



GREENWICH  
POLO CLUB

SPONSORSHIP DECK  
2023



EAST COAST HIGH GOAL  
TOURNAMENTS

# POLO PARTNERSHIPS HOSPITALITY

*SUNDAY POLO EXPERIENCE*

| Falcon ✈️

SOCIÉTÉ  
GÉNÉRALE



Celebrity X Cruises®

ESPN polo

HSS | Hospital for Special Surgery

BARBADOS





**START WITH  
THE END  
IN MIND**

**The Message to our Patrons:**

*"Sundays in Greenwich are Polo Sundays. All summer long tens of thousands of guests from Fairfield County, Westchester County, and New York City gather for a day unlike any other at one of the iconic Connecticut landmarks, Greenwich Polo Club."*





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## AN ICONIC VENUE

# GREENWICH POLO CLUB

Welcome to Greenwich Polo Club, the summertime home of high-goal polo in America for more than 40 years. With three meticulously maintained grass fields, an annual schedule of internationally recognized tournaments running from June to September, and Sunday match hospitality, Greenwich Polo Club offers an exceptional experience.

Greenwich Polo Club was established in 1981 and is regarded as one of the top high-goal polo venues in the world. Known for its unmatched roster of legendary teams, professional players, and champion equine athletes, GPC hosts some of the most important tournaments in polo, including the prestigious East Coast Open. The club is home to the legendary White Birch polo team, one of the most successful in history, having won the most high-goal polo tournaments of any team for the past 25 years, including the US Open Polo Championship in 2005.

Some of the world's best players have played at Greenwich Polo Club, including Mariano Aguerre, Hilario Ulloa, Nacho Figueres, and many others. Each Spring, players descend on Greenwich with their strings of elite horses to compete for polo's most prestigious titles.





# SPOTLIGHT ON OUR VALUES

## WORLD-CLASS SPORT



Greenwich Polo Club is unique in that we play high goal polo matches of 16 – 20 goals, featuring the best professional players and horses in the world. The East Coast High Goal Series: Bronze Cup, Silver Cup, Gold Cup and The East Coast Open are some of the most coveted tournaments in the international polo calendar. The “home team” White Birch Farm, captained by Hall of Famer Mariano Aguerre, has won more high goal tournaments than any other team in history over the past 30 years, including the US Open, USPA Gold Cup and the East Coast Open.

## UNMATCHED HOSPITALITY EXPERIENCE



Looking for the ultimate polo experience? Look no further than Greenwich Polo Club! Our world-class hospitality is unmatched, providing a luxurious and unforgettable setting for polo enthusiasts and casual spectators alike. From exclusive VIP areas to gourmet food and drinks, we go above and beyond to ensure our guests feel pampered and indulged. A private hospitality space at Greenwich Polo Club is the ultimate way to impress your friends and clients.

## KEY PARTNERS: INDUSTRY ICONS



Our track record of partnering with top companies speaks for itself. With our extensive reach and dedicated service, we provide unparalleled exposure for your brand, as well as unique and exclusive opportunities to engage with our esteemed audience. Whether you're looking to increase your brand's visibility, connect with a new customer base, or simply enjoy the exciting world of polo, we have the expertise and resources to make it happen.





GREENWICH  
POLO CLUB



## THE POLO EXPERIENCE SUNDAY MATCHES



The Sunday Polo Experience at Greenwich Polo Club is an afternoon to remember. Our audience is largely from the affluent local area of Fairfield County and NYC with an average online ticket order over \$200 in 2022.

- 12 Sunday events from June – September
- Expected 2023 GPC Sunday attendance: 40,000 – 50,000

### SUNDAY MATCH OPPORTUNITIES:

- Memorable hospitality and corporate entertainment opportunities for 2 – 500+ guests
- Increase brand awareness, image and customer loyalty to a select high-value audience
- Meaningful connection with local demographic in a deep, organic and influential way
- Exclusive ‘money-can’t-buy’ experiences for sponsors and their client/executives
- Bring new energy to corporate events
- Align your brand with other leaders in sports marketing and luxury events



# THE PONY BAR BY THE CUP BEARER



POLO. PARTNERSHIPS, HOSPITALITY

## THE CUP BEARER

### COCKTAIL SELTZER \$13

#### *Pashas Persian Lemonade*

REFRESHING BLEND OF VODKA, FRESH LEMONADE, CUCUMBER, ROSEWATER AND MINT.

