

# AIKEN POLO CLUB

## SPONSORSHIP OPPORTUNITIES

2011



*Morgan  
NY*

# Aiken Polo Club Sponsorship

Join the select group of companies and organizations that discover that association with The Aiken Polo Club is good for business. The spirited play, nationally-recognized tournaments and popular Sunday games held each season attract thousands of spectators and fans. We invite your company to become part of the excitement and share the promotional impact of polo. As an Aiken Polo Club sponsor, your company will receive high visibility in an elegant and sporting social setting, and your company and products will reach one of the most desirable markets in the equestrian sports field.

*Polo. It's a sport that's good for business!*

## Gold Tournament Sponsorship \$6,200

*Sponsorship includes:*

- Tournament naming rights, which will be on all print and television advertisements and on the signboard at the entrance to Whitney Field.
- Two Sunday 3 pm games at Whitney Field, including the final. Each Sunday includes tickets to the matches for 20 people. These tickets include reserved seating at two tables for brunch and cocktails, as well as parking in reserved areas.
- Custom announcements from our announcer throughout the matches.
- Presentation of the trophy to the winning team and runner up.
- Print recognition in *The Aiken Standard* and other local news media.
- Your logo on our television advertisement broadcast regularly on 34 popular networks throughout the season.
- Email updates - weekly during your sponsorship - about the upcoming Sundays and Final with customized information about your business as well as a link to your website.
- A link on our website to your business for the season that you sponsor the tournament (spring or fall).
- United States Polo Association Blue Book recognition: picture of you and the winning team in the yearly USPA Blue Book (USPA Tournaments only).

## 2011 Gold Level Tournaments

- Spring 6 Goal: USPA Sportsmanship Cup, April 24 and May 1 – Available
- Spring 8 Goal: USPA Smoak Cup, May 8 and May 15 – Sponsored by the Smoak Family
- Fall 12 Goal: USPA Copper Cup, September 25 and October 2 – Sponsored by the Manning Family
- Fall 8 Goal Cup of Aiken, October 9 and October 16 – Available

## Silver Tournament Sponsorship \$3,100

*Sponsorship Includes:*

- Tournament naming rights, which will be on all print and television advertisements and on the signboard at the entrance to Whitney Field.
- One Sunday 3 pm game at Whitney Field. Tickets to the match for 10 people. These tickets include reserved seating at one table for brunch and cocktails, as well as parking in reserved areas.

For All Sponsorship Opportunities Please Call:

Director of Marketing: Theresa King 803-678-9806; [Theresaking@aikenpoloclub.com](mailto:Theresaking@aikenpoloclub.com)

- Custom announcements from our announcer throughout the match.
- Presentation of the trophy to the winning team and runner up.
- Print recognition in *The Aiken Standard* and other local news media.
- Your logo on our television advertisement broadcast regularly on 34 popular networks throughout the season.
- Email updates - weekly during your sponsorship - about the upcoming Sunday with customized information about your business as well as a link to your website.
- A link on our website to your business for the season that you sponsor the tournament (spring or fall).
- United States Polo Association Blue Book recognition: picture of you and the winning team in the yearly USPA Blue Book (only USPA Tournaments)

## **2011 Silver Level Tournaments**

- Spring 4 Goal: USPA Constitution Cup, May 22 - *Available*
- Spring 8 Goal: USPA Congressional Cup, May 29 - *Sponsored by Atlantic Broadband*
- Spring 4 Goal, June 5 - *Available*
- Spring USPA Women's Challenge, June 12 - *Available*
- Fall 6 Goal: USPA Governors Cup (Final on Saturday, October 1) - *Available*
- Fall 4 Goal: USPA Players Cup, October 23 - *Sponsored by Atlantic Broadband*
- Fall 8 Goal: USPA Officers Cup, October 30 - *Available*
- Fall 4 Goal, November 6 - *Available*

## **Other Sponsorship Opportunities**

### **Scoreboard and Tent Sponsor \$18,000 yearly**

- Name on the scoreboard and signage at the entrance to Whitney Field
- Link on our website for the year
- Parking spot with four wristbands to the tent for food & cocktails for the year.
- Custom announcement at every Sunday game for the year.
- Link to your website on our weekly email updates to social members.
- Decorations and advertisements in the social tent.

### **Best Playing Pony Sponsor:**

- Yearly: \$6,200 • By the tournament: \$600 • By the season, Spring or Fall: \$3,100
- Presentation of blanket and recognition embroidered on the blanket, with United States Polo Association Blue Book recognition,.
  - Picture of you and the BPP and the owner in the yearly USPA Blue Book. (USPA Tournaments only)
  - Parking space and four wrist bands to the social tent - includes food and cocktails.
  - Link on our website

### **Most Valuable Player Sponsor**

- Yearly \$5,000 • By the tournament \$500 • By the season, Spring or Fall \$2,500
- Presentation of the trophy
  - Parking space and four wrist bands to the tent, includes food and cocktails.
  - Link on our website

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