



BRANDYWINE POLO CLUB

Sponsor Opportunities / June – September

Smart business owners agree, aligning with the unique platform of polo is good for business. Let's discuss which Brandywine Polo sponsor strategy works best for you. Elizabeth Hedley, Elizabeth@brandywinepolo.com.

- **Brand Exposure**
Established in 1951, Brandywine Polo is now the largest polo club in the Eastern Circuit. As a result we can offer your business increased brand credibility, exposure to a wider audience, access to affluent consumers, and networking opportunities. Watch as our long-term relationships develop into assets for your business's growth strategy.
- **Targeted Marketing**
Polo events attract a specific demographic – one that is often affluent and appreciates luxury products and services. This aligns perfectly with businesses aiming to target high-end consumers.
- **B2B Opportunities**
Polo events often include a mix of business owners and professionals. Sponsoring Brandywine Polo Club can provide excellent opportunities for B2B marketing and networking.
- **Social Media**
Polo events generate considerable attention on social media. Sponsoring the club allows your brand to tap into this exposure and connect with a wider audience
- **Hospitality**
Polo events 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

- Sunday May 26, 2024, Opening Day
- Established 1951
- Largest Polo Club in the Eastern Circuit
- 4 Month Polo Season
- 10 Tournaments
- 12,000+ Social Media Followers
- 10,000 Spectators Over 4 Months
- 35 Polo Matches (Fridays 5:30pm, Sundays 3pm)
- 8 Saturday Night "Starlight Polo" Matches 6pm
- 3,100 Newsletter Subscribers

Brandywine Polo: Price Points

Title & Presenting: \$20,000 - \$50,000

Polo Match: \$2,500 - \$7,500

Business Marketing: \$1,500 - \$2,000

A La Carte: \$300 - \$5,000



BRANDYWINE POLO CLUB

TITLE & PRESENTING

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

Brand Awareness / Marketing

- *Name/Logo Displayed Club Entrance*
- *Banner Placement #1 Field*
- *Banner 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 High Goal Tournament & Final (Only 3 Available)

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

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Banner Placement #1 Field*
- *Banner Placement Arena Stadium*
- *Boosted Social Media Posts 10,000+ followers*
- *Newsletter Feature 3,100 subscribers*
- *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*
- *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 10,000+ followers

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Banner Placement #1 Field*
- *Banner Placement Arena Stadium*
- *Social Media Posts 10,000+ followers*
- *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*
- *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 10,000+ followers

Coin Toss & Game Ball Throw In

Brand Awareness / Marketing

- *Name/Logo Stadium Banner*
- *Social Media Posts 10,000+ 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, VIP or Employee Entertainment*
- *20 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 10,000+ followers

Brand Awareness / Marketing

- *Name/Logo Stadium Banner*
- *Social Media Posts 10,000+ 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

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

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

New and exciting are the “**Starlight Polo**” Saturday night matches. These popular events include a preliminary match and a featured match and a fun theme to engage spectators, like Polo in Pink Girls Night Out, Superhero Night, Hippies vs Cowboys, and International Night. Placement of your company logo will 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 10,000+ 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

- *Use of Stadium Sponsor 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 all the benefits of messaging their product, their services, and their brand to the target rich audience polo attracts. What is the difference in the two levels? Gold level includes an all-access car pass to every match and the option of a larger banner in the First Bank Arena, silver level includes 10 GA game day passes.

Business Marketing: Gold \$2000

Brand Awareness / Marketing

- *(2) 3’x8’ Stadium Banners or (1) 3’x16’ Stadium Banner in First Bank Arena*
- *(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*
- *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
- 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
- Newsletter Feature, 3,100 subscribers
- All Access Car Pass

Goal Post Naming Rights Sponsor: \$1500

- Placement of Your Business Name on one set of grass field Goal Posts, Seen by over 10,000 spectators throughout the polo season.
- AD in Polo Magazine ½ Page
- Social Media Posts, 10,000+ followers
- Newsletter Feature 3,100 subscribers

Half-Time Champagne Divot Stomp: \$550

- Sunday Game Half-Time Divot Stomp, #1 Field
- Date: TBD
- Social Media Posts 10,000+ followers
- 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
- 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
- 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
- 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
- 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