



BRANDYWINE POLO CLUB

Sponsor Opportunities / May 28 – Sept 26, 2023

Smart business owners agree, aligning with polo is good for business. You are invited to align your business brand with Brandywine Polo as a sponsor partner in any of the following options designed to meet your budget, marketing objectives, hospitality, and promotional needs. In the spirit of sustainable sponsor relations, custom packages are available. Explore the possibilities by contacting, **Elizabeth Hedley, 561.662.0072, elizabeth@brandywinepolo.com.**

Brandywine Polo: Fast Facts

- 72 Years Running
- Largest Polo Club, Eastern Circuit
- 4 Month Polo Season
- 9 Tournaments
- 10,000 Spectators over 4 months
- 36 Polo Matches (Fridays 5:30pm, Sundays 3pm)
- 8 Saturday Night Matches: Polo Under the Stars 6pm
- 9,000 Social Media Followers
- 3,100 Newsletter Subscribers

Title Sponsor: \$50,000 Benefits based on discussion, including naming rights to #1 Field.

Presenting Sponsor: \$30,000

Presenting 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 referred to as: Brandywine Polo Club presented by "Your Company". Receive category exclusivity status, giving no other direct competitor access. Includes naming rights to a signature high goal tournament, featured article in seasonal program, banner signage on the #1 polo field and more.

Sponsor Benefits:

Sponsor Category Exclusivity

Naming Rights - Signature High Goal Tournament (Only 3 Available)

Award Ceremony Presentations with Photos Posted to Social Media

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Name/Logo Displayed Club Entrance*
- *Name/Logo #1 Field Banner*
- *Name/Logo Stadium Banner*
- *Banner Placement - One Set Goal Posts*
- *Boosted Social Media Posts, 9,000 followers*
- *Newsletter Feature, 3100 subscribers*
- *Logo on Website*
- *Sunday Game Sheet Listing*
- *Weekly PA Announcements*

Print Media

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

Access / Entertainment

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

MATCH SPONSORSHIPS

MATCH SPONSORSHIPS are designed to take your business goals to the next level. Whether you are wanting to display products, entertain VIP clients or seeking 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. New and exciting for 2023 are the **POLO UNDER THE STARS** Saturday night matches. These soon to be popular events include a preliminary match, a featured match, food truck, DJ dancing and fun themes to engage spectators, like Polo in Pink Girls Night Out, Superhero Night, Hippie Dippy Night, Denim & Diamonds and more. All Match Sponsorships include trophy stage presentations with social media postings.

High Goal Tournament Sponsor: \$7,5000

Sponsor Benefits:

Naming Rights - Signature High Goal Tournament & Final (Only 3 Available)

Perpetual Trophy Ceremony with Photos Posted to Social Media

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Name/Logo #1 Field Banner*
- *Name/Logo Stadium Banner*
- *Boosted Social Media Posts, 9,000 followers*
- *Newsletter Feature, 3,100 subscribers*
- *Logo on Website*
- *Sunday Game Sheet Listing*
- *PA Announcements*

Print Media

- *Seasonal Program Advertisement, Full Page*

Access / Entertainment

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

Sunday Tournament Match Sponsor: \$5,000

Sponsor Benefits:

Sunday Grass Tournament Match Sponsor, Date: TBD

Trophy Ceremony with Photos Posted to Social Media

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Name/Logo #1 Field Banner*
- *Name/Logo Stadium Banner*
- *Social Media Posts, 9,000 followers*
- *Newsletter Feature, 3,100 subscribers*
- *Logo on Website*
- *Sunday Game Sheet Listing*
- *PA Announcements*

Print Media

- *Seasonal Program Advertisement, Half Page*

Access / Entertainment

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

Sunday Match Sponsor (Non-Tournament): \$3,500

Sponsor Benefits:

Sunday Grass Polo Match Sponsor (non-tournament), Date: TBD

Trophy Ceremony with Photos Posted to Social Media

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Name/Logo Stadium Banner*
- *Social Media Posts, 9,000 followers*
- *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 Entertainment*
- *20 GA Tickets*