### COCKTAILS \$16

#### *Pony G&T*

TUCK GN, FEVER-TREE TONIC, LIME, ROSEMARY

#### *Melon Mamma*

AMERICAN HARVEST VODKA, LEMON, HONEYDEW MELON, APEROL

#### *Chukker*

CÓDIGO 1530 TEQUILA, CÓDIGO MEZCAL, WATERMELON, FRESH LIME, AGAVE NECTAR

#### *Voodoo Lady*

HAVANA CLUB RUM, PASSIONFRUIT, PINEAPPLE, LIME, ELDERFLOWER

#### *Aperol Spritz*

APEROL, CHAMPAGNE, TOPO-CHICO, SLICE OF ORANGE

PLEASE PURCHASE DRINK TICKETS FROM CASHIER



## THE CUP BEARER

### BUBBLES & THE REST

#### *Taittinger Brut*

GLASS \$22 | BOTTLES \$115

#### *Wine*

AIX ROSÉ | KENWOOD SAUVIGNON BLANC  
GLASS \$15 | BOTTLE \$56

#### *Scotch*

MACALLAN DB 15YR | \$35

#### *Beer \$8*

MICHELADA + \$2

#### *Non-Alcoholic \$6*

FLAT WATER | TOPO-CHICO | FEVER-TREE GINGER ALE | FEVER-TREE COLA

PLEASE PURCHASE DRINK TICKETS FROM CASHIER





# SUMMER 2023 SUNDAY SCHEDULE



# GREENWICH POLO CLUB

**JUNE  
4**

East Coast  
Bronze Cup

**JUNE  
11**

East Coast  
Bronze Cup

**JUNE  
18**

East Coast  
Bronze Cup

**JUNE  
25**

East Coast  
Silver Cup

**JULY  
9**

East Coast  
Gold Cup

**JULY  
16**

East Coast  
Gold Cup

**JULY  
23**

East Coast  
Gold Cup

**AUGUST  
27**

East Coast  
Open by Audi  
**ESPN**

**SEP  
3**

East Coast  
Open by Audi  
**ESPN**

**SEP  
10**

East Coast  
Open by Audi  
**ESPN**

**SEP  
17**

American Cup

**SEP  
24**

Greenwich  
Cup



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# HIGH GOAL POLO

## GLOBAL VENUES

**ESPN** Major tournaments broadcast on the ESPN platform



**East Coast Open**  
Greenwich Polo Club  
USA



**US Open Polo Championship**  
National Polo Center  
USA



**Argentine open**  
Palermo  
Buenos Aires, Argentina



**British Open Gold Cup**  
Cowdray Park Polo Club  
United Kingdom





# DEMOGRAPHICS AND MEDIA REACH

**EST. YEARLY EARNED MEDIA:**  
**IMPRESSIONS 86,000,000**

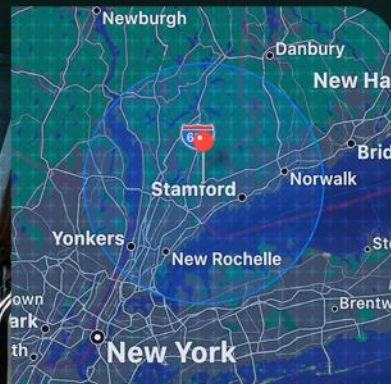
**FORBES | WELL + GOOD | MOFFLY MEDIA | WAG | AOL | COTTAGES & GARDENS | QUEST MAGAZINE | EQUESTRIAN LIVING | LUXURY EXPERIENCE | THE MANUAL | BLOOMBERG | ELLE DÉCOR | LIQUOR.COM | CHILLED | MARTHA STEWART | INSIDEHOOK | EAST END TASTE | HEARST | GREENWICH FREE PRESS**

## Aol.

7 unique weekend trips to take before the summer's over



If you're in New York, take an hour train ride from the city to Connecticut for a day that will have you feeling like you're in the South. Head to the polo field to watch a game of polo, and then enjoy the views of the Connecticut River Valley. And don't forget to watch some world-class polo.



