



BRANDYWINE POLO CLUB

Sponsor Opportunities / June – September

Smart business owners agree, aligning with the Brandywine Polo Club is good for business. I look forward to working with you on an effective sponsor strategy in 2024. Elizabeth Hedley, Elizabeth@brandywinepolo.com.

Brandywine Polo Offers

- **Brand Exposure**
Increased brand credibility, exposure to a wider audience, access to affluent consumers, and networking opportunities.
- **Targeted Marketing**
Polo attracts a specific demographic – one that often appreciates luxury products and services. This aligns perfectly with businesses aiming to target high-end consumers.
- **B2B Opportunities**
Our polo events include a mix of business owners and professionals, providing excellent opportunities for B2B marketing and networking.
- **Social Media**
With over 12,000+ FB & Instagram followers, Brandywine Polo offers sponsors a strong social media platform to further their brand exposure.
- **Hospitality**
Polo matches offer a unique and memorable hospitality experience for clients and partners. Sponsoring can provide you with exclusive hospitality options to entertain guests and strengthen relationships.

Brandywine Polo: Fast Facts

- Opening Day, last Sunday in May
- Established in 1951
- Largest Polo Club, Eastern Circuit
- 4 Month Polo Season
- 10 Tournaments
- 12,000+ Social Media Followers
- 10,000 Spectators Over 4 Months
- 36 Polo Matches (Fridays 5:30pm, Sundays 3pm)
- 9 Saturday Night "Starlight Polo" Matches 6pm
- 3,100 Newsletter Subscribers
- Closing Day, last Sunday in September



BRANDYWINE POLO CLUB

Sponsor Opportunities

Title Sponsor: \$50,000

Title Sponsor aligns your business brand with the community of lifestyles the legacy of the Brandywine Polo Club attracts. All print, online media and live broadcasts referenced as; Brandywine Polo Club titled by "Your Company". Receive category exclusivity status. Includes naming rights to the #1 polo field, signature high goal tournament, featured article in seasonal program, banner signage on the #1 polo field as well as additional benefits *based on discussion*.

Presenting Sponsor: \$30,000

All print, online media and live broadcasts referenced as; Brandywine Polo Club presented by "Your Company". Receive category exclusivity status.

Sponsor Benefits

Sponsor Category Exclusivity

Naming Rights - Signature High Goal Tournament

Award Ceremony Presentations with Photos Posted to Social Media 10,000+ followers

Coin Toss & Game Ball Throw In

Front Gate & Pavilion Signage

Brand Awareness / Marketing

- *Name/Logo Displayed Club Entrance*
- *Banner Placement #1 Field*
- *Banners Placement Arena Stadium*
- *Banner Placement Goal Post*
- *Boosted Social Media Posts, 10,000+ Followers*
- *Newsletter Feature, 3100 subscribers*
- *Logo on Website*
- *Sunday Game Sheet Listing*
- *Weekly PA Announcements*

Print Media

- *Seasonal Program Advertisement*
- *Two Page Advertorial*
- *Name and Logo on All Printed Tickets*

Access / Entertainment

- *VIP Players Club Memberships*
- *VIP Parking Spots*
- *Pavilion: Product Display or Corporate Entertainment with Meet & Greet Polo Players*
- *100 GA Tickets*

MATCH SPONSOR

MATCH SPONSORSHIPS are designed to take your business goals to the next level. Whether you are wanting to display products, entertain VIP clients or seek the prestige of naming rights to a polo match in your company's honor, these sponsor levels are unique options intended for maximum exposure and integration.

High Goal - Tournament Sponsor: \$7,500

Sponsor Benefits

Naming Rights - Signature Tournament

Trophy Ceremony, Photos Posted to Social Media 12,000+ followers

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Billboard Banner Placement #1 Field (provided by sponsor)*
- *Banner Placement Arena Stadium (provided by sponsor)*
- *E-Newsletter Feature 3,100 subscribers (provided by sponsor)*
- *Logo on Website*
- *Sunday Game Sheet Listing*
- *PA Announcements*

Print Media

- *Full Page, Seasonal Program Advertisement*

Access / Entertainment

- *2 VIP Players Club Memberships*
- *Polo Pavilion Use: Product Display or Corporate, VIP or Employee Entertainment*
- *15 GA Tickets*

Tournament Options

Opening Day
McHugh Tournament
USPA Eastern Circuit Constitution Cup
USPA Eastern Circuit Sportsmanship Cup
USPA Eastern Challenge Cup
USPA Sunny Hale Women's Tournament
W.B. Dixon Stroud Amateur Cup
Polo Ponies Memorial
Work To Ride Charity Exhibition
Gerald Balding
Landhope Farms Challenge Cup
USA vs England

Sunday Tournament Match Sponsor: \$5,000

Sponsor Benefits

Sunday Grass Match

Trophy Ceremony, Photos Posted to Social Media 10,000+ followers

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Banner Placement #1 Field (banner provided by sponsor)*
- *Banner Placement Arena Stadium (banner provided by sponsor)*
- *Social Media Posts 10,000+ followers*
- *E-Newsletter Feature 3,100 subscribers*
- *Logo on Website*
- *Sunday Game Sheet Listing*
- *PA Announcements*

Print Media

- *Half Page Seasonal Program Advertisement*

Access / Entertainment

- *2 VIP Players Club Memberships*
- *Polo Pavilion: Product Display or Corporate, VIP or Employee Entertainment*
- *10 GA Tickets*

