



CARING FOR OUR

Watersheds[®]

Community Sponsor Tiers

Sponsorships apply to the local contest only and not for the entire program. Sponsorship opportunities are available for Caring for Our Watersheds’ local programs through financial support, in-kind hours, or a combination of both.

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.

Category	Bronze Leaf Sponsor \$1,000–\$4,999 or ≥ 20 hours <i>Includes Community Partners*</i>	Silver Leaf Sponsor \$5,000–\$9,999 or ≥ 100 hours	Gold Leaf Sponsor \$10,000–\$19,999 or ≥ 200 hours	Platinum Leaf Sponsor \$20,000+ or ≥ 500 hours
Print Materials <ul style="list-style-type: none"> Student Handouts example: “How it Works” Registration form Print Advertisements 	Text based on space	Text based on space	Text based on space	Logo
	Text based on space	Text based on space	Text based on space	Logo
	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 <i>*Nutrien will be the only sponsor recognized on the homepage, navigation pane and throughout various contest pages.</i> <ul style="list-style-type: none"> Recognition 	Text. Logo only if space permits TBD on individual basis.	Text, logo (.5X larger) and link	Text, logo (1X larger) and link	Text, logo (2X larger) and link
<ul style="list-style-type: none"> Banner ad on local CFW contest webpage (must be education focused, no products) 	Not available	Not available	Included	Included
Student Implementation Involvement <i>*Nutrien reserves the right to be involved in the implementation of any project. Nutrien must be recognized as program founder in all press releases.</i> <ul style="list-style-type: none"> Press Release Signage at location Speech (at a media day) Recognition on Teacher emails Volunteer Opportunities for Employees 	TBD based on project involvement	Included	Included	Included
	Not available	Included	Included	Included
	Not available	Not available	Not available	Included
	TBD based on project involvement	TBD based on project involvement	TBD based on project involvement	Included
	TBD based on need.	TBD based on need	Included	Included
Public Relations <ul style="list-style-type: none"> Permission to use CFW logo 	Included	Included	Included	Included

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Promotional Materials				
<ul style="list-style-type: none"> Access to promotional material Pop-up banner (6ft.) 	<p>Included</p> <p>Option to borrow</p>	<p>Included</p> <p>Option to borrow</p>	<p>Included</p> <p>Included</p>	<p>Included</p> <p>Included</p>
Final Competition				
<p><i>*Nutrien will be recognized as the founder and primary sponsor at all final competitions.</i></p> <ul style="list-style-type: none"> Registration table signage Main stage presentation PPT Opportunity to give a 1-2 minute speech to address finalists Company brochure offered at registration desk (provided by sponsors) Ad in banquet program for local contest Recognized at the Verbal Competition and Awards 	<p>Text. Logo only if space permits TBD on individual basis.</p> <p>Included</p> <p>TBD on individual basis</p> <p>Not available</p> <p>Not available</p> <p>Included</p>	<p>Logo (.5X larger)</p> <p>Included</p> <p>TBD on individual basis</p> <p>Included</p> <p>Quarter page</p> <p>Included</p>	<p>Logo (1X larger)</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Half page</p> <p>Included</p>	<p>Logo (2X larger)</p> <p>Included</p> <p>Included</p> <p>Included</p> <p>Full page</p> <p>Included</p>
Presentation				
<ul style="list-style-type: none"> Opportunity to serve as a judge <i>*Mentors cannot serve as judges</i> Opportunity to serve as a mentor in preparation for Final Competition <i>*Mentors are required to give ONE HOUR of mentorship per group.</i> Giveaways 	<p>Based on availability</p> <p>Included for relevant projects only</p> <p>Not eligible to donate items with their logo only</p>	<p>Based on availability</p> <p>Included for relevant projects only</p> <p>Not eligible to donate items with their logo only</p>	<p>Based on availability</p> <p>Included for relevant projects only</p> <p>Not eligible to donate items with their logo only</p>	<p>Included</p> <p>Included for relevant projects only</p> <p>CFW Logo only unless space permits. TBD on individual basis. Nutrien given priority after CFW logo. Platinum Leaf Sponsor may donate additional finalist giveaways with their logo at their own cost.</p>
Social Media				
<ul style="list-style-type: none"> One Facebook post recognizing contribution One content share (must be related to contest or aligned with CFW initiatives) 	<p>TBD based on project involvement</p> <p>TBD based on project involvement</p>	<p>TBD based on project involvement</p> <p>TBD based on project involvement</p>	<p>Included</p> <p>TBD based on project involvement</p>	<p>Included</p> <p>Included</p>

***Community Partner** - Profit and non-profit organizations contribute resources to assist with the execution of the CFW program. For example, partners may deliver program information in the local area, contribute expert judges/mentors, volunteers, funds/in-kind donations, other resources. Typically, these groups support the program through multiple channels year-over-year.

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.

