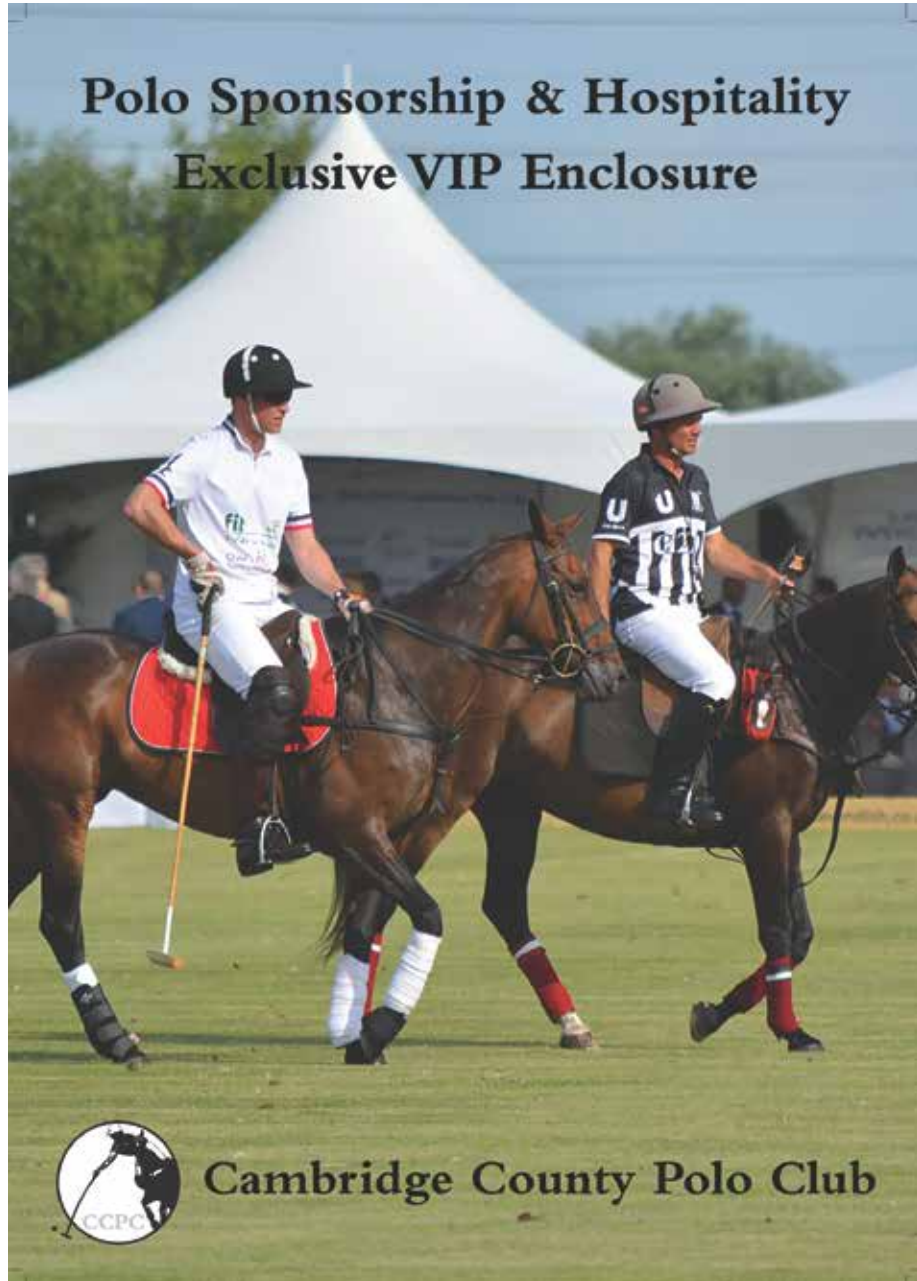


## Polo Sponsorship & Hospitality Exclusive VIP Enclosure



**Cambridge County Polo Club**

# Cambridge County Polo Club Sponsorship & Hospitality

## The Game of Polo

Polo is known as the "Sport of Kings" and carries a kudos of no other sport. Polo is experiencing massive growth and is associated with prestige, style and glamour, making it the ideal vehicle for brand promotion Polo attracts some of the most highly educated and affluent people of any sport. In a country where equestrian sports dominate, Polo is not only growing in popularity but is attracting major high profile sponsors from across all sectors. Polo is an addictive sport like no other, an intoxicating combination of skill, grace and raw equine power, and has to be experienced to understand the full exhilarating beauty of the game.