**GREENWICH POLO CLUB'S AUDIENCE IS AFFLUENT, EDUCATED, AND FASHIONABLE. OUR GUESTS ARRIVE FROM FAIRFIELD AND WESTCHESTER COUNTY, NEW YORK CITY, NORTH, EAST NEW JERSEY, AND AS FAR AS MASSACHUSETTS, RHODE ISLAND, NEW HAMPSHIRE, AND MAINE. IN ADDITION, MANY OF OUR FANS ARE SEASONAL RESIDENTS BETWEEN CT/NY AND FLORIDA.**

**CONNECTICUT IS NO. 2 IN THE U.S. IN HEDGE FUNDS, WITH APPROXIMATELY \$400 BILLION IN ASSETS IN THE STATE.**

**ATTENDANCE: 2022 EST. 40,000**

**30-49 KEY AGE GROUP**

**GENDER: 48% M / 52% F**

**AVG. HOUSEHOLD INCOME: \$250,000+**

**AVERAGE HOME PRICE: \$2,500,000**

**NET WORTH: WESTCHESTER COUNTY \$627,000**

**BAZAAR**  
greenwich  
time



**The Telegraph**

**DAILY NEWS**



**HURLINGHAM**

**YAHOO!**  
Finance



**Sports Illustrated**

**EQUESTRIAN**



**VOGUE**

**POLO. PARTNERSHIPS, HOSPITALITY**





# THE PERFECT LOCATION

Before, during, and after the Sunday polo action, Greenwich Polo Club is poised to assist you with all the details needed to ensure a superb end-to-end VIP experience:



PREMIUM ON-SITE HOSPITALITY



VIP TRANSPORT AVAILABLE VIA GREENWICH, CT AND NYC



5 STAR HOTEL ACCOMMODATIONS ON GREENWICH AVE.



VENUE ONLY 10 MIN FROM HPN AIRPORT (COMMERCIAL AND PRIVATE CHARTER)



IDEAL LOCATION GREENWICH, CT



VIP ACCESS



PREMIUM FOOD AND DRINKS



VIP TREATMENT

POLO. PARTNERSHIPS, HOSPITALITY



NEW YORK EQUESTRIAN COMMUNITY



WESTCHESTER COUNTY AIRPORT



DELAMAR HOTEL GREENWICH WATERFRONT



GREENWICH  
POLO CLUB



## PARTNER SPOTLIGHT



**Audi**

Official Luxury Vehicle & Presenting Sponsor of the East Coast Open  
(2015 – Present)

“This continued partnership between Audi and Greenwich Polo Club not only affirms Audi's commitment to and support of the East Coast Open tournament, but it also provides an organic and exciting platform for our brand to engage with fans of the sport.”

– Jennifer Kircher, Audi of America Marketing Manager.

### Partnership Highlights:

**Featured Activation: Tournament naming rights – East Coast Open Presented by Audi**

East Coast Open Final VIP event with Audi. On the afternoon of the final 250 VIP guests are treated to an afternoon of horsepower, luxury and world class equestrian sport in the North Hospitality Tent.

Audi vehicle displays throughout the grounds and participation on the field in the opening and closing ceremonies.

Polo team: Audi Polo Team featured in the tournament via the White Birch Polo Team







GREENWICH  
POLO CLUB

SPONSORSHIP  
PACKAGE OFFERINGS

+

ADVERTISING OPPORTUNITIES



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GREENWICH  
POLO CLUB

13



## SEASON MAIN/TITLE SPONSOR or PRESENTING SPONSOR

Tournament/Season Naming Rights | Top Venue Signage | Activation Area | VIP

Event Day | Client Hospitality & Experiences



Access to this level of sponsorship begins at a budget of \$75,000 – \$250,000 budget and can be elevated and designed to meet any marketing and hospitality goals



## PARTNERSHIP FRAMEWORK

### Property Entitlements

- 2023 Season Title or Tournament Presenting Sponsor of Greenwich Polo Club designation
- Category exclusive sponsor
- Use of event images and GPC logos with commercial rights and business pass-through rights

### Hospitality

- VIP season SkyBox for 4 guests each Sunday with VIP parking and access to the Players' Lounge Tent
- Cabana with branding for 25 guests for one Sunday match or more/all matches. Includes parking, tickets, umbrellas, furnishings, and sign.
- VIP Event day opportunity for 100+ Guests

### Signage

Top-level package of venue signage assets (broadcast visible)

