donate additional finalist giveaways with their logo at their own cost.</p>

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Social Media					
One Facebook post recognizing contribution	TBD based on project involvement	TBD based on project involvement	TBD based on project involvement	Included	Included
One content share (must be related to contest or aligned with CFW initiatives)	TBD based on project involvement	TBD based on project involvement	TBD based on project involvement	TBD based on project involvement	Included

If Nutrien is no longer the main funder for a contest, the tiers will adjust to recognize the contest's main sponsor.

Direct competitors to Nutrien are not eligible for sponsorship of Caring for our Watersheds, including but not limited to: Arab Potash, Bayer, CF Industries, DowDuPont, ICL, Intrepid Potash, K+S, The Mosaic Company, Sinofert, SQM, Yara International.

Please contact Nutrien about potential sponsors and community partners prior to finalizing sponsorship agreements. It is at Nutrien's discretion whether an agreement will move forward.