Sunday Match Sponsor: \$3,500

Sponsor Benefits

Sunday Grass Polo Match Sponsor, Date: TBD

Trophy Ceremony with Photos Posted to Social Media 10,000+ followers

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Name/Logo Arena Stadium Banner (provided by sponsor)*
- *Social Media Posts 10,000+ followers*
- *E-Newsletter Feature 3,100 subscribers*
- *Logo on Website*
- *Sunday Game Sheet Listing*
- *PA Announcements*

Print Media

- *Seasonal Program Advertisement, Fourth Page*

Access / Entertainment

- *1 VIP Players Club Memberships*
- *Use of Polo Pavilion: Product Display or Corporate, VIP or Employee Entertainment*
- *10 GA Tickets*

Saturday Night "Starlight Polo" Arena Match Sponsor: \$2,500

Sponsor Benefits

Saturday Night "Starlight Polo" Arena Stadium Match Sponsor 6pm, Date: TBD

Trophy Ceremony with Photos Posted to Social Media 12,000+ followers

Brand Awareness / Marketing

- *Name/Logo Stadium Banner*
- *Social Media Posts 10,000+ followers*
- *E-Newsletter Feature 3,100 subscribers*
- *Logo on Website*
- *Saturday Night Game Sheet Listing*
- *PA Announcements*

Print Media

- *Seasonal Program Advertisement, Fourth Page*

Access / Entertainment

- *Arena Sponsor Tailgate*
- *5 Saturday Night Car Passes*

Arena Stadium Goal Sponsor: \$5,000 (2 available)

New and exciting are the nine “**Starlight Polo**” Saturday night matches. These popular events include a preliminary match and a featured match and a fun theme to engage spectators, ie. Polo in Pink Girls Night Out, Superhero Night, Hippies vs Cowboys, USA vs Argentina. Your company logo to be placed on the arena stadium goal for the duration of all nine Saturday Night Matches and throughout the four-month polo season where lessons take place daily.

Sponsor Benefits

Name/Logo Placed on Stadium Goal

Naming Rights to one Saturday Night “Starlight Polo” Stadium Match

- *Trophy Ceremony with Photos Posted to Social Media, 10,000+ following*
- *Coin Toss & Game Ball Throw In*

Brand Awareness / Marketing

- *Name/Logo Stadium Banner*
- *Social Media Posts 12,000+ followers*
- *E-Newsletter Feature 3100 subscribers*
- *Logo on Website*
- *Saturday Game Sheet Listing*
- *PA Announcements during Saturday Night Matches*

Print Media

- *Seasonal Program Advertisement, Full Page*

Access / Entertainment

- *Use of Stadium Sponsor Deck or Private Tailgate Area*
- *9 Saturday Night Car Passes*

BUSINESS MARKETING

BUSINESS MARKETING SPONSORSHIP are designed for the busy business owner with little time who want to reap the benefits of messaging their product, their services, and their brand to the target rich audience polo attacks. What is the difference in the two levels? Gold level includes an all-access car pass to every match, silver level includes 10 GA passes.

Business Marketing: Gold \$2000

Brand Awareness / Marketing

- *(1) Stadium Banner 3’x16’ or (2) Stadium Banners 3’x8’*
- *(4) Social Media Posts*
- *Logo on Website*
- *Sunday Game Sheet*
- *PA Announcements*

Access / Entertainment

- *(1) All Access Car Pass*

Business Marketing: Silver \$1500

Brand Awareness / Marketing

- *(1) Stadium Banner 3’x8’*
- *(2) Social Media Posts 10,000 followers*
- *Logo on Website*
- *Sunday Game Sheet*
- *PA Announcements*

Access / Entertainment

- *(10) GA Tickets*

A La Carte

Electronic Arena Scoreboard Sponsor: \$5000

- Placement of Your Business Name on the Electronic Arena Scoreboard, Seen by 5,000 spectators
- AD in Polo Program, Full Page
- Social Media Posts, 10,000+ followers
- E-Newsletter Feature, 3,100 subscribers
- All Access Car Pass.

Electronic Timer #1 Field: \$5000

- Placement of Your Business Name on the Electronic Timer #1 Field
- Timer Placement Announcers Stand #1 Field
- AD in Polo Program, Full Page
- Social Media Posts, 10,000+ followers
- E-Newsletter Feature, 3,100 subscribers
- All Access Car Pass

Half-Time Champagne Divot Stomp: \$550

- Sunday Game Half-Time Divot Stomp, #1 Field
- Date: TBD
- Social Media Posts 10,000+ followers
- E-Newsletter Feature 3,100 subscribers
- Includes Champagne, Ice & Plastic Cups
- Option to Help Pour Mid-Field

Most Valuable Player Award: \$500

- Trophy Stage Presentation to Most Valuable Player, Sunday Match
- Social Media Posts, 10,000+ followers
- E-Newsletter Feature 3,100 subscribers
- Award Included or Provided by Sponsor

Best Playing Pony Award: \$500

- Trophy Stage Presentation to Best Playing Pony, Sunday Match
- Social Media Posts 10,000+ followers
- E-Newsletter Feature 3,100 subscribers
- Award Included or Provided by Sponsor

Best Dressed or Hat Contest: \$300

- Trophy Stage Presentation to Best Dressed or Hat Contestant, Sunday Match
- Social Media Posts 10,000+ followers
- E-Newsletter Feature 3,100 subscribers
- Award Provided by Sponsor

Tailgate Contest: \$300

- Trophy Stage Presentation to Best Tailgate Contestant on Sunday Match
- Social Media Posts 10,000+ followers
- E-Newsletter Feature 3,100 subscribers
- Award Provided by Sponsor

Seasonal Polo Magazine Advertising, Due March 1st

- \$875 Full Page
- \$550 Half Page
- \$500 Third Page
- \$400 Fourth Page