

WELCOME TO THE COSTA KICK PLASTIC GUIDE & OUTFITTER PROGRAM

Thanks for being a part of the Costa Kick Plastic Captain, Guide & Outfitter Program. This program is designed to help you make the switch from disposable to reusable water bottles in your business. As a guide, your number one priority is to protect the waters you fish. By reducing the amount of plastic water bottles you use, it sends a message to anglers that you are a steward of your waterway.

As a Kick Plastic Captain, Guide & Outfitter, you'll become a part of an ever-growing community dedicated to helping reduce the amount of plastic that is finding its way into our waterways and ocean. With your commitment to Kick Plastic, your business will help spread awareness about this issue and share ways that we can all work to reduce plastic pollution.

With your help, we can eliminate single-use plastic water bottles from every guide boat in North America within a decade. While that's a big task to take on, there are plenty of recent examples of anglers taking on initiatives for the good of our sport, like the adoption of catch and release, rubberized nets or the use of barbless hooks.

If you are just joining, here's how to get started:

- Make the switch from disposable water bottles to reusable ones.
- Provide your clients with reusable vessels if they don't bring their own. These can be stainless steel bottles or pint cups that can be cleaned and refilled.
- Tell your clients you are part of the Kick Plastic movement and encourage them to start using reusables too.
- Share your pictures and stories across social media using #KickPlastic and @CostaSunglasses.

As a benefit of being part of the Costa KPCGO Program, we have provided a digital toolkit to support your efforts. The toolkit includes:

- Kick Plastic logo for you to use on your website and on email signatures
- Kick Plastic poster artwork
- Tips on keeping customers hydrated
- Discounts on YETI and Klean Kanteen stainless steel bottles
- Plastic pollution facts
- Other ways to Kick Plastic in your operations

Let us know if you have any questions about the Costa Kick Plastic Captain, Guide & Outfitter Program by emailing kickplastic@costadelmar.com. Together, these small steps can have a lasting impact on the health of our watery world.

Warmest regards,

The Costa Kick Plastic Team