- Logo inclusion in Official Sponsor positioning:
  - (1) 36"x 293" Top of main scoreboard (exclusive)
  - (2) 60"x120" East Lawn billboard sign
  - (8) 30"x72" Field side A-frame sign
  - (4) 30"x72" Grandstand sign (2/2 facing out and in)
  - (2) 30"x72" Walking entrance sign
  - (16) branded 8' white umbrellas
  - Logo on award ceremony backdrop and players' lounge tent step and repeats

### Event Content/Activation

- Sponsor-branded activation or product placement in BEST high-traffic areas or other initiatives based on Sponsor KPIs (i.e., "SPONSOR Pony Bar" or ability to display large product like a car/boat or step and repeat adjacent to the bar area)

### Media

- Video Screen: Inclusion on 25'x15' HD video screen with Sponsor video in show playlist and one dedicated play during break in play, video up to 30 seconds in length
- Website: Logo on website homepage in Official Sponsor placement, tickets page and on the partners page
- Social media inclusion during the year's media plan, plus main feed post announcing the partnership
- Game Program: Full page advertisement in the Sunday Polo Post program
- Logo inclusion across all promotional materials (schedule, graphics, etc.)

[+ Additional ideas and VIP opportunities for top Sponsors](#)



## OFFICIAL SEASON SPONSOR

Full Venue Signage Package | Activation Location or VIP Private Event Day |

Hospitality Package |



Access to this premier level of sponsorship begins at \$25,000 - \$50,000 and can be elevated to meet any marketing and hospitality goals



## PARTNERSHIP FRAMEWORK

### Property Entitlements

- 2023 Official Sponsor of Greenwich Polo Club designation
- Category exclusive sponsor
- Use of event images and GPC logos with commercial rights and business pass-through rights

### Hospitality

- VIP season SkyBox for 4 guests each Sunday with VIP parking and access to the Players' Lounge Tent
- Cabana with branding for 25 guests for up to 3 Sunday matches. Includes parking, tickets, umbrellas, furnishings, and sign.

### Signage

Full package of venue signage assets (broadcast visible)

- Logo inclusion in Official Sponsor positioning:
  - (1) 60"x120" East Lawn billboard sign
  - (3) 30"x72" Field side A-frame sign
  - (4) 30"x72" Grandstand sign (2/2 facing out and in)
  - (2) 30"x72" Walking entrance sign
  - (4) branded 8' white umbrellas
  - Logo on award ceremony backdrop and players' lounge tent step and repeats

### Event Content/Activation

- Sponsor-branded activation or product placement in high-traffic areas or other initiatives based on Sponsor KPIs (i.e., "Celebrity Cruises Pony Bar" or ability to display large product like a car/boat/aircraft)

### Media

- Video Screen: Inclusion on 25'x15' HD video screen with Sponsor video in show playlist and one dedicated play during break in play, video up to 30 seconds in length
- Website: Logo on website homepage in Official Sponsor placement, tickets page and on the partners page
- Social media inclusion during the year's media plan, plus main feed post announcing the partnership
- Game Program: Full page advertisement in the Sunday Polo Post program
- Logo inclusion across all promotional materials (schedule, graphics, etc.)
- Inclusion in weekly & multi-weekly email blasts to all historic ticket buyers 25k+ emails. Logo and content block.



## ASSOCIATE SEASON SPONSOR

Venue Signage | Activation Location or VIP Private Cabana | Hospitality Package



Access to this premier level of sponsorship begins at \$10,000 - \$15,000 and can be elevated to meet any marketing and hospitality goals



## PARTNERSHIP FRAMEWORK

### Property Entitlements

- 2023 Associate Sponsor of Greenwich Polo Club designation
- Non-category exclusive sponsor
- Use of event images and GPC logos with commercial rights and business pass-through rights

### Hospitality

- VIP season SkyBox for 4 guests each Sunday with VIP parking and access to the Players' Lounge Tent

### Signage

Partial package of venue signage assets (broadcast visible)

- Logo inclusion in Official Sponsor positioning:
  - (3) 30"x72" Field side A-frame sign
  - (4) 30"x72" Grandstand sign (2/2 facing out and in)
  - (2) 30"x72" Walking entrance sign
  - (4) branded 8' white umbrellas
  - Logo on award ceremony backdrop and players' lounge tent step and repeats

