



GREENWICH
POLO CLUB

2019 SEASON
SHREVE, CRUMP & LOW CUP
MONTY WATERBURY
AMERICAN CUP
EAST COAST OPEN



2019 CALENDAR – *SUNDAY PUBLIC MATCHES* *16 & 20-GOAL TOURNAMENTS*

SHREVE, CRUMP & LOW CUP

June 9th

June 16th

MONTY WATERBURY

June 23rd

June 30th

AMERICAN CUP

July 7th – tentative private match for 1,000

July 14th

July 21st

EAST COAST OPEN

August 25th

September 1st

September 8th

TENTATIVE SCHEDULE

*Sunday 3pm matches open to the public,
tournament matches continue during the week.
Dates are subject to change.*





GREENWICH
POLO CLUB

ABOUT GREENWICH POLO CLUB

Established in 1981, Greenwich Polo Club is one of only three high-goal polo venues in the United States. Internationally recognized for its rosters of legendary teams and players, Greenwich Polo Club hosts public USPA® high-goal polo matches on Sundays in June through September.

Host to many charity fundraisers and a strong supporter of numerous not-for-profits in Connecticut and New York. The club expects an average of 3,000 spectators each Sunday during the 2018 season, arriving from New York City, Westchester and Fairfield counties.

The high-goal teams arriving to Greenwich from all over the world bring a significant boost to the region. With over 500 horses, 40 players, 50 grooms, and thousands of fans congregating in Greenwich to watch them live. Fans and players travel from New York, Connecticut, New Jersey, Pennsylvania, Massachusetts, Florida and as far as England, Argentina, Australia, India, and Italy.





THE HIGH-GOAL VENUE FOR THE SUMMER *2019 SEASON UPDATES*

Located only 30 miles Northeast of New York City, Greenwich Polo Club is the epicenter of high-goal polo in the United States during the summer and has hosted some of the most prestigious tournaments in the world: the Gold Cup, Sentebale Cup with Prince Harry, the East Coast Open, and the Silver Cup.

The 2018 season set a new record in attendance with more than 27,000 fans during three tournaments. 10 East Coast Open games were livestreamed on USPolo.org with over 29,000 live views and over 5,000 on-demand.

The 2018 season added music and entertainment to the already action-packed Sundays, with a weekly VIP event at the Player's Lounge, the Veuve Clicquot After Polo with live music, DJ's, new bars and exciting polo inspired food menus.





GREENWICH
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OUR PARTNERS

Unique and creative partnership options give select organizations the opportunity to be aligned with one of the most prestigious polo clubs in the world.

In 2018, the club saw attendance grow by over 30% in the VIP areas due to the focus on a curated experience for spectators and sponsors alike. From Executive and Branded Cabanas, to VIP Lawn, Grandstand Boxes and the Players' Lounge which opened in 2018 with 100% sold-out dates. Gourmet food trucks, specialty bars, VIP lounges, high-end vendors, live music, DJ's, unique activations and exquisite charity events. Greenwich Polo Club creates successful experiences for each of our partners and fans alike.



Audi

CTC&G
Connecticut Cottages and Gardens

H
HUBLOT



Veuve Clicquot



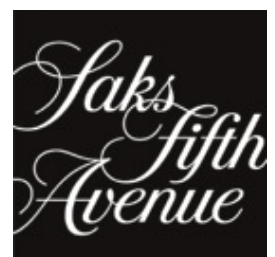
U.S. POLO ASSN.
SINCE 1890

TESLA

TOWN&COUNTRY
WHEELS UP™



LANCÔME
PARIS





EARNED MEDIA

^{Harpers}
BAZAAR

DAILY NEWS

**Sports
Illustrated**

Greenwich Polo Club offers a unique platform for partners to create relevant earned media opportunities across multiple outlets including international, national, regional and local print, television, and digital media.

The Telegraph

YAHOO!
Finance

ctpost

FOX61

greenwich
time

NEWS12
CONNECTICUT



HURLINGHAM
POLO MAGAZINE

RALPH LAUREN

POLOLINE

VOGUE

EQUESTRIO



In 2015-2018, Greenwich Polo Club, fans, teams and partners were featured in many outlets, including Sports Illustrated, Town & Country, Forbes, The Telegraph, Harpers Bazaar, News 12, Greenwich Sentinel, Serendipity Magazine, Pololine, Clickpolo, RideTV, WAG, Greenwich Magazine, Guest of a Guest, Fairfield County LOOK and CT Tourism.



GREENWICH
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DIGITAL MEDIA

A steadily growing, highly engaged audience follows the tournaments, players, horses, events and updates throughout the year. The quality material and original content brings a responsive audience to partners, media and players alike.

Social Media Followers: 30,000+ with 100% positive net sentiment engagement

Top Brand Sentiment Analysis: #funday #somuchfun #cannotwait

Interests: 1-Art | 2-Fashion | 3-Travel | 4-Cars | 5-Food&Beverage

Occupation: Executive Management (top %)

Newsletter: 8,000 select audience with high readership levels

Website visitors: 100,000+ per year Online tickets: 10,000 tickets per year

Media Impressions: 120,000,000+

Attendance: 27,000+ guests during the 2018 season. 28,000+ expected for 2019

Greenwich Polo Club creates a strategic plan through the year with digital media and on-site marketing campaigns to keep increasing the engaged young and affluent audience, with central focus on NYC, Connecticut, New York, and New Jersey, and an extended audience from Pennsylvania, Maryland, Massachusetts, and Florida. The club has international fans mainly from the United Kingdom, Argentina and Germany.