## Club Overview

The tournament grounds at the Cambridge County Polo Club are exceptional, and recently prompted HRH Prince William to say "I'd rather play here than Guards any day of the week", after playing in a charity match at the club.

The Club is based in an idyllic rural setting near Lode, between Cambridge and Newmarket, set in 220 acres of farmland. There are two immaculate full size tournament pitches laid on peat to protect the ponies legs. The Punt Room is a unique oak framed Club house overlooking well kept lawns bordered by stables, ideal for meetings and entertaining.

Set up in 2010 by Ed Wright, a farmer and former polo player, this friendly club opened it's doors to the public for the 2018 season, holding well attended Polo & Picnic days. It hosted a recent Chamber of Commerce network event and in July held a very successful Business Open Day, with local businesses and existing sponsors coming to network whilst enjoying a day of polo.

The club is now seeking sponsorship to enable it to grow and improve facilities, as well as offering the opportunity for companies to become involved with this prestigious sport. Cambridge County Polo Club is now inviting interested parties to discuss a variety of corporate hospitality packages and sponsorship opportunities for the 2019 season.

## Club Sponsor

For the 2019 season the club will be promoted as 'Cambridge County Polo Club Sponsored by (Your Company Name) (or similar if agreed by Cambridge County Polo Club)

### Brand Exposure:

- You will have your own named tournament and trophy and sponsor representatives to present the trophy
- Club Sponsor company logo on all CCPC promotional emails
- Club Sponsor company logo on all CCPC promotional and Event literature
- Club Sponsor company logo on CCPC website, including a link to your website and 50 words about your company
- Club Sponsor company logo on all CCPC press releases and the presentation / media backdrop
- 12 x advertising banners around the two tournament polo grounds
- Additional branding opportunities around the Polo Club
- Verbal Sponsor references by the Event host /commentator throughout the season at all tournaments
- The opportunity to display branding within the Club House during the season
- A Welcome Message from the Club Sponsor in the official 2019 season programme
- Ability to use status as Club Sponsor of the Cambridge County Polo Club for marketing purposes
- Social media mentions and tags

### Club Sponsor Hospitality:

Hospitality places for up to 20 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for all the seasons tournaments (Saturday & Sunday)

A choice of two of below options or similar events:

- 1 x Exclusive Polo Evening during the season for up to 40 guests in a private marquee including your own private polo match ( not including drinks or catering )
- 1 x Exclusive Evening use of the prestigious Punt Room at the Club House to entertain up to 50 guests ( not including drinks or catering )
- 1 x summer party with private marquee for up to 80 guests including your own private polo match ( not including drinks or catering )

Sponsorship: £25,000 +VAT

\*All sponsor packages can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.



# VIP Enclosure Sponsor

The VIP Enclosure will be known as (Your Company Name) Enclosure

## Brand Exposure:

- Logo on all Cambridge County Polo Club promotional emails
- Logo on all Cambridge County Polo Club promotional and Event literature
- Logo on Cambridge County Club website, including link to Sponsor website and 50 words on your company
- Logo on all press releases and the presentation / media backdrop
- 10 x advertising banners around the two tournament polo grounds
- Additional branding opportunities around the Polo Club
- Verbal Sponsor references by the Event host / commentator throughout the season at all tournaments
- Full page advert in the official 2019 season programme
- Ability to use status as VIP Enclosure Sponsor of the Cambridge County Polo Club for marketing purposes
- Social media mentions and tags

## VIP Enclosure Sponsor Hospitality:

Hospitality places for up to 20 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for all the seasons tournaments (Saturday & Sunday)

1 x Exclusive Polo Evenings during the season for up to 40 guests in a private marquee including your own private polo match ( not including drinks or catering )

1 x Exclusive Evening use of the prestigious Punt Room at the Club House to entertain up to 50 guests ( not including drinks or catering )

Sponsorship: £18,000 +VAT

\*All sponsor packages can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.

