



Certified Green by the Leonardo Academy

Green Cup Polo

Thursday September 6th, 2012
Green Cup Eco Gala at L2

Saturday September 8th, 2012
Green Cup Polo @ Capitol Polo

Est. Guests

2,500

Benefitting
NRDC -
THE NATURAL
RESOURCES
DEFENSE
COUNCIL



EPIC -
EQUESTRIAN
PARTNERS
IN CONSERVATION



Activities

Two high goal polo matches, magnificent half-time events featuring music, divot-stomping, local and national celebrities and equestrian group performances.





ABOUT GREEN CUP POLO EVENT

Green Cup Polo 2012, the sixth annual polo benefit played to raise awareness of environmental issues, 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 The Natural Resources Defense Council and Maryland based Equestrian Partners in Conservation (EPIC). The public is invited to join with diplomats, non-profit organizations, and corporations for a day of polo fun and fundraising for the environment.

Green Cup Polo has shown continuous growth since its inaugural year in 2007 raising funds for worthy environmental causes.

In 2008, 2009, 2010 the event welcomed more than 1000 guests and raised over \$100,000 each year in funding and product donations.

Green Cup Polo is one of the few events in the U.S. that incorporates 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

Executive Host Committee

Neil Agate, Marisa Bianchi, Marcos Bignoli, Hoy Booker, Juanita Breland, Adam Leighton, Mitch Marder, Carlos Mascias, Charlie Muldoon, Joe Muldoon, Pedro Pablo Permy, Angel Prado, Rajeev Sharma, Seema Sharma, Pamela Sorensen, Rocio Velez, Derek Wilson.





REASONS TO SUPPORT GREEN CUP 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 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 Polo is a high caliber event that provides companies with outstanding corporate entertaining. It gives your company an opportunity to entertain clients and partners in a relaxed 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 throughout the marketing and promotion of the event, as well as at the event itself.

The Green Cup Polo is the only Green/Eco Conscious Polo Match in the world. Alan Herskowitz and the NRDC are working hand in hand with the Green Cup team to "Green" the entire event. Your sponsorship not only supports the world's leading eco friendly non-profit organization, the NRDC, it is also an eco-conscious and responsible event.



PREVIOUS GREEN CUP SPONSORS



SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$15,000

- Up to 50 Green Cup VIP Combination tickets, each of which allow the guest admission to the Green Cup Gala on September 6th and VIP Access to the Green Cup Polo matches on September 8th which include access to grandstand VIP area as well as catered hors d'oeuvres and drinks.
- Premium sponsorship recognition in all marketing and advertising surrounding the event.
- 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.
- Ten complimentary "polo for a day" passes for lessons at the Capitol Polo Academy.
- The use of the event's logo in sponsors publicity and marketing efforts.
- Photo opportunities with the polo players and their horses.

GOLD SPONSOR- \$10,000

- Up to 30 Green Cup VIP Combination tickets, each of which allow the guest admission to the Green Cup Gala on September 6th and VIP Access to the Green Cup Polo matches on September 8th which include access to grandstand VIP area as well as catered hors d'oeuvres 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.
- Six complimentary "polo-for-a-day" passes for lessons at the Capitol Polo Academy.
- The use of the event's logo in sponsor publicity and marketing efforts.
- Photo opportunities with the players and their horses.



SILVER SPONSOR - \$2,500

- Up to 8 Green Cup VIP Combination tickets, each of which allow the guest admission to the Green Cup Gala on September 6th and VIP Access to the Green Cup Polo matches on September 8th which include access to grandstand VIP area as well as catered hors d'oeuvres and drinks.
- Premium sponsorship in all marketing and advertising surrounding the event, and 1 mentioning during the event.
- Four complimentary "polo-for-a-day" passes for lessons at the Capitol Polo Academy.

BRONZE SPONSOR - \$1,000

- Up to 4 Green Cup VIP Combination tickets, each of which allow the guest admission to the Green Cup Gala on September 6th and VIP Access to the Green Cup Polo matches on September 8th which include access to grandstand VIP area as well as catered hors d'oeuvres and drinks.
- Premium sponsorship in all marketing and advertising surrounding the event
- The use of event's logo in sponsor publicity and marketing efforts

Additional Sponsorship Opportunities:

In addition to the sponsorship packages above we have the following Polo Partner Sponsorship Opportunities:

Team Sponsors (\$2,000)

BPP - Best Playing Pony Sponsor (\$1,500)

Goal Sponsors (\$1,000)

MVP - Most Valuable Player Sponsor (\$1,500)

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 organization.

SELECT MEDIA ATTENTION

POLO MAGAZINE



The greening of polo

Do your part to help the environment

by Robert Di



Photo courtesy of the polo industry and the polo community.

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Photo courtesy of the polo industry and the polo community.



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FASHION WASHINGTON



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SCENE STEALERS

Green Goes Glam

An eco-friendly polo match brought hats and horses to Potomac, Md., for the Green Cup of Polo July 19. Those attending — and playing — included:

- Zack Tyler, CEO of The Potomac Group
- Robert Di, CEO of the polo industry
- Patricia... CEO of...
- ...


Haute dates

Hilly Trunk Show




July 19, 8:00pm - 10:00pm, The Polo Grounds, Potomac, Md.

Fashion Fights Poverty

July 20, 7:00pm - 9:00pm, The Polo Grounds, Potomac, Md.

Annates June Trunk Show

July 21, 7:00pm - 9:00pm, The Polo Grounds, Potomac, Md.

PRESS & MEDIA COVERAGE

Preservation of the environment for future generations goes to the very heart of why the Green Cup was founded. Washington's only sporting event to be certified as carbon-neutral, the annual polo match and surrounding events serve as a vehicle through which all area parties that are working to solve today's environmental issues can come together to celebrate their accomplishments.

Daniel Swartz, ReVamp Media, 6/30/2010

Polo Goes Green with the German Embassy. The "Green Cup of Polo" remains the only carbon-neutral sporting event in the greater Washington area. The German Embassy will participate in the event as part of the German government's 'Transatlantic Climate Bridge' initiative, and will be represented with its own tent, open to all. The event incorporates green principles into every stage of the planning process. It will feature cuisine from the city's top organic and sustainable restaurants and cafes.

German Mission to the United States, 6/27/2010

(The Green Cup Polo) has become one of the Washington, DC area's premier polo events. The event is a venue for socializing, as well as an opportunity for corporations, non-profit organizations, and politicians to join forces and raise awareness of environmental issues.

Andrea Rogers, AskMissA.com, 6/27/2010

Sponsored by the Capitol Polo Club of Montgomery County, Maryland, The Green Cup of Polo is the first Cleaner and Greener(R) Certified event in the Washington DC area.

Leonardo Academy via The Corporate Responsibility Newswire, 7/3/2008

Green Goes Glam at Eco-friendly Polo Match. 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. Enough offsets, or credits for 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 extensive on-site recycling and composting, food donated by local, organic restaurants, an option for a trip to and from the event in a hybrid taxi provided by EnviroCab, biodegradable serving ware, and the use of soy-based ink and recycled paper for printed materials.

Erin Donaghue, Gazette Newspapers, 7/23/2010

The Capitol Polo Club's Green Cup of Polo brings an old game full of tradition into the 21st century.

Stephanie Green, The Washington Times, 7/15/2009

Green Cup Promotional Video - <http://youtu.be/dGfT87fh994>



CAPITOL POLO CLUB

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