

PITTSBURGH POLO CLUB



2023 SPONSORSHIP OPPORTUNITIES

www.pittsburghpoloclub.com

“WE’RE BRINGING POLO TO PITTSBURGH”

The Pittsburgh Polo Club is a new-found USPA club that brings the passion of Polo with the spirit of the local community every summer season. With our Polo team consisting of skilled professionals such as Felipe Villamil, world-renowned Polo champion, we showcase our strengths through monthly matches. We offer an outdoor arena program and full-service Polo school for individuals of all ages and skill levels, as well as other PPC features such as horse boarding, corporate entertaining, and vacation lodging at our Clubhouse. We encourage people to take part in celebrating this beloved sport and to learn more about the art of “The King’s Sport”.



Welcome!

Welcome to our **Sponsorship Deck!** We are so glad you're here and invite you to join us for this exciting Polo Season. Established in 2020, the Pittsburgh Polo Club has fought its way through the pandemic to bring this beloved sport to the Pittsburgh community. To us, Polo is more than a sport and more than a passion – it's a community of lifestyles brought together each summer season to celebrate the history and enthusiasm of "The King's Sport".

Although we have only been established for three years, we are a determined group of individuals who want to share the love of Polo with others and involve the community in every way we can. The Pittsburgh Polo Club is adding brand new sponsorship and partnership opportunities this year – from Champagne Divot Stomps to Tournament Naming Rights, we would like to invite your business brand to integrate with this market that has worldwide credibility.

Whether you are looking to expand your brand awareness, network opportunities, hospitality options, product display, marketing, sales, or would simply like to align your company/organization with the Pittsburgh Polo Club brand, we welcome your marketing investment.

Hannah Slope

Marketing & Sponsorship Manager
Pittsburgh Polo Club
814.521.6457



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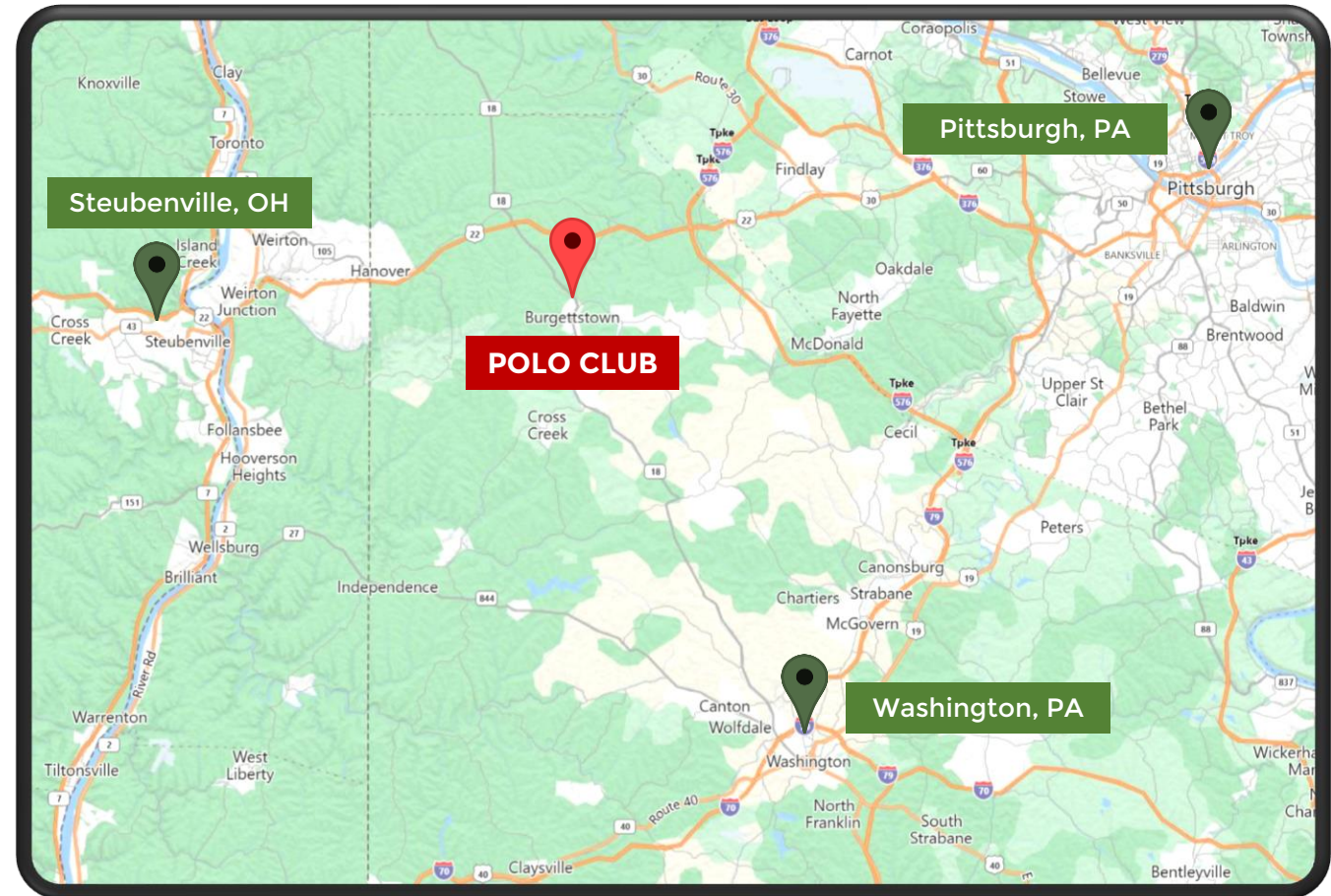
Benefits

