



Brandywine Polo Sponsor Deck



POLO

Welcome to the Brandywine Polo Club, we're glad you're here and invite you to join us as a valued sponsor for the four month summer polo season.

Established in 1951, Brandywine Polo is more than a sport, more than a passion, it is a community of lifestyles brought together each summer season to celebrate the traditions and excitement of the sport of kings. From Champagne Divot Stomps to Tournament Naming Rights we offer your business brand the opportunity to integrate with one of the most desirable markets the equestrian sport has to offer.

Whether you are looking for brand awareness, B2B networking, hospitality, product launches, employee appreciation gatherings or simply want to align your brand with the panache of polo and our loyal following, the Brandywine Polo Club welcomes your marketing investment.

Welcome to polo!

Elizabeth

Elizabeth A. Hedley
Sponsor Coordinator





WHY BRANDYWINE POLO?

BRAND EXPOSURE

Brandywine Polo Club is the largest polo club in the Eastern Circuit, offering sponsors unparalleled visibility, credibility, and access to an elite audience.

TARGET MARKETING

Polo attracts an affluent, well-educated demographic that appreciates luxury brands, exclusive experiences, and premium services.

B2B NETWORKING

Our events bring together business owners, executives, and professionals, providing a high-value environment for networking and strategic partnerships.

SOCIAL MEDIA REACH

Gain exposure to our 14,000 + followers through digital promotions, social media features, and event highlights.

HOSPITALITY & CLIENT ENTERTAINMENT

Polo offers a sophisticated and memorable setting to entertain clients, employees, and partners in an unforgettable VIP atmosphere.

COMMUNITY ENGAGEMENT

Brandywine Polo is deeply rooted in the local community, supporting charitable initiatives, youth programs, and equestrian heritage. Partnering with us demonstrates your brand's commitment to philanthropy and cultural enrichment.



FAST FACTS

SPECTATORS

- 80% Ages 30-45
- 70% Average Income \$150k
- 65% Average Net Worth \$1M+
- 60% Luxury Car Owners
- 40% Golf & Yachting Fans
- 45yrs + Largest Growing Demographic for Polo School

POLO SEASON

- Opening Day, May 25, 2025
- Closing Day, September 28, 2025
- 4 Months
- 9 Tournaments / 47 Matches
- Fridays Matches 5:30pm
- Saturday "Starlight Polo" 6pm
- Sunday Matches 3pm
- 14,111 Followers: Social Media and Subscribers





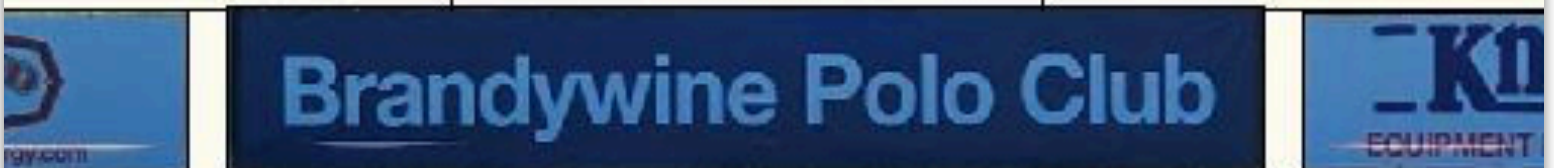
NOW AVAILABLE! NAMING RIGHTS STADIUM, FIELD & PAVILION

Exclusive Naming Rights Opportunity

- ★ #1 Field - **SOLD**
- ★ #2 Field - Available
- ★ Polo Stadium - Available
- ★ Polo Pavilion - Available

Your company name featured prominently in photographs, social media and match references, reaching 10,000 spectators in person and thousands more online.

Custom Benefit Packages Available /  Contact: elizabeth@brandywinepolo.com





TITLE & PRESENTING SPONSORSHIPS

Title Sponsor / \$50,000

Align your brand with the legacy and lifestyle of Brandywine Polo Club. All media references will include: **"Brandywine Polo Club, titled by [Your Company]"**

Exclusive Benefits:

- ✓ All Presenting Sponsor Benefits
- ✓ **Argentine Asado** in your honor with Polo Player meet-and-greet
- ✓ **Branded Polo Jerseys** worn in matches & provided for your executives
- ✓ **Goal Post Branding** for full-season exposure
- ✓ **Team Building Polo Experience** – Group lesson & fieldside brunch

Presenting Sponsor / \$30,000

Position your brand at the forefront of the polo experience. All print, online media, and live broadcasts will reference: **"Brandywine Polo Club, presented by [Your Company]"**

Exclusive Benefits:

