

# COSTA KICK PLASTIC<sup>®</sup>

## GUIDE & OUTFITTER PROGRAM

Our goal is to eliminate single-use plastic water bottles from every guide boat in North America within a decade. Costa's Kick Plastic Guide & Outfitter Program is designed to help you make the switch from disposable to reusable water bottles in your business and send a message to clients that you are a steward of your waterway.

Help eliminate the unnecessary waste of thousands of single-use plastic water bottles per season. Join Costa's Kick Plastic Guide & Outfitter Program and become a leader in the movement to #KickPlastic.

## COSTA<sup>®</sup> KICK PLASTIC<sup>®</sup> GUIDE AND OUTFITTER PROGRAM PLEDGE

The undersigned pledges to immediately: **(1)** Eliminate the use of single-use plastic water bottles in operations. **(2)** Work to eliminate the use of other types of single-use plastic including beverage bottles, plastic bags, straws, cups, and utensils and expanded polystyrene products such as coffee cups and takeout containers.

ORGANIZATION \_\_\_\_\_

NAME \_\_\_\_\_ PHONE \_\_\_\_\_

STREET ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COUNTRY \_\_\_\_\_ EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

## DIGITAL TOOLKIT

includes everything you need to **Kick Plastic**.

- Costa Kick Plastic logo and badges for use on your website, emails, and marketing materials.
- Costa Kick Plastic poster art for you to print.
- Educational materials to share with your community, club, or include with any courses you may offer.
- Exclusive offers on reusable YETI<sup>®</sup>, Klean Kanteen<sup>®</sup>, and unbranded bottles at [kickplastic.org/guide-program](http://kickplastic.org/guide-program).
- Tips on keeping clients hydrated.
- Plastic pollution facts.
- More ways to Kick Plastic in your operations.

**SHARE** your pictures and stories across social media using **#KickPlastic**, **@CostaSunglasses**, or email them to us at [kickplastic@costadelmar.com](mailto:kickplastic@costadelmar.com).

*Conditioned upon the execution and continued honor of this Pledge, the above signed organization is granted a non-exclusive license to use the Costa and Kick Plastic logo for general advertising materials and other promotional purposes. Costa considers all illustrations, photography, designs, graphics, images, logos, icons, text, and other related materials associated with Costa products to be copyrights, trademarks, registrations, and intellectual properties of Costa. Any other use, duplication, reproduction, distribution, display, or transmission without the express written consent of Costa is prohibited. This standard applies to all print and electronic media, including, but not limited, to newspapers, catalogs, radio, television, magazines, and the Internet. This Pledge shall be in effect for a period of two years from the date above, at which point renewal of the Pledge shall be required to continue in the Kick Plastic Guide & Outfitter Program. The above signed organization will be evaluated annually by a Costa representative to ensure that the Pledge is being honored. Failure to maintain the Pledge, as determined in Costa's sole discretion, shall be cause for removal from the Kick Plastic Guide & Outfitter Program.*