

SPONSORSHIP DECK

EAST COAST HIGH GOAL TOURNAMENTS

PARTNERS HOSPITALI NERSHIPS

SUNDAY POLO EXPERIENCE

















"In the luxury market, engaging high-net-worth individuals (HNWI) poses a significant challenge. Traditional advertising often falls short in reaching this exclusive audience, leaving many luxury brands searching for more effective avenues to connect with their ideal consumers. This is where Greenwich Polo Club stands out as an exceptional partner.

At Greenwich Polo Club, we specialize in delivering you to qualified leads—leads that not only meet the unique criteria to be your customer but are also aligned with the high standards of luxury and exclusivity your brand upholds. By becoming a sponsor, your brand gains the opportunity to earn conversions and increase awareness in growth markets such as Connecticut, Florida and NYC through our sponsorship and advertising offerings.

Our strategic positioning ensures that your brand is presented to the right audience at the right time. Greenwich Polo Club has established a presence as one of the niche domains frequented by UHNWIs, such as private fundraising events, art galleries, five-star hotels, luxury events such like polo, and other exclusive global locations. Partnering with us means gaining unparalleled access to an elusive yet highly lucrative target audience, ultimately setting the stage for your brand growth and recognition.



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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



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.



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.



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.





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 2025 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









THE CUP BEARER

COCKTAIL SELTZER \$13

Pashas Persian Lemonade MERCANG BUNG OF VOIKA FRESH LEMONAG CHUMER, ROSEWITH AND HINT.

COCKTAILS \$16

Porty GE-T THE THE TONK LINE RECEIVABLE

Melon Mamma межан имиея чока сенон конексы неск ликка.

Chukker

CÓDIGO 530 TEGULA, CÓDIGO MEZCAL, WATERMELON, FRESH LIME, AGAIE MECTAR

Ucodoo Lady ranna cub run rasion run, preame, une elbertower

> Aperol Spritz Aperol Ourman, Topo-Osco, sike of Grance

PLEASE PURCHASE DRINK TICKETS FROM CASHIER





THE CUP BEARER BUBBLES & THE REST

Taitlinger Brut

Wifte an rosé i kemadod savanchon blanc glass 36 i bottle 3%

> Scotch HACALIAN OB BIR | 135

> > Beet \$8 HOELADA + 12

Non: Alcoholic 86
FLAT WATER I TOPO-CIRCO I FEVER-TREE COLA

PLEASE PURCHASE DRINK TICKETS FROM CASHIEL



SUMMER 2025 SUNDAY SCHEDULE



JUNE 8

American Cup

JULY 6

East Coast Gold Cup

AUGUST 24

East Coast Open by Audi

SEP

East Coast Open by Audi JUNE 15

East Coast Silver Cup

JULY 13

East Coast Gold Cup

AUGUST

31

East Coast Open by Audi

SEP

14

Greenwich Cup JUNE 22

East Coast Silver Cup

JULY

20

East Coast Gold Cup JUNE 29

East Coast Silver Cup

GREENWICH POLO CLUB

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HIGH GOAL POLO GLOBAL VENUES

ESPIT

Major tournaments broadcast on the ESPN platform





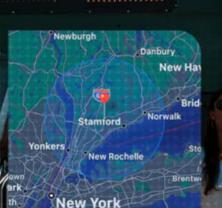


DEMOGRAPHICS AND MEDIA REACH

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**





GREENWICH POLO CLUB'S AUDIENCE IS AFFLUENT, EDUCAT-ED, AND FASHIONABLE. OUR GUESTS ARRIVE FROM FAIR-FIELD 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. 40,0000 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

DAILY NEWS YAHOO! greenwich

HURLINGHAM

EQUES

VOGUE E(1)(61

The Telegraph

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-SIT



VIP TRNASPORT AVAILABLE VIA GREENWICH, CT



5 STAR HOTEL ACCOMMODATIONS ON GREENWICH AVE.



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

The premier horse show of the Greenwich, CT, and NYC area with top-class hospitality to match:



IDEAL LOCATION



VIP ACCESS



PREMIUM FOOD AND DRINKS



VIP TREATME

NEW YORK EQUESTRIAN COMMUNITY

WESTCHESTER COUNTY AIRPORT

DELAMAR HOTEL GREENWICH WATERFRONT

PARTNER SPOTLIGHT



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 Marking 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





SPONSORSHIP PACKAGE OFFERINGS

Packages which include coverage in all advertising spaces, hospitality, and logo inclusion across all sponsor mentions (season posters, sponsor recognition boards,



ADVERTISING OPPORTUNITIES

Polo magazine ad's, video screen commercials, polo field signs





SPONSORSHIP & ADVERTISING

Your Brand at Greenwich Polo Club

Advertising Opportunities: Seize the chance to spotlight your brand through our premium advertising placements. From eye-catching signs at our club to action producing ads in our programs and engaging commercials on our video screen, these options are a direct line to boosting your brand's visibility among our high-value audience.