- ✓ **Category Exclusivity** – Stand out in your industry
- ✓ **Exclusive Naming Rights** – Signature High Goal Tournament
- ✓ **Trophy Ceremony Recognition** – Photos & Social Media Exposure (14,000+ followers)
- ✓ **Game Day Branding** –
- ✓ **High-Visibility Signage** –
 - Club Entrance
 - (1) 5'x16' Banner #1 Polo Field
 - (1) 5'x16' Banner #2 Polo Field
 - (2) 3'x16' Banners Polo Stadium
- ✓ **High-Impact Branding - Digital & Print Media Exposure**
 - Boosted social media posts (12,000+ followers).
 - Newsletter feature (3,100 subscribers).
 - Logo placement on website.
 - Sunday Game Sheet Listing & PA Announcements.
 - Full-Page Advertisements & Two-Page Advertorials in seasonal program.
- ✓ **Access & Entertainment**
 - VIP Access – (2) VIP Players Club Memberships.
 - Exclusive VIP Parking
 - Pavilion Access – Ideal for product displays or corporate hospitality.



MATCH SPONSORSHIPS

Elevate your brand by sponsoring a **Brandywine Polo Match**. Whether you're looking to **showcase a product, entertain clients, or gain brand visibility**, match sponsorships offer high-impact exposure with the added bonus of social media posts from Trophy Stage presentations.

High Goal Tournament Sponsor – \$7,500 (Most Popular) **Includes Banner #1 Field, Full Pg Program AD & Pavilion Use**

- ✓ **Naming Rights** to USPA Tournament & Final
- ✓ **Trophy Stage** Ceremony Recognition & Social Media Feature (14,000+ followers)
- ✓ **Exclusive Branding** - Banner on #1 Field & Polo Stadium (2) 3'x16' (provided by sponsor)
- ✓ **Digital & Print Exposure** – Social media posts, newsletter feature, game sheet listing, PA announcements, and full-page program Advertisement
- ✓ **Exclusive Access** – (2) **VIP Players Club Memberships, Pavilion use, and 50 GA Tickets**
- ✓ **Added Cost Benefit** - Inquire about branded Polo Jerseys to elevate match final.

Sunday Match Sponsor – \$5,000 **Includes Banner #2 Field, Half Pg Program AD & Pavilion Use**

- ✓ **Naming Rights** to a Sunday Exhibition/Non-Tournament Match Prelims & Final
- ✓ **Trophy Stage** Ceremony Recognition & Social Media Feature (14,000+ followers)
- ✓ **Exclusive Branding** - Banner on #2 Field & Polo Stadium (2) 3'x16' (provided by sponsor)
- ✓ **Digital & Print Exposure** – Social media posts, newsletter feature, game sheet listing, PA announcements, and half-page program Advertisement
- ✓ **Exclusive Access** – (2) **VIP Players Club Memberships, Pavilion use, and 25 GA Tickets**

Sunday Match Sponsor – \$3,500 **Includes Banner in Polo Stadium & Pavilion Use**

- ✓ **Naming Rights** to a Sunday Exhibition/Non-Tournament Match Prelims & Final
- ✓ **Trophy Stage** Ceremony Recognition & Social Media Feature (14,000+ followers)
- ✓ **Exclusive Branding** - Banner in Polo Stadium (1) 3'x16' or (2) 3'x8'
- ✓ **Digital & Print Exposure** – Social media posts, newsletter feature, game sheet listing, PA announcements, and half-page program Advertisement
- ✓ **Exclusive Access** – (1) **VIP Players Club Membership and 15 GA Tickets**

"Starlight Polo" Saturday Stadium Match Sponsor – \$2,500

- ✓ **Naming Rights** to a Saturday Night "Starlight Polo" Match
- ✓ **Trophy Stage** Ceremony Recognition & Social Media Feature (14,000+ followers)
- ✓ **Banner Placement in Polo Stadium** (1) 3'x16' or (2) 3'x8'
- ✓ **Digital & Print Exposure** – Social media posts, newsletter feature, game sheet listing, PA announcements.
- ✓ **Exclusive Access** – (1) **VIP Players Club Memberships, 10 GA Tickets.**



BUSINESS MARKETING

Seize the opportunity to align your brand with the prestige of polo and its influential audience by becoming a **Business Marketing Sponsor**.

- ✓ The **Gold Package** offers **premium access**, including a **single membership to the VIP Players Club** for every Sunday match—providing an exclusive way to engage with the polo community.
- ✓ The **Silver Package** is ideal for the **busy business owner** looking to connect with polo's distinguished following **without the need for regular attendance**.

Choose the sponsorship level that best fits your brand and let Brandywine Polo elevate your visibility.

BUSINESS MARKETING / GOLD \$2,500

A seamless way to integrate your brand into the Brandywine Polo Club community while maximizing visibility and prestige. This sponsorship level offers hands-on marketing benefits, ensuring strong brand alignment with polo by integrating with the weekly guests this club attracts.