# Ground Sponsor

A choice of one of the two main tournament grounds

## Brand Exposure:

- The tournament ground will be known as ' <Your Company Name>' Polo Ground (or similar if agreed by CCPC)
- Logo on all Cambridge County Polo Club promotional emails
- Logo on all Cambridge County Polo Club promotional and Event literature
- Logo on Cambridge County Polo Club website, including link to Sponsor website and 50 words on your company
- Logo on all press releases and the presentation / media backdrop
- Main Branded Ground Signage <Your Company Name>' Polo Ground
- 8 x advertising banners around the two tournament polo grounds
- Additional branding opportunities around the Event site
- Verbal Sponsor references by the Event host / commentator throughout the season
- Full page advert in the official 2019 season programme
- Ability to use status as Tournament Sponsor of the Cambridge County Polo Club for marketing purposes
- Social media mentions and tags

## Tournament Sponsor Hospitality:

Hospitality places for up to 10 guests in a private branded hospitality pod in the exclusive VIP enclosure, available on the days your ground is in use.

1 x Exclusive private marquee for up to 40 guests on your ground during the season( not including drinks or catering )

Sponsorship: £ 15,000 +VAT

\*All sponsor packages can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.





## Tournament Sponsor

A choice of 10 Weekend Tournaments available

### Brand Exposure:

- The tournament will be known as (Your Company Name) Tournament/Cup (or similar if agreed by CCPC) Sponsor representatives to present the trophy
- Logo on all Cambridge County Polo Club promotional emails
- Logo on all Cambridge County Polo Club promotional and Event literature
- Logo on Cambridge County Polo Club website, including link to Sponsor website and 50 words on your company
- Logo on all press releases and the presentation / media backdrop
- 8 x advertising banners around the two tournament polo grounds
- Additional branding opportunities around the Event site
- Verbal Sponsor references by the Event host / commentator throughout the day of your tournament
- Full page advert in the official 2019 season programme
- Ability to use status as Tournament Sponsor of the Cambridge County Polo Club for marketing purposes
- Social media mentions and tags

### Tournament Sponsor Hospitality:

Hospitality places for up to 10 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for either all Saturday or all Sunday tournaments

1 x Exclusive private marquee for up to 40 guests on the Saturday and Sunday of your Tournament( not including drinks or catering )

Sponsorship: £12,000 +VAT

\*All sponsor packages can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.

# Chukka Bus Sponsor

The open topped "Chukka Bus" is the main focal point on tournament days, it is the game scoreboard, a fun viewing platform for guests, the commentary position.

## Brand Exposure:

- The Bus will be branded with (Your Company Name and Logo)
- Logo on all Cambridge County Polo Club promotional emails
- Logo on all Cambridge County Polo Club promotional and Event literature
- Logo on Cambridge County Polo Club website, including link to Sponsor website and 50 words on your company
- Logo on all press releases and the presentation / media backdrop
- 8 x advertising banners around the two tournament polo grounds
- Additional branding opportunities around the Club Grounds site
- Verbal Sponsor references by the Event host / commentator throughout the season
- Full page advert in the official 2019 season programme
- Ability to use status as Bus Sponsor at Cambridge County Polo Club for marketing purposes
- Social media mentions and tags

## Chukka Bus Hospitality:

Hospitality places for up to 10 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for either all Saturday or all Sunday tournament days  
1 x Exclusive private marquee for up to 40 guests at one of the tournaments during the season( not including drinks or catering )

Sponsorship: £12,000 +VAT

\*All sponsor packages can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.





## Team Sponsor

As Team Sponsor you have the opportunity to choose between three of the available club teams and get closely involved in supporting the players. There are 10 weekend tournaments played each season between a variety of teams.

### Brand Exposure:

- Naming Rights to a Polo Team – (Your Company Name) Team
- Exclusive Branding on the Polo players shirts
- Join your team for the presentation of prizes
- 6 x advertising banners around the two tournament polo grounds
- Branding on Cambridge County Polo Club event literature
- Cambridge County Polo Club website link to your company website
- Branded polo team shirt as a memento of the season
- Verbal references from commentators throughout the day
- Full page advert in the official 2019 season programme
- Ability to use status as a Team Sponsor for marketing purposes
- Social media mentions and tags

### Team Sponsor Hospitality:

Hospitality places for up to 10 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for all of the seasons tournaments (Saturday & Sunday)

Sponsorship: £10,000 +VAT

\*All sponsor packages can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.

# Umpire Sponsor

As Umpire Sponsor you will sponsor the umpire for all 20 matches at Cambridge County Polo Club.