Sponsorship Opportunities: For those looking to make a truly impactful investment with their advertising budget, our sponsorship packages offer unparalleled integration into the Greenwich Polo Club's season. This isn't just advertising—it's becoming a part of our narrative. Sponsors enjoy premium mentions across all club communications, gaining continuous, elevated exposure that far exceeds traditional ads. Your brand will not only be seen; it will be experienced and remembered as a fundamental supporter of the polo community. Sponsorship packages provide a piece of everything we have to offer including advertising, on-site activation opportunities, and VIP hospitality.

A Unique Opportunity for Your Brand

Sponsorship at Greenwich Polo Club means embedding your brand into the lifestyle of an elite demographic, offering a depth of engagement that can redefine your market presence. It's an exceptional opportunity to distinguish your brand in a unique market, creating meaningful, lasting impressions on a high net worth audience.



TIER 1: SEASON TITLE 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 \$250,000+ budget and can be elevated and designed to meet any marketing and hospitality goals



PARTNERSHIP FRAMEWORK

Property Entitlements

- 2025 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

<u>Signage</u>

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
 - > (50) 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 hightraffic 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

- <u>Video Screen</u>: 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
- <u>Website:</u> Logo on website homepage in Official Sponsor placemen, tickets page and on the partners page
- Social media inclusion during the year's media plan, plus main feed post announcing the partnership
- <u>Game Program</u>: Full page advertisement in the Sunday Polo Post program
- Logo inclusion across all promotional materials (schedule, graphics, etc.)



TIER 2: PREMIER SPONSOR

Full Venue Signage Package | Tournament or Location (VIP Club) Named Sponsorship | Activation Location VIP Event Day at Final | Hospitality Package



Access to this premier level of sponsorship begins at \$100,000 and can be elevated to meet any marketing and hospitality goals



PARTNERSHIP FRAMEWORK

Property Entitlements

- 2025 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.

<u>Signage</u>

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)

<u>Media</u>

- <u>Video Screen</u>: 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
- <u>Website:</u> Logo on website homepage in Official Sponsor placemen, tickets page and on the partners page
- Social media inclusion during the year's media plan, plus main feed post announcing the partnership
- <u>Game Program</u>: 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.



TIER 3: 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 \$50,000 and can be elevated to meet any marketing and hospitality goals



PARTNERSHIP FRAMEWORK

Property Entitlements

- 2025 Official Sponsor of Greenwich Polo Club designation (notexclusive)
- 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.

<u>Signage</u>

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

- <u>Video Screen</u>: 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
- <u>Website:</u> Logo on website homepage in Official Sponsor placemen, tickets page and on the partners page
- Social media inclusion during the year's media plan, plus main feed post announcing the partnership
- <u>Game Program</u>: 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.



TIER 4: ASSOCIATE SEASON SPONSOR

Venue Signage | Activation Location or VIP Private Cabana |

Hospitality Package



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



PARTNERSHIP FRAMEWORK

Property Entitlements

- 2025 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 (\$3,500)
- VIP Sponsor access to the Players' Lounge Tent for 4 Guests (\$3,600)

Signage

Partial package of venue signage assets (broadcast visible)

- Logo inclusion in Official Sponsor positioning:
 - (2) 30"x72" Field side A-frame sign (\$2,500)
 - (2) 30"x72" Walking entrance sign (\$2,500)
 - 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

- <u>Video Screen</u>: 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 (\$5,000)
- <u>Website:</u> Logo on website homepage in Associate Sponsor placemen, tickets page and on the partners page
- Social media inclusion during the year's media plan, plus main feed post announcing the partnership
- <u>Game Program</u>: Full page advertisement in the Sunday Polo Post program (\$2,500)
- 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.



