



SPONSORSHIP GUIDE



WHAT IS TU COSTA 5 RIVERS?



WE ARE A NATIONWIDE NETWORK OF CONSERVATION-MINDED COLLEGE FLY FISHING CLUBS.

The Trout Unlimited Costa 5 Rivers Program is a national network of TU-affiliated college fly fishing clubs. As the capstone of the TU Headwaters Youth Program, 5 Rivers clubs work to engage fly anglers of all skill levels on their campuses. 5 Rivers clubs bring Trout Unlimited's mission to life on their campuses

through conservation projects, fishing trips, community outreach, and collaboration with their local TU chapter. This program is made possible by the organization of Trout Unlimited and the generosity of Costa Sunglasses. Without the help of these groups, the 5 Rivers program would not be possible.



WHAT DOES TU COSTA 5 RIVERS DO?



5 RIVERS IS HELPING TO BUILD A GENERATION OF CONSERVATION MINDED ANGLERS.

We hold Nationwide events, connect clubs to local TU conservation projects, and empower students to hold their own events. Here are some highlights:

REGIONAL RENDEZVOUS

Held four times each year – Midwest, Southeast, Northeast, Western – these are weekend events full of fly fishing, conservation, community projects and fun, averaging 75 students per event

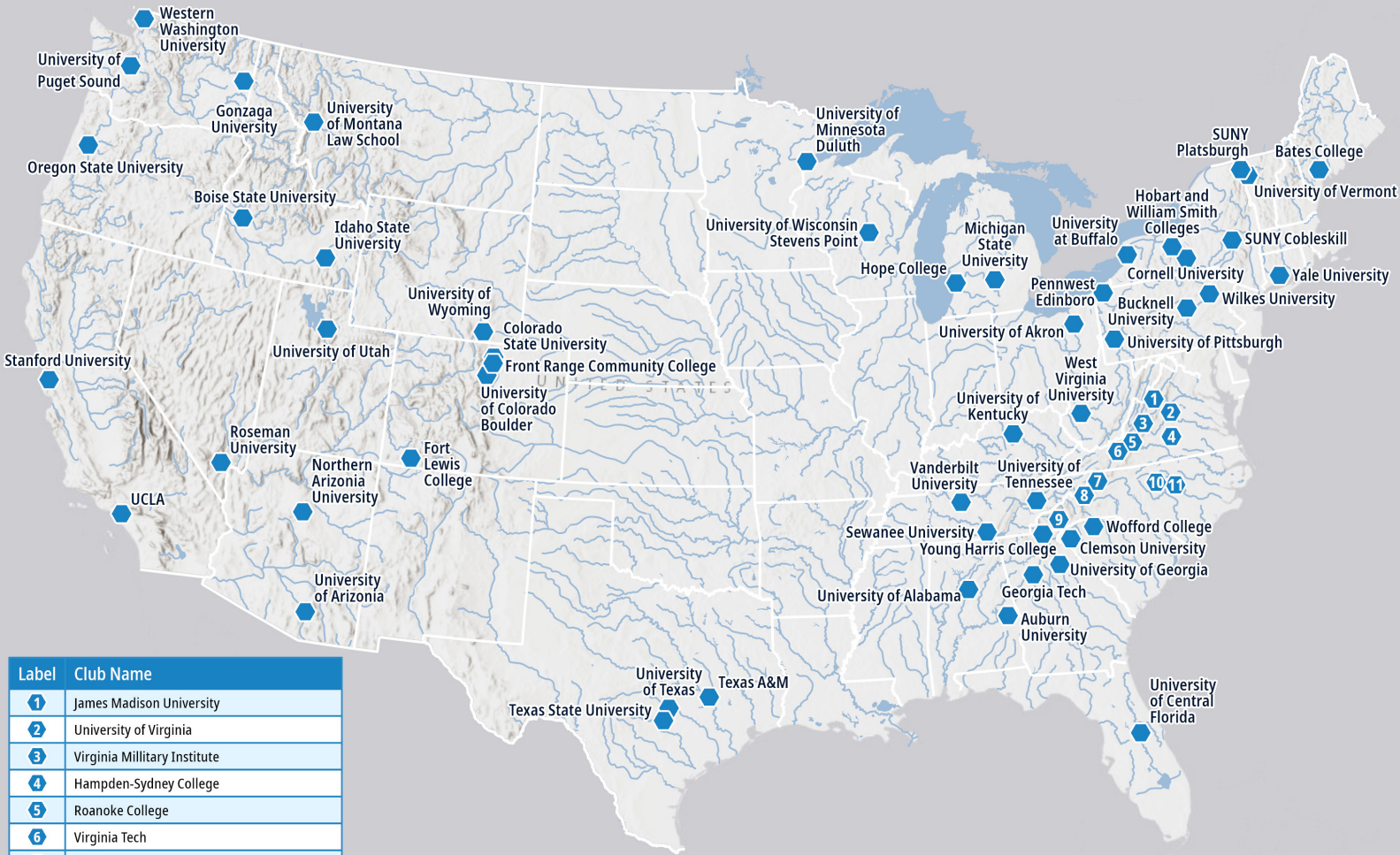
COSTA AMBASSADOR SUMMIT

Every summer, we hold a weeklong leadership summit with the presidents of fly fishing clubs from across the country. This takes place in the Rocky Mountain region and involves hands on work with TU projects, community outreach, leadership training and lots of fishing.

LOCAL CLUB EVENTS

Hundreds of fishing trips, conservation projects, film showings, tying nights, stream clean-ups and more!

HOW LARGE IS TU COSTA 5 RIVERS?



Label	Club Name
1	James Madison University
2	University of Virginia
3	Virginia Military Institute
4	Hampden-Sydney College
5	Roanoke College
6	Virginia Tech
7	Appalachian State University
8	Lees-McRae College
9	Western Carolina University
10	The University of North Carolina at Chapel Hill
11	North Carolina State University

LOCATIONS OF 5 RIVERS CLUBS

70+ clubs and over 2,500 members as of August 2024

17,000 alumni, 800+ Costa ambassadors

500 individual club events each year

100+ stream clean ups every year

We have huge potential for growth: according to the Recreational Boating and Fishing Foundation, there are 684,000 college-aged fly anglers in the U.S.

WHY SPONSOR 5 RIVERS?



If you'd like to connect your brand with a community of conservation focused outdoor leaders, TU Costa 5 Rivers is the place for you. With more than 70 clubs and 2,500 active members we have programs across the country that are leading the way for college students to participate in coldwater conservation.

We are the nationwide network of college fly fishing clubs and we would love to have you join us.

BECOME A SPONSOR:

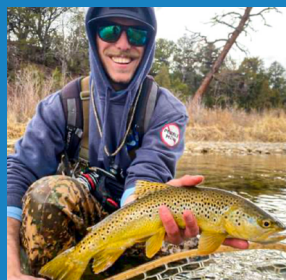
Support 5 Rivers directly with cash or in-kind donations.

Or,

PARTICIPATE IN STUDENT DISCOUNT PROGRAM:

Join our network of outdoor companies that offer exclusive discounts to 5 Rivers members.

If you are interested in becoming a sponsor or joining the student discount program, please reach out to program director Cliff Watson. I look forward to working with you, if you have questions, feel free to reach out.



Tight lines,
Cliff Watson, Director
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