### Event Content/Activation

- Sponsor-branded activation or product placement in high-traffic areas or other initiatives based on Sponsor KPIs (i.e., "Celebrity Cruises Pony Bar" or ability to display large product like a car/boat)

### Media

- Video Screen: Inclusion on 25'x15' HD video screen with Sponsor video in show playlist and one dedicated play during break in play, video up to 30 seconds in length
- Website: Logo on website homepage in Associate Sponsor placement, tickets page and on the partners page
- Social media inclusion during the year's media plan, plus main feed post announcing the partnership
- Game Program: Full page advertisement in the Sunday Polo Post program
- Logo inclusion across all promotional materials (schedule, graphics, etc.)
- Inclusion in weekly & multi-weekly email blasts to all historic ticket buyers 25k+ emails. Logo and content block.





## MEDIA



### Season Program Full Page | \$2,500

- 12 Sunday Matches of distribution + Online
- A program book is given to each vehicle arriving (10,000+ copies printed)
- The weekly program is roughly 30 pages (50/50 content to ads)
- Specs: 6"x9" (vertical) with .125" bleeds or white edges
- *Single-day ad option: \$250/day*



### Season Video Screen Spot (30 seconds) | \$5,000

- 12 Sunday Matches in video screen playlist pre-game (2 plays per hour from 1 – 3 pm) and 1 play during the match during break in play
- Ultra HD screen (2048x1152 resolution) 25' x 15' jumbotron with prime viewing angles and audio to the VIP tent and all of the venue
- Specs: HD video formats accepted (.mp4 preferred) with full audio



### Season Signage Placements | \$2,500 - \$50,000

- 12 Sunday Matches at the Greenwich Polo Club with signage presence for in-venue guests, approx. 40,000 attendees.
  - (2) 30"x72" Field side A-frame signs: \$2,500
  - (2) 30"x72" Walking entrance signs: \$4,000
  - (2) 30"x72" Grandstand sign: \$5,000
  - (1) 60"x120" East Lawn billboard sign: \$15,000
  - (1) 36"x 293" Top of main scoreboard \$50,000





## HOSPITALITY



Season SkyBox | \$3,500 *(see photo on page 36)*

- 12 Sunday Matches with 4 seats in a box atop the Greenwich Polo Club grandstand. Best view of the match and shade, hostess and bar server. Includes VIP parking. Option available to combine boxes to accommodate 8, 12 or more seats together for full season. *Single day box is \$350 for 4 guests.*



Sunday Cabana (single day) | \$900 *(see photo on page 40)*

- 12 Sunday Matches to choose from. Includes tickets for 25 guests and 6 parking passes. Field-side 10'x10' cabana tent and private 25'x10' lawn in front up to the polo pitch. Includes 4 piece garden lounge set, a 7' umbrella, 8 chairs, and a cocktail table. Multiple cabanas can be combined to host up to 100 guests. Located close to the food trucks, Pony Bar, and trailer bathrooms.



Players' Lounge Suite (single day) | \$1,000

- A reserved suite for 10 guests on the front lawn of the Players Lounge. Includes full access to the Players' Lounge tent, but with an amazing reserved place for your guests to enjoy the match. One of the very best views of the game. No food or drinks included, you may purchase bottle service and polo picnic boxes or catering to compliment the occasion. Includes 5 parking passes.





## HOSPITALITY (continued)



### Hospitality Tent for 100 – 250+ | \$7,500 – \$25,000

- Private Tent for up to 250 Guests, perfect for large corporate event
- Sunday Matches to choose from in June, July and September. Includes VIP parking area.
- Includes 40'x80' tent with 120'x40' of lawn space up to the polo field. *(Does not include furnishings, umbrellas, bar, etc.)*
  - Ability to add open bar package for \$45 per person (additional premium champagne options available)
  - Ability to book catering with premium caterer or gourmet food trucks



### Players' Lounge Tent Buyout+ | \$50,000 *(see photo on page 39)*

- Players' Lounge Tent for up to 250 Guests, perfect for large corporate event. Full buyout of GPC's VIP tent for a Sunday match.
- Sunday Matches to choose from only before tickets in June, July, August and September. Includes complete furnishings, private cash bar, live music, VIP parking area.
  - Ability to add open bar package for \$45 per person (additional premium champagne options available)
  - Ability to book catering with premium caterer or gourmet food trucks
- Ability to add branding or combine into season sponsorship at higher level.