ADVERTISING OFFERINGS

(non-sponsorship designation)

MEDIA OFFERINGS

- 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
- Season Video Screen Spot (30 seconds) | \$5,000
 - 12 Sunday Matches in video screen playlist
 - Pre-game (3 plays per hour from 1 3 pm, commercial block approx. every 20 min)
 - 1 play during the match during break in play or between chukkers
 - 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
 - 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 (ex. page 31)
 - > (2) 30"x72" Walking entrance signs: \$4,000
 - > (2) 30"x72" Grandstand sign (2/2 facing out and in) \$5,000
 - > (2) 48" x 37" South Goal Fence sign: \$7,500
 - > (1) 60"x120" East Lawn billboard sign | \$15,000
 - > (1) 36"x 293" Top of main scoreboard | Available to Season Title Sponsor only (ex. Page 23)



HOSPITALITY OFFERINGS

(non-sponsorship designation)

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 VIP Cabana (single day) | \$2,500 (see photo on page 40)
 - 12 Sunday Matches to choose from. Includes access for 25 guests and 10 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. This package includes a Sunday Polo picnic catering package from Marsha Selden catering as well as drinks from The Pony Bar.
- Players' Lounge Suite (single day) | \$1,500
 - 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 OFFERINGS

(non-sponsorship designation)

HOSPITALITY (continued)

(A) Hospitality Tent for 100 - 250+ | \$7,500 - \$100,000

- 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

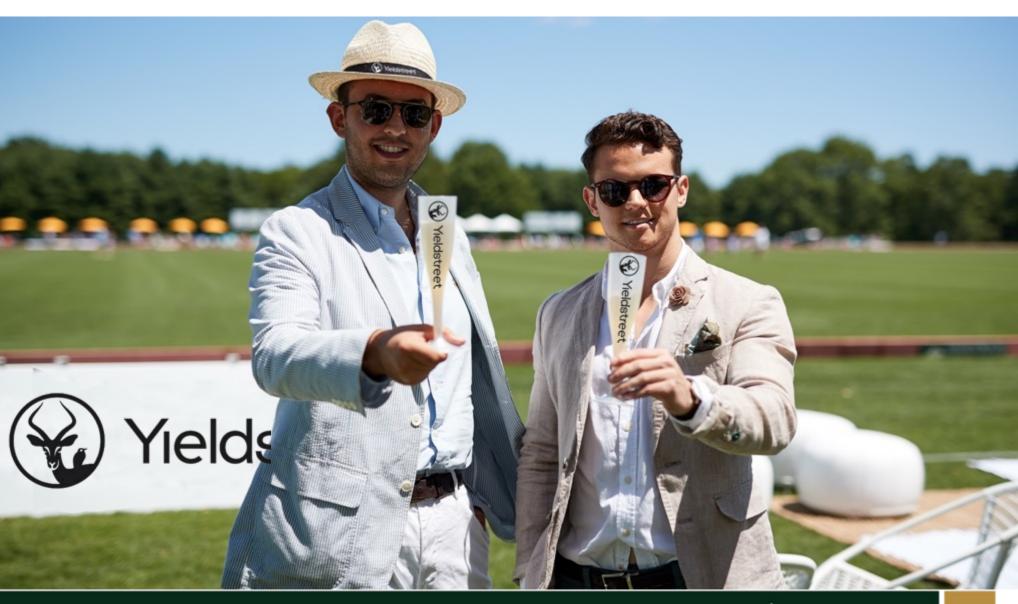
Players' Lounge Tent Buyout+ | \$75,000 (see photo on page 39)

- 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
- If applicable, includes "Official Season Sponsor" rights



ADVERTISING/ACTIVATION ILLUSTRATIONS









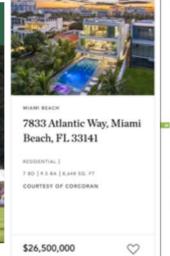












10 things to know about polo

TEAMS You'll lived a places on exacts with the self-lived and her official self-lived in self-lived and her official self-lived in self-lived

• CHUKKERS: The periods in which games are divided. Each closition in 7 and a half entrains. 5 chalders are played in each mainth at Genetocks. The word is derived from Itela.

* WHALET TOOK made out of a humber and wood used to be the half.

changes after every scree, to make the conditions even. +OFF-SEE, The right side of

the briefs;

* NEARSER: The left side of the bosse.

• HANDECAP: The way a player in nated. From - 3 to 30 depending on their skills as a risker and player. A 30 gooder to considered the best and from than 100 players in the world have over mached. now an inversion was expensed to push to press, and then are expensed to qualitite describe a player's value to the touch, not the pash he is expected to score. A gaven in yes together musching the coverall hand-up of all page 10 haved of teams for low and high paid pulso gates very within such region of the world.