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Founded in 2020, the Pittsburgh Polo Club is located on a rustic 325-acre property that resides in Burgettstown, PA. Only a 20–30-minute drive from Pittsburgh, PA, Washington, PA, and Steubenville, OH – our club brings together this triad of communities each summer during our match season.



Map of Burgettstown, PA and surrounding areas.

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Why Get Involved?

The sport of Polo is older than recorded history and has adopted the title of “The King’s Sport” because its original use was a calvary training technique for the Persian’s king guard or other elite troops. Polo has grown over the years to be a renowned form of entertainment in countries all over the world as it celebrates its rich history and evolution. We believe it is this sport’s turn to make its mark here in the United States, more specifically, here in the heart of Pennsylvania.

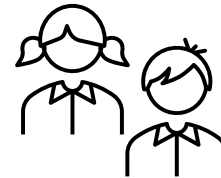
We have had records of **250+ individuals** who have attended a match at the Pittsburgh Polo Club since we established our team and began holding events just two short years ago. We are optimistic about growing these numbers in years to come.

Our market encompasses a wide range of audiences that businesses can target and promote their products/services to. Or if you would like to demonstrate corporate support to the Pittsburgh community and Western PA region, don’t miss an opportunity to become a Club Sponsor.



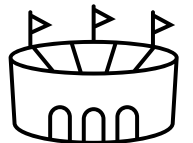
CONSUMERS

**EQUESTRIAN
MARKETS**



CHILDREN

**POLO
PLAYERS**



**SPORT
ENTHUSIASTS**

Promotional Opportunities

Each of our Club Sponsors have various marketing platforms that the Pittsburgh Polo Club utilizes to promote the sponsoring business or organization:

