



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

### SHREVE, CRUMP & LOW CUP

June 9<sup>th</sup>

June 16<sup>th</sup>

### USPA® MONTY WATERBURY

June 23<sup>rd</sup>

June 30<sup>th</sup>

### 20-GOAL AMERICAN CUP

July 14<sup>th</sup>

July 21<sup>st</sup>

### USPA® EAST COAST OPEN

August 25<sup>th</sup>

September 1<sup>st</sup>

September 8<sup>th</sup>

#### *TENTATIVE SCHEDULE*

*Sunday 3pm matches open to the public, tournament matches continue during the week.*

*Dates are subject to change.*





GREENWICH  
POLO CLUB

## DIRECT EXPOSURE TO OUR FANS

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.







## BOUTIQUE POP-UP SHOPS | MULTI-DAY ACTIVATIONS

### HIGH TRAFFIC AREAS



Boutique Pop-Up Shop: \$1,650 per Sunday benefits package to include:

- Premium location (public accessible or Players' Lounge VIP) with 10'x10' space with ability to sell and host activation. Ability to display brand (restrictions apply). Category Exclusive.
- Logo clickable on website event page.
- Inclusion in social media engagement and newsletter for each event

Boutique Pop-Up Shop: \$3,000 PREMIUM (2 Sundays) benefits package additionally includes:

- 2 full page ads in program
- 4 Players' Lounge VIP passes for each day
- Ability to provide players gifts during trophy ceremony

3 or more Sundays: may include signage and logo on main page (packages above \$7,500, if category and space is available).







## PLAYERS' LOUNGE







## THE GROUNDS: VIP SIDE

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