•CIPE OF THE BALL. This is "the right of way" in polis, created to avoid disagreess situations. It works like a 2-way highway and it changes every time the ball is bit. This line may serve be crossed by other players.

* RESERVE CASE. When a home student another home sorve away bromitte line of the half.

*MOOKING When a player books arother's mader. This can only be done while the mader is exinging down.





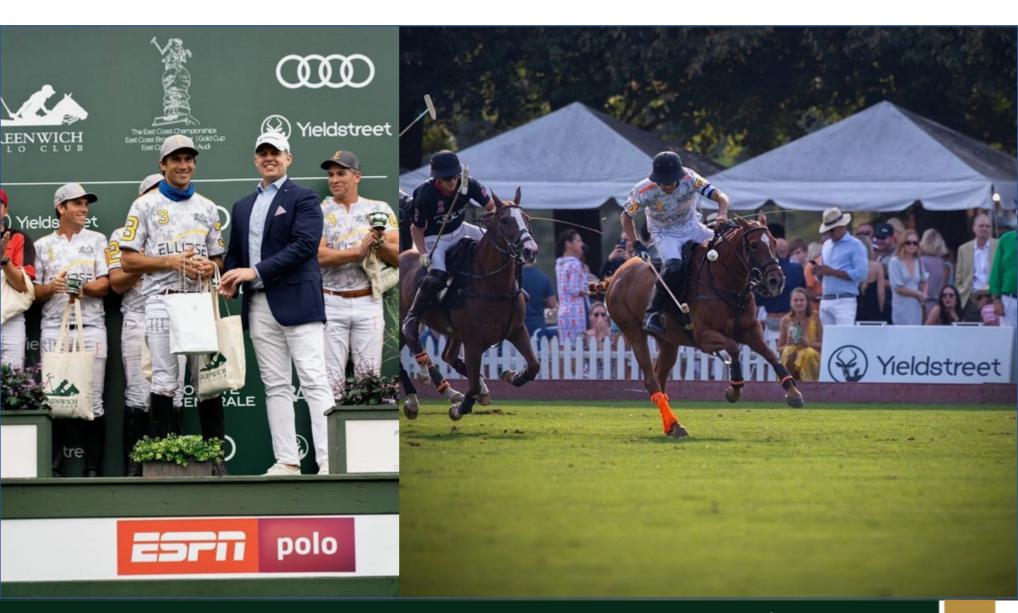












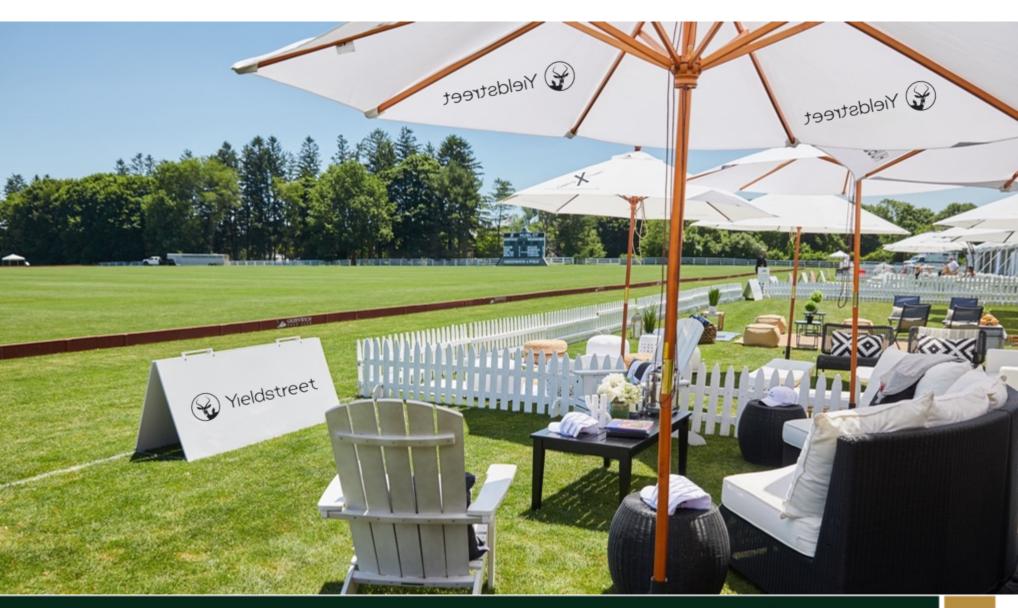




















WE LOOK FORWARD TO CREATING A TRULY SPECIAL PARTNERSHIP



[YOUR BRAND]

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