Social Media – Facebook, Instagram, LinkedIn

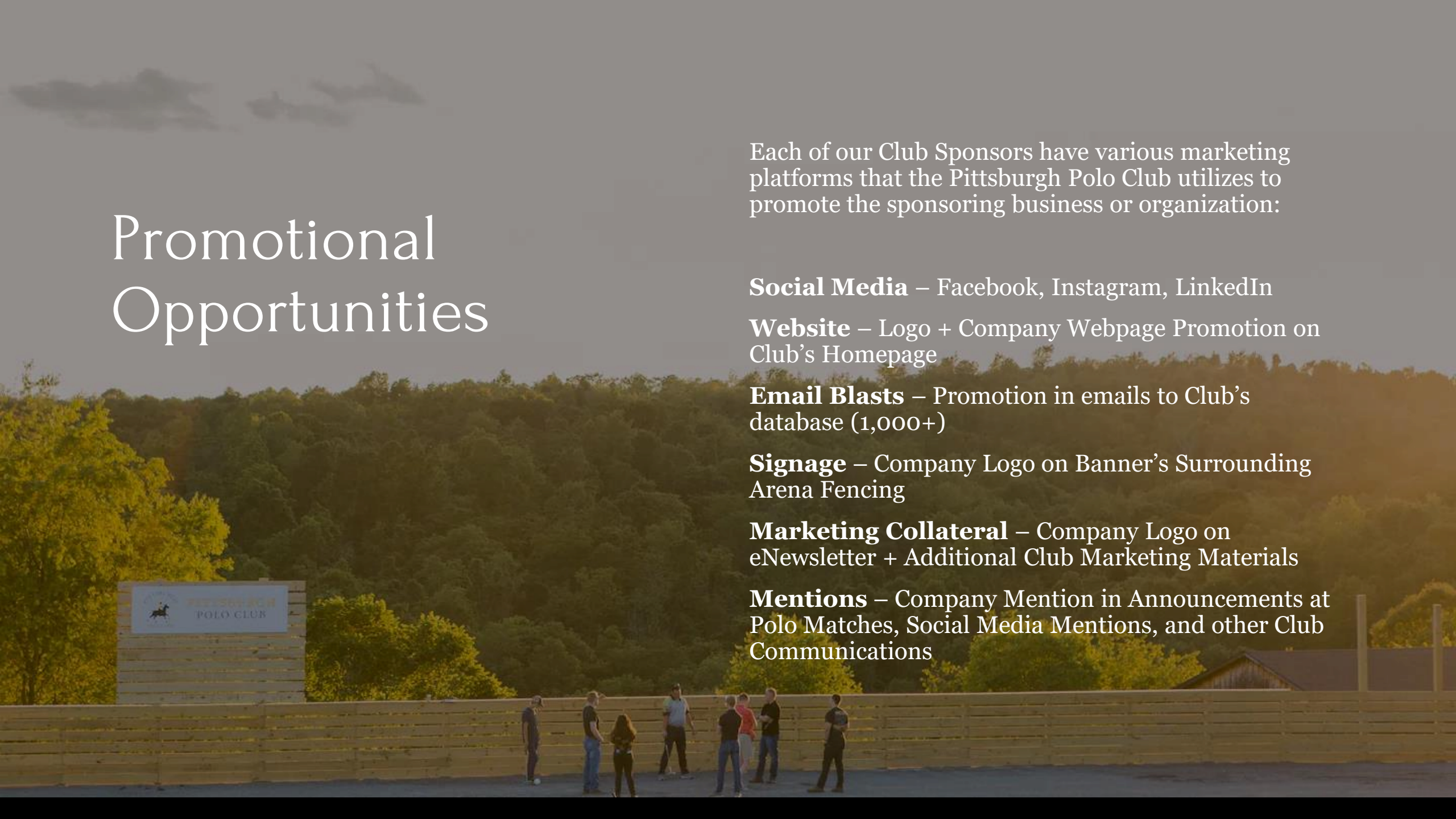
Website – Logo + Company Webpage Promotion on Club's Homepage

Email Blasts – Promotion in emails to Club's database (1,000+)

Signage – Company Logo on Banner's Surrounding Arena Fencing

Marketing Collateral – Company Logo on eNewsletter + Additional Club Marketing Materials

Mentions – Company Mention in Announcements at Polo Matches, Social Media Mentions, and other Club Communications



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Sponsorship Benefits

Sponsors at all levels receive the following:

- Opportunity to have Premier Location Booth Space at Polo Matches
- Promotion in email blasts to the Club database
- MC announcements during the Polo Matches
- Logo on Club homepage (location determined by sponsorship level)
- Logo on marketing collateral distributed to all players and spectators
- Logo on activity/match webpage where applicable
- Logo on 4x4 banner to be placed inside the arena
- Logo on sponsoring item (ex. custom player jerseys, champagne bottles, etc.)
- Social media posts on Club Facebook and Instagram channels
- Company name and website link on Club Polo Match webpage
- Company mention in attendee instructions and other Club communications
- Spectator tickets for customers, employees, friends and family**
- Up to 8 spectator tickets for staff working your booth
- One complimentary tailgate spot for your company

** See specific sponsorship page for quantities

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Select Sponsorship Benefits

Some sponsorships offer additional benefits. They may include:

- Website homepage banner ad*
- Participant Registration data for all participants who opt in
- Logo on added value items provided with specific Festival activities
- Logo on activity/attraction printed materials

See specific sponsorship opportunities to determine if additional benefits are included.

*Ad design is the responsibility of the sponsor

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Title Sponsor

\$3,000

Becoming the Pittsburgh Polo Club's **Season Title Sponsor** is a unique opportunity. The Title Sponsor aligns your business brand with the community of lifestyles the legacy of the Pittsburgh Polo Club attracts. Receive category exclusivity status, giving no other direct competitor access. Includes naming rights to a signature high goal match, featured article in seasonal emails, banner signage on the #1 Polo Arena, and more.