GREENWICH
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DEMOGRAPHICS

Greenwich Polo Club's audience is affluent, educated and fashionable.

Main hubs are arriving from Fairfield and Westchester County, as well as New York City, North and East New Jersey, and as far as Massachusetts, Rhode Island, New Hampshire and Maine. Many of our fans are seasonal residents between CT/NY and Florida.

Connecticut is No. 2 in the U.S. in hedge funds, with about \$400 billion in assets in the state.

Attendance:	30-49 age group	Net Worth:	Westchester County \$627,000 Fairfield County \$1,080,000
Gender:	55% M / 45% F	Education:	60% College Educated, 25% Post Graduate Degree.
Avg. household income:	\$250,000+		
Average home price:	\$2,500,000		





GREENWICH
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PARTNERSHIPS & BRAND AWARENESS

Greenwich Polo Club offers access to a superb audience, to our partners, and international polo teams through sponsorship programs and engaging activations.

Our one-of-a-kind partnerships are organically and strategically created to engage your organization to your target audience and produce an impactful presence with measurable results. Our partners receive:

- Engaged interaction with desired market
- PR campaign for maximum earned media exposure
- Quality unique digital media with your brand's presence
- Ability to host and reward existing clients and supporters
- Experiential creative activations for brands and services
- Branding exposure to our broad attendance
- Digital support through social media, website & newsletters
- Partnerships with like-minded organizations
- Opportunity to participate with our partner charitable organizations.

All of our exclusive partners receive exposure to audiences on-site and around the world interested in arts, sports, travel, high-end fashion, real estate & adventure.





**EAST
COAST
OPEN**



The Perry Trophy is the symbol of the EAST COAST OPEN and dates back to 1905. The tournament continuously attracts national and international fanfare to watch the world's elite polo players as they compete for a chance to have their names etched on this tournament's storied trophy.

Four teams competed in the 2018 East Coast Open, including two female lead teams, Iconica with Maureen Brennan was a strong contender and made it to the final with an undefeated record. Team Audi won the 2018 East Coast Open, repeating an exciting game to the last minute, as they had on their last win in 2015.

2018 TOURNAMENT OVERVIEW

- Public Attendance: 11,000+
- Estimated VIP: 4,000 guests
- Online ticketing: 20,000 unique visitors to website
- Live-stream: 10 matches, 29,000+ live & on-demand views
- Earned media: 30+ published stories
- Impressions: 100,000,000+





2019 SPONSORSHIP LEVELS

CATEGORY EXCLUSIVE : 9 Sundays – 4 Tournaments

Exposure Levels	Season*	Tournament*
Title	\$75,000+	\$25,000 – 50,000
Presenting	\$50,000	\$15,000+
Associate	\$25,000 +/-	Season: ability to have brand on Trophy backdrop & large signage.
Trophy / MVP / BPP	\$15,000+	High visibility, display products, organic branding.
Field Naming Rights	\$15,000+	Largest and most visible branding opportunity.
Branded Cabana	\$12,500+	Field side cabana or pop-up by entrance with branding rights. 1 A-frame sign included + 1 ad on program.
Exclusive Team**	\$45,000+	\$20,000 – \$30,000 Includes jerseys, saddle pads & wraps.
Co-brand Team	\$20,000+	\$8,000+ depending on availability.

Day activations (Event Sponsor Level)

Private VIP Tent (300+ guests)	\$16,500 +/-	40x80' tent + service tent, branding, PR, 90 parking passes.
Executive Hosting Cabana	\$5,000+	16-40 guests. Includes food & beverage, custom furnishings.
Players' Lounge	\$3,000+	Includes hospitality for 12 guests, spot branding if category available.
Pop-Up Shop	\$1,650	Grandstand Pub, Public pop-up or Players' Lounge. Branding, ability to sell, social media, logos. Full page ad on program. Additional sizes and rights available. 3 day pop-up shop/branded cabana starts at \$3,500
Branded Hosting Cabana	\$1,650	Branding, logo on program, field side cabana 10-20 guests. F&B additional.
Ad On Program	\$1,000	750-1,000 units printed each Sunday + online distribution.

*All season & tournament activations include cost of signage (jerseys for teams), PR, branding exposure, logo on program, social media and website presence, as well as parking passes according to the level.

Additional signage and assets available, all programs are customized and can be mixed.

All brands, logos and colors must be pre-screened and approved by the Club.

**Season team includes signage and flags for team tent. For Tournament Team Sponsors, additional signage can be produced at sponsor's cost.

Title, Presenting & Associate levels inclusions depend on the category, each level is customized, may include one or several of the activation options listed. Title, Presenting and Associate levels represent the amount of exposure given in relationship to other partners and visibility during events, and activation opportunities on site. Investments are not in addition to the amounts represented on season/day activations.





THE GROUNDS: VIP SIDE

FROM LEFT TO RIGHT: *PLAYER'S LOUNGE, CABANAS, BAR, GRANDSTAND
WITH VIP LAWN, CABANAS & 40x80' VIP TENT.*