Brand Awareness & Marketing

- ✓ **Polo Stadium Presence** – (2) 3'x8' banners or (1) 3'x16' banner displayed in the Polo Stadium, reaching 10,000 spectators over four months. (Provide by Sponsor)
- ✓ **Social Media Promotion** – (4) posts 14,000+ followers (provided by sponsor).
- ✓ **Digital Exposure** – Your logo featured on our website.
- ✓ **Game Day Visibility** – (18) Sunday game sheet listings.
- ✓ **PA Announcements** – Your brand mentioned during Sunday matches.

Exclusive Access & Entertainment

- ✓ **VIP Experience** – (1) Players Club Single Membership, access granted to all 47 events, Sundays in the VIP Players Club's (18) matches.
- ✓ **Event Access** – 10 General Admission "give away" tickets to promote the excitement of polo and connect even further your community with the community at Brandywine Polo.

BUSINESS MARKETING / SILVER \$1500

A hassle-free way to integrate your brand into the Brandywine Polo Club community. Perfect for the busy business owner who wants the prestige of polo sponsorship without the commitment of attending every Sunday match.

Brand Awareness & Marketing

- ✓ **Polo Stadium Presence** – (1) 3'x8' banner displayed in the Polo Stadium, reaching 10,000 spectators over four months. (Provide by Sponsor)
- ✓ **Social Media Promotion** – (3) posts 14,000+ followers (provided by sponsor).
- ✓ **Brand Visibility** – Your logo featured on our website.
- ✓ **Game Day Visibility** – (18) Sunday game sheet listings.
- ✓ **PA Announcements** – Your brand mentioned during Sunday matches.

Exclusive Access & Entertainment

- ✓ **Event Access** – 10 General Admission tickets to experience the excitement of polo and connect even further with the community Brandywine Polo attracts.
- ✓ **Strategic Alignment** – By connecting your brand with the elegance and tradition of polo, you are reinforcing credibility and prestige.

Effortless exposure, valuable connections, and a distinguished brand presence—all without disrupting your busy schedule.



A LA CART SPONSORSHIP OPPORTUNITIES

Program Advertisement / \$500 - \$900

Feature your business in Brandywine Polo Club's **64-page Summer Program**, distributed at the front gate during **Friday and Sunday polo matches**, placed in **local businesses**, and available **online**.



- ✓ Full-Page Ad (\$900) – Includes a 3'x8' banner in the Polo Stadium (provided by sponsor), a social media post, and (6) GA tickets to any Friday 5:30 PM, Saturday 6 PM, or Sunday 3 PM match.
- ✓ Half-Page Ad (\$600) – Includes (4) GA tickets to any Friday, Saturday, or Sunday match.
- ✓ One-Third Page Ad (\$550)
- ✓ One-Fourth Page Ad (\$500)



Half-Time Champagne Divot Stomp / \$800

Take center stage by sponsoring the iconic **Champagne Divot Stomp**, a fan-favorite halftime tradition. Elevate the experience by adding **branded cups** for guests.

- ✓ Includes Champagne (4 cases), Plastic Cups
- ✓ Social Media Promotion (14,000+ followers)
- ✓ (10) GA Tickets



Most Valuable Player Presentation / \$500

Celebrate excellence on the field by presenting the **Most Valuable Player** award on the **trophy stage**, with photos shared on **social media**.

- ✓ Trophy Stage Ceremony & Social Media Feature (14,000+ followers)
- ✓ (6) GA Tickets



Best Playing Pony Award / \$500

Recognize the equine stars of polo by sponsoring the Best Playing Pony award, presented on the trophy stage in front of spectators and featured on social media.

- ✓ Trophy Stage Ceremony & Social Media Features (14,000+ followers)
- ✓ (6) GA Tickets

Hat Contest or Best Dressed Contest / \$300

Celebrate style and tradition by sponsoring the **Hat Contest** or **Best Dressed Contest** – a fun, interactive way to engage with spectators and enhance brand visibility.

- ✓ Trophy Stage Ceremony & Social Media Features (14,000+ followers)
- ✓ (6) GA Tickets



*“Polo,your passport to
the world.”*

-Winston Churchill

Who would have imagined that a polo club founded in 1951 in Toughkenamon, PA would grow into such a valuable asset for the business community and beyond? Polo is more than a sport—it's a lifestyle, a passion, and a community where friendships thrive, horsemanship is honed, and teamwork drives success on the field. For you, it's an invitation to join this rich tradition and connect with an exclusive network. I look forward to collaborating with you to create a meaningful and impactful sponsorship experience at Brandywine Polo.

Best,

Elizabeth

Elizabeth A. Hedley
Sponsor Coordinator
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