As a sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Premium banner across the announcement booth of the Polo Arena
- Logo on the website homepage
- Logo on the website "Polo Match" page
- Mention in E-Blasts + Logo
- All print, online media, and live broadcasts referred to as: Pittsburgh Polo Club presented by "Your Company"
- Signage along Curry Road, central entrance location at the Polo Club
- Match Day Booth Space (10x10 up to 20x20)
- 3 complimentary Tailgate Spots in the premium viewing area
- 50 Spectator tickets to each Match for customers, employees, friends, and family
- Opportunity to have PPC staff distribute coupons, giveaways, and samples at the Matches
- Opportunity to display additional sponsor banners* within the Polo Club grounds
- One social media shoutout post
- Participant Registration Data

**Banner ad design and additional banners are the responsibility of the sponsor and must meet the specifications provided.*

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Tournament Sponsor

\$800/ea

Our **Tournament (or “Match”) Sponsorships** are designed to take your business goals to the next level. Whether you are wanting to display products, entertain VIP clients or seek the prestige of naming rights to a Polo Match in your company’s honor, these sponsor levels are unique options intended for maximum exposure and integration. These events include a preliminary match, a featured match, food truck, and fun themes to engage spectators, like Polo in Pink Girl’s Night Out, Superhero Night, Hippie Dippy Night, Denim & Diamonds and more!

As a co-sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Company Banner across the fencing of the Polo Arena
- Name rights to one seasonal Polo Match
- Logo on the website homepage
- Logo on the website “Polo Match” page
- Mention in E-Blasts + Logo
- Live Match-Day announcements
- Logo on graphics of specified Match your company claims naming rights to
- Match Day Booth Space (10x10 up to 20x20)
- 2 complimentary Tailgate Spots in the premium viewing area
- 30 Spectator tickets to sponsored Match for customers, employees, friends, and family
- Opportunity to have PPC staff distribute coupons, giveaways, and samples at sponsored Match
- Opportunity to display additional sponsor banners* within the Polo Club grounds
- Social Media shoutout post(s) for matches sponsored

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Team Sponsor

\$500

Brand your business on the field by being a **Team Sponsor**! This unique sponsorship is a great way to promote your business beyond the grounds of Pittsburgh, as our team travels every season to various regions. Place YOUR company's name on our team's jerseys for the duration of our season!

As a sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Your company's name/business logo on each jersey (5 total)
- Company banner across the fencing of the Polo Arena
- Logo on the website homepage
- Logo on website "Match Schedule" page
- Live Match-Day announcements
- Mention in E-Blasts + Logo
- Match Day Booth Space (10x10)
- 1 complimentary Tailgate Spot in the premium viewing area
- 20 Spectator tickets to each Match for customers, employees, friends, and family
- Opportunity to have PPC staff distribute coupons, giveaways, and samples at the Matches
- Opportunity to display additional sponsor banners* within the Polo Club grounds
- One social media shoutout post

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Trophy Sponsor

\$500

At the end of each match, players from both the PPC and rivalry teams are eager to receive the trophies that are awarded at every home Match. As the **Trophy Sponsor**, your company's logo will be printed on every trophy for that season and will be taken home by players to cherish for years to come.

As a sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Logo on all trophies awarded
 - **30 1st Place | 30 Runner-Up | 10 MVP**
- Company banner across the fencing around the Polo Arena
- Logo on the website homepage
- Logo on the website "Match Schedule" page
- Live Match-Day announcements
- Mention in E-Blasts + Logo
- 1 complimentary Tailgate Spots in the premium viewing area
- 20 Spectator tickets to each Match for customers, employees, friends, and family
- Opportunity to have PPC staff distribute coupons, giveaways, and samples at the Matches
- Opportunity to display additional sponsor banners* within the Polo Club grounds
- One social media shoutout post

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Horse Care/Maintenance Sponsor

\$500

This sponsorship has a bit of a twist to it, as the Pittsburgh Polo Club is opening its doors to a company that manufactures/specializes in horse feed, horse equipment, or other horse-care items. Your company will have the opportunity to be named the official **Sponsor of the PPC Polo Horses**.

As a co-sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Logo on each horse stable inside the barn (7+)
- Logo on any materials sponsored for the horses
 - Ex. saddles, saddle blanket, polo wraps, bridles, knee guards, etc.
- Company banner across the fencing around the Polo Arena
- Company banner across barn/stables
- Logo on the website homepage
- Logo on the website “Boarding” page
- Live Match-Day announcements
- Mention in E-Blasts + Logo
- 1 complimentary Tailgate Spots in the premium viewing area
- 20 Spectator tickets to each Match for customers, employees, friends, and family
- Opportunity to have PPC staff distribute coupons, giveaways, and samples at the Matches
- Opportunity to display additional sponsor banners* within the Polo Club grounds
- Two social media shoutout posts

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Halftime Champagne Divot Stomp

\$300

This one is a fan favorite! Our **Halftime Champagne Divot Stomp Sponsor** will have the pleasure of making the whole crowd smile when they are offered a complimentary glass of champagne prior to entering the field to help tread in the field's divots.