Saturday Night “Starlight Polo” Match Sponsor: \$3,000

Sponsor Benefits:

Saturday Night Stadium Match Sponsor, Date: TBD

Trophy Ceremony with Photos Posted to Social Media

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Name/Logo Stadium Banner*
- *Social Media Posts, 9,000 followers*
- *Newsletter Feature, 3,100 subscribers*
- *Logo on Website*
- *Saturday Night Game Sheet Listing*
- *PA Announcements*

Print Media

- *Seasonal Program Advertisement, Fourth Page*

Access / Entertainment

- *10 Saturday Night Car Passes*

Stadium Goal Sponsor: \$10,000 (2 available)

New and exciting for 2023 are **POLO UNDER THE STARS** Saturday night matches held the first and third Saturday of every month. These soon to be popular events include a preliminary match, a featured match, food truck and DJ dancing. Each Saturday has a fun theme to engage spectators, like Polo in Pink Girls Night Out, Superhero Night, Hippie Dippy Night, Denim & Diamonds and more. Your company logo to be placed on the arena stadium goal for the duration of all 8 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 Stadium Match

- *Trophy Ceremony with Photos Posted to Social Media*
- *Coin Toss & Game Ball Throw In*

Brand Awareness / Marketing

- *Name/Logo Stadium Banner*
- *Social Media Posts, 9,000 followers*
- *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

- *10 Saturday Night Car Passes*

BUSINESS MARKETING

Are you a busy business owner wanting to connect with your target market? Then this is the sponsor level for you. Sign up for a BUSINESS MARKETING SPONSORSHIP designed to reap the benefits of messaging your product, your services, and your brand to the target rich audience polo attacks with minimal investment. What is the difference in the two levels? Gold level includes a car pass for every Friday and Sunday 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) Car Pass, Entry to all Friday & Saturday Matches*

Business Marketing: Silver \$1500

Brand Awareness / Marketing

- *(1) Stadium Banner 3'x8'*
- *(2) Social Media Posts*
- *Logo on Website*
- *Sunday Game Sheet*
- *PA Announcements*

Access / Entertainment

- *(10) GA Tickets*

A La Carte

Electronic Scoreboard Sponsor: \$5000

- Placement of Your Business Name on the Field Side Electronic Scoreboard, Seen by over 5,000 spectators throughout the polo season.
- Social Media Posts, 9,000 followers
- Newsletter Feature, 3,100 subscribers

Goal Post Naming Rights Sponsor: \$1500

- Placement of Your Business Name on one set of Goal Posts, Seen by over 10,000 spectators throughout the polo season.
- Social Media Posts, 9,000 followers
- Newsletter Feature, 3,100 subscribers

Half-Time Champagne Divot Stomp: \$550

- Half-Time Divot Stomp, #1 Field during a Sunday Game
- Date: TBD
- Social Media Posts, 9,000 followers
- Newsletter Feature, 3,100 subscribers
- Includes Champagne & Plastic Cups
- Option to Help Pour

Most Valuable Player Award: \$500

- Trophy Stage Presentation to Most Valuable Player on Final Match
- Social Media Posts, 9,000 followers
- Newsletter Feature, 3,100 subscribers
- Award Included

Best Playing Pony Award: \$500

- Trophy Stage Presentation to Most Valuable Player on Final Match
- Social Media Posts, 9,000 followers
- Newsletter Feature, 3,100 subscribers
- Award Included

Best Dressed or Hat Contest: \$300

- Trophy Stage Presentation to Best Dressed or Hat Contestant on Sunday Match
- Social Media Posts, 9,000 followers
- Newsletter Feature, 3,100 subscribers
- Award Included

Tailgate Contest: \$300

- Trophy Stage Presentation to Best Tailgate Contestant on Sunday Match
- Social Media Posts, 9,000 followers
- Newsletter Feature, 3,100 subscribers
- Award Included

Polo Magazine Advertising, Due March 1st

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