## Brand Exposure:

- Branding on the umpire's shirts that will appear in all 20 matches at Cambridge County Polo Club.
- 16 x polo pitch board advertising banners around the polo field
- Branding on Cambridge County Polo Club event literature
- Cambridge County Polo Club website hyperlink to our company website
- Branded polo umpire shirt as a memento of the day
- Verbal references from commentators throughout the day
- Ability to use status as a Umpire Sponsor for marketing purposes
- Social media mentions and tags

## Umpire Sponsor Hospitality:

Hospitality places for up to 10 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for either all Saturday or all Sunday tournaments days

Sponsorship: £6,000 +VAT

\*All sponsor packages can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.







## Prize Sponsor

As the prize sponsor you supply branded prizes for all of the prize giving ceremonies.

### Brand Exposure:

- Sales area at all 20 match days to sell and promote your products
- 24 x polo pitch board advertising banners around the polo field
- Branding on Cambridge County Polo Club event literature
- Cambridge County Polo Club website link to your company website
- Verbal references from commentators throughout the day
- Ability to use status as a Prize Sponsor for marketing purposes
- Social media mentions and tags

### Prize Sponsor Hospitality:

Hospitality places for up to 10 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for all prize giving tournaments days

Sponsorship: £6,000 +VAT

\*All sponsor packages can be tailored with other benefits that can be used throughout the year, to meet the specific needs and objectives of your brand.

## Polo Pitch Board Advertising

these boards mark the edge of the polo pitch and keep the ball in play

Polo pitch boards, offer highly visible advertising along the edge of the pitch. Advertising boards are 180 x 20 cm.

10 x Advertising boards (not including print costs)  
£550 +VAT per season

## Full Season Hospitality

### Private hospitality pod for either all Saturday's or all Sunday's

Hospitality places for up to 10 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for either all Saturday or all Sunday tournament days  
16 x polo pitch board advertising banners around the polo field

Hospitality package: £5000 +VAT

### Private hospitality pod for the weekend

Hospitality places for up to 10 guests in a private branded hospitality pod in the exclusive VIP enclosure, available for all of the seasons tournaments (Saturday & Sunday)  
24 x polo pitch board advertising banners around the polo field

Hospitality package: £8000 +VAT

## Daily Hire, Hospitality Pods

Hospitality places for up to 10 guests in a private hospitality pod in the exclusive VIP enclosure,

Daily Hire. £750 +VAT per day

### Marquee hospitality

1 x table chairs and table cloth for 6 - 10 guests in a pitch side shared marquee  
£55 +VAT/head per day

## Cambridge County Polo Club Business Open Day

This popular business event is the day we invite the business community to join us for a free day of polo. Businesses have their own areas where they can set up a gazebo or marquee and invite guests to entertain, or informally network with other guests and businesses. It can be a formal setting with tables and linen, or a relaxed area with straw bales and picnics. This year one of our sponsors Bentley cars brought along their latest luxury models to display

### Typical Polo Tournament Day

Tournaments are usually played over two weekend days, Saturday and Sunday. The gates open at 10.30am and the first match start at 11am. Each game is made up of four Chukkas each lasting 7 minutes. After each Chukka there is a short break for the players to change ponies. A polo match will last around 1 hour 15 minutes. Depending on the tournament there will be four matches per day with the days polo finishing around 4.30pm. Attendance times are relaxed with guests able to arrive and leave at their discretion. Our open topped "Chukka Bus" is the main focal point on tournament days, it is the game scoreboard, a fun upper deck viewing platform for guests, and the commentary box. On the last day of each tournament there will be a prize giving ceremony for the winning teams and player of the day. There are various events of interest during the year such as the Rolls Royce owners club's annual meet. Player and pony safety are paramount during polo tournaments, and on very rare occasions polo tournament days may have to be cancelled if the ground is deemed unsafe for play.

### Tournament Day Catering

Catering on the day is very flexible, you can either use the catering options offered by the club, or engage your own caterers for the event, or bring your own food and drink. The Polo club offers a selection of catering option for the day from picnics, buffet lunches and grazing tables to a waitress served formal lunch. There will also be food and drink available to buy on the day from our good quality local food and drink vendors, as well as the popular Prosecco bar available on our double decker Chukka bus.

HRH Prince William images courtesy of the Cambridge Independent