GREENWICH  
POLO CLUB

# BRANDING/ACTIVATION ILLUSTRATIONS

























**Polo Post**  
SEPTEMBER 8, 2019

**Electric has gone Audi.**  
The all-electric Audi e-tron is here.  
Reserve now at audiusa.com/etron

Presented by the Tri-State Audi Dealers  
AudiOffers.com

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At Hospital for Special Surgery, we're uniquely focused on the way you move.

We're the only hospital in New York that is nationally ranked #1 in any specialty. We've been top ranked for orthopedics and rheumatology for 27 straight years, and ranked #1 for orthopedics for the past nine years by U.S. News & World Report.

All to keep you moving. To keep you you.

To learn more about why more than 135,000 people from 85 countries and all 50 states came to HSS last year alone, visit HSS.edu.

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**GREENWICH POLO CLUB**

HOME SHOP SCHEDULE SUNDAY TICKETS ABOUT POLO SPONSORSHIP GUEST SERVICES



MIAMI BEACH

7833 Atlantic Way, Miami Beach, FL 33141

RESIDENTIAL |

7 BD | 9.5 BA | 8,648 SQ. FT.

COURTESY OF CORCORAN

\$26,500,000



## 10 things to know about polo

• **EACH GAME CONSISTS OF TWO TEAMS:** You'll find 4 players on each team for official matches, competing on a field 300 yards by 160 yards, equivalent to 10 football fields, with goal posts on either end. Similar to hockey or soccer, each team attempts to score goals in the opponents' goal. The winner is the team that scores the most goals. Polo ponies are changed every chukker (period), they are called ponies, although they are full-grown horses. You can find 80-100 horses on the field.

• **CHUKKERS:** The periods in which games are divided. Each chukker is 7 and a half minutes, 6 chukkers are played in each match at Greenwich. The word is derived from India.

• **MALLET:** Stick made out of a hunk of wood used to hit the ball.

• **GOALS:** The direction of the game changes after every score, to make the conditions even.

• **OFF-SIDE:** The right side of the horse.

• **NEAR-SIDE:** The left side of the horse.

• **HANDICAP:** The way a player is rated. From -2 to 10 depending on their skills as a rider and player. A 10-goal is considered the best and less than 100 players in the world have ever reached



this achievement. Handicaps are assessed continuously throughout the year, and they are expressed in goals to describe a player's value to the team, not the goals he is expected to score. A game is put together matching the overall handicap of all players. The level of teams for low and high goal polo games vary within each region of the world.

• **LINE-OF-THE-BALL:** This is "the right of way" in polo, created to avoid dangerous situations. It works like a 2-way highway and it changes every time the ball is hit. This line may never be crossed by other players.

• **RIDING-OFF:** When a horse makes another horse move away from the line of the ball.

• **HOOKEING:** When a player hooks another's mallet. This can only be done while the mallet is swinging down. ☹️

**GREENWICHPOLOCLUB**  
Posts

greenwichpoloclub  
Greenwich Polo Club

**THE RIVALRY CONTINUES**

2023 EAST COAST OPEN Audi  
GREENWICH, CONNECTICUT | JUNE - SEPTEMBER 2023

Liked by catiestaszakmedia and 53,822 others  
greenwichpoloclub A polo field unlike any other ✨  
@greenwichpoloclub

📷: @mmmbianchi  
View all 140 comments













GREENWICH POLO CLUB

Yieldstreet

AUDI		GARDENVALE	
5	6	13	4
1 BRANT	4	1 FINEMORE	
2 PANELO		2 LAPRIDA	
3 AGUIRRE		3 VIANAL	
4 GONZALEZ		4 FALABELLA	

CHUKKER

Celebrity X Cruises®

JOURNEY WONDERFULL<sup>SM</sup>

























Custom umbrellas



































# WE LOOK FORWARD TO CREATING A *TRULY SPECIAL* *PARTNERSHIP*



[ YOUR BRAND ]

Harlan Zeerip  
Director of Marketing & Events  
(203) 470-5005 (C)  
[Harlan@greenwichpoloclub.com](mailto:Harlan@greenwichpoloclub.com)



POLO. PARTNERSHIPS, HOSPITALITY