As a sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Logo on Champagne Bottles sponsored
- Logo on Champagne Flutes
- Branded Cart/Vehicle
- Company banner across the fencing around the Polo Arena
- Logo on the website homepage
- Logo on the website "Match Schedule" page
- Live Match-Day announcements
- Mention in E-Blasts + Logo
- Match Day Booth Space (10x10)
- 1 complimentary Tailgate Spots in the premium viewing area
- 25 Spectator tickets to each Match for customers, employees, friends, and family
- Opportunity to have PPC staff distribute coupons, giveaways, and samples at the Matches
- Opportunity to display additional sponsor banners* within the Polo Club grounds
- Two social media shoutout posts

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“Lunch & Learn” Sponsor

\$300

NEW to 2023 is our **Lunch & Learn Sponsorship**. Starting this summer, the Pittsburgh Polo Club is going to host our first Polo Clinic, called “Lunch & Learn” for prospective Polo players of all skill types to come learn “The Sport of Kings”. Led by our world-class champion instructor, Felipe Villamil, students of the clinic will learn the basics of this unique sport.

As a sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Logo on pamphlets/all marketing collateral sent out for the clinic
- Company banner across the fencing around the Polo Arena
- Company signage on-site where the clinic is held
- Logo on the website homepage
- Logo on the website “Polo Lesson” page
- Mention in E-Blasts + Logo
- 1 complimentary Tailgate Spots in the premium viewing area
- 25 Spectator tickets to each Match for customers, employees, friends, and family
- Opportunity to have PPC staff distribute coupons, giveaways, and samples at the Matches
- Opportunity to display additional sponsor banners* within the Polo Club grounds
- Two social media shoutout posts

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Match Theme Night Sponsor

\$200

Everyone loves a good old-fashioned theme night! At the Pittsburgh Polo Club, we host fun themes to engage spectators, like Polo in Pink - Girl's Night Out, Superhero Night, Hippie Dippy Night, Denim & Diamonds, and more! As the **Theme Night Sponsor**, you will get to advertise this event and have the opportunity to give a prize away that showcases your brand!

As a sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Logo on promotional materials for the selected theme night
- Ability to customize your own theme night to align with your company's branding
- Company banner across the fencing around the Polo Arena
- Logo on the website homepage
- Logo on the website "Polo Match" page
- Live Match-Day announcements
- Mention in E-Blasts + Logo
- Match Day Booth Space (10x10)
- 1 complimentary Tailgate Spots in the premium viewing area
- 20 Spectator tickets to each Match for customers, employees, friends, and family
- Opportunity to have PPC staff distribute coupons, giveaways, and samples at the Matches
- Opportunity to display additional sponsor banners* within the Polo Club grounds
- Two social media shoutout posts

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Season Signage Placements

\$100

If you are looking for a simple way to get your business or company's name out there, our **Season Signage Placement Sponsorships** are just right for you. The beautiful wood fencing that gates in the PPC's Polo Arena are the perfect place for spectators and players alike to view your company's banner.

As a co-sponsor, you will receive the following benefits unique to this activity:

- One 4 x 6 banner of your company's logo/business name
 - **Note:** If you would like a bigger banner placement, please contact Hannah Slope, Marketing/Sponsorship Manager, at 814-521-6457 to discuss different pricing options.
- Logo on the website's homepage
- 10 Spectator tickets to each Match of the season



**Banner ad design and additional banners are the responsibility of the sponsor and must meet the specifications provided.*

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Polo Ball Sponsor

\$100

The Pittsburgh Polo Club's **Polo Ball Sponsor** will have naming rights to each and every Polo ball that is sent out onto the arena for every match during the season. It is a simple, easy way to get your company's name out there with the benefits of our other bigger sponsorships.

As a sponsor, you will receive the following benefits unique to this activity (in addition to those outlined on the previous Sponsorship Benefits slide):

- Logo on every Polo Ball of the Pittsburgh Polo Club (10)
- One 4 x 6 banner of your company's logo/business name on the fencing of the Arena
- Logo on the website's homepage
- 10 Spectator tickets to each Match of the season

**Banner ad design and additional banners are the responsibility of the sponsor and must meet specifications provided.*



Contact Information:

Ready to move forward with a Polo Club Sponsorship?

- ❖ Hannah Slope, Marketing Manager
- ❖ hannah@pittsburghpoloclub.com
- ❖ 814.521.6457