

# Green Cup of Polo



June 27<sup>th</sup>, 2010

12:00 – 6:00 pm



<b>Location</b>	<b>Capitol Polo Club</b>
<b>Est. Guests</b>	<b>1500</b>
<b>Benefitting</b>	<b>ACORE (American Council on Renewable Energy), EPIC (Equestrian Partners in Conservation), and EarthEcho International</b>
<b>Activities</b>	<b>Two high-paced polo matches, magnificent half-time show featuring music, divot-stomping, and performances by local and nationally recognized equestrian groups.</b>
<b>Webpage</b>	<b><a href="http://www.greencuppolo.com">www.greencuppolo.com</a></b>



Certified Green by the Leonardo Academy



# About The Green Cup of Polo

**The Green Cup of Polo**, the third annual polo benefit to be played for the environment, is hosted by the Capitol Polo Club and carried out in cooperation with various embassies and non-profits in the DC area. All proceeds benefit ACORE (the American Council On Renewable Energy), EPIC (Equestrian Partners in Conservation), and EarthEcho International. It invites the public to join with diplomats, non-profit organizations and corporations in the fight against climate change, and other environmental issues.



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**The Green Cup of Polo** has shown continuous growth since its inaugural year in 2007 where it raised \$13,000 for worthy environmental causes, and was visited by more than 300 guests. In 2008 and 2009, the event welcomed nearly 1000 guests and raised \$90,000 each year in funding and product donations.

**The Green Cup of Polo** is one of the few events in the US that incorporate green principles into every stage of the planning process, and the first event to be certified 'green' in Washington DC. The event does everything possible to minimize its ecological footprint.



## Co-Chairs

Dr. Robert Do and Mike Rubin

## Honorary Environmental Advisory Board

Ambassador Friis Arne Petersen, Denmark

Ambassador Said Jawad, Afghanistan

Ambassador Jonas Haffstrom, Sweden

Philippe Cousteau,

## Event Coordinator

Sara Trab Nielsen

## Host Committee

Katy Adams, Neil Agate, Jon Anderson, Lydia Arshadi, Marcos Bignoli, Nina Black, Hoy Booker, Juanita Breland, Courtney Farr, Adam Leighton, Mitch Marder, Carlos Mascias, Charlie Muldoon, Joe Muldoon, Suleyman Ozbey, Alan Popovsky, Ray Regan, Candy Schibli, Shana Schwartz, Nicole Siobal, Pamela Sorensen, Meg Thompson, David Tobin, Rocio Velez, Romina Voss-D'angelo, Tom Weirich, Derek Wilson, Audrey Wood.

# Reasons to Support the Green Cup of Polo

Environmental issues are some of today's most pressing issues. Climate change and global warming are threatening to harm biodiversity, destroy livelihoods and significantly impact the world economy.

**The Green Cup of Polo** aims to show that corporations, non-profits, and politicians stand together in this fight. Through your sponsorship you help environmental non-profits stay focused on their cause and commitment to solving these environmental issues.

**The Green Cup of Polo** is a high caliber event that provides companies with great corporate entertaining. It gives your company an opportunity to entertain clients and partners in a relaxing environment at Washington DC's premiere polo club. In addition, it promises excellent publicity and marketing opportunities. As a sponsor your name will be heavily promoted with and at the event.



## Previous Green Cup Sponsors



# Sponsorship Opportunities

## Platinum

- Hospitality tent for corporate entertaining (120 people), incl. catered food/hors'douvres and drinks.
- Premium sponsorship recognition in all marketing and advertising surrounding the event. Team naming rights.
- Promotional banner and 6 mentionings during the event.
- Promotional activities during the event such as raffle product demonstration. (Arranged by the sponsor)
- Right to have CEO/spokesperson participate in event festivities such as trophy presentation and first-ball throw-in.
- Fifteen complimentary "polo for a day" passes for lessons at the polo school.
- The use of the event's logo in sponsors publicity and marketing efforts.
- Photo opportunities with the polo players and their horses.

## Gold

- Access to VIP hospitality tent for corporate entertaining (50 people), incl. catered food/hors'douvres and drinks.
- Premium sponsorship in all marketing and advertising surrounding the event
- Promotional banner and 3 mentionings during the event.
- Promotional activities during the event such as raffle product demonstration. (Arranged by the sponsor)
- Right to have CEO/spokesperson participate in event festivities such as trophy presentation and first-ball throw-in.
- Eight complimentary "polo-for-a-day" passes for lessons in the polo school.
- The use of the event's logo in sponsor publicity and marketing efforts.
- Photo opportunities with the players and their horses.

## Silver

- Access to VIP hospitality tent for corporate entertaining (25 people), incl. catered food/hors'douvres and drinks.
- Premium sponsorship in all marketing and advertising surrounding the event, and 1 mentioning during the event.
- Five complimentary "polo-for-a-day" passes for lessons in the polo school.
- The use of event's logo in sponsor publicity and marketing efforts.
- Photo opportunities with the players and their horses.

## Bronze

- Access to VIP hospitality tent for corporate entertaining (10 people), incl. catered food/hors'douvres and drinks.
- Premium sponsorship in all marketing and advertising surrounding the event
- The use of event's logo in sponsor publicity and marketing efforts

Our sponsorship program is adaptable to meet the needs of your organization. We will customize a sponsorship package for you, based on your needs, to create a successful partnership. With a helpful staff to assist, you can be confident that your sponsorship will earn results for your company.



# Select Media Attention

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**Green goes glam at eco-friendly polo match**  
Green Cup of Polo in the Washington area event to be 'green' certified by GreenSource.

Forget Walmarts and being greedy — being green can also be hip. This is the message that event coordinators of the Green Cup of Polo, which took place this weekend at the Capitol Polo Club in Poolesville, were trying to drive home.

The Green Cup was the first event in the Washington area to be certified carbon-neutral by the Wisconsin-based Leonardo Academy, a non-profit that certifies events and groups for reducing and offsetting greenhouse gas emissions through its Clean and Green program. The event — many of whom were wealthy and thirty-something Washington-area professionals — gathered at the club Saturday, dressed in their finest, and sipped "cocktails" made with organic vodka and imported locally produced food as they watched the match.

"This is a typical D.C. event, and we thought we could take it into something to benefit the environment," said Tom Wainick, director of membership and corporate relations at SCORE, the American Council on Renewable Energy, one of the four environmental groups that launched the Green Cup. "You don't have to be austere to be green — you can live your normal life, and you can even be sleek and chic," Wainick said.

Event coordinators worked to determine how much energy would be consumed during the event — for example, how much greenhouse gas would be emitted by people driving to the event. Through efforts, to include the actions taken to reduce pollution, were donated by the Portland, Ore.-based Climate Clean in order to counter-balance the emissions. Coordinators also incorporated green practices into many elements of the planning process — which translates into donations to the recycling and composting, food donated by local, organic restaurants, an option for using to and from the event on a hybrid bus provided by EcoVestCali, biodegradable serving trays, and the use of soy-based ink and recycled paper for printed materials.

Music for the day was provided by the Pocket Playlist, a rock and reggae group that works to spread the message about green living and minimize their carbon footprint at shows.

The Green Cup was a step in the direction of making green living part of an everyday lifestyle.

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**SCENE IN DC**

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