Sanasota

2021-2022 Sponsorship Advertising & Events

Welcome



Welcome to the Sarasota Polo Club. I am pleased to present you with this information regarding the Sarasota Polo Club, our sponsorship and advertising opportunities, sponsor polo ticket packages, and group events. I have included a wide variety of information. Naturally I am happy to customize a package for you that best suits your needs.

Polo is a community sport like no other. For decades the Sarasota Polo Club has been a popular destination and an important part of the Sarasota and Lakewood Ranch social scenes. The Sarasota Polo Club is one of the largest, most dedicated and enthusiastic polo communities in the world! An estimated 50,000 spectators will be on hand during our 2022 Sarasota Polo Season, which will run December 19th 2021 through April 24th 2022.

The Sarasota Polo Club creates fun and exciting engagement opportunities with an affluent audience of approximately 50,000 Lakewood Ranch, Sarasota, Manatee and Tampa Bay area polo spectators with an average net-worth of \$1M. We invite you to join a select group of organizations that have found partnering with the Sarasota Polo Club is good for business!

Established in 1991 as the first development in the award-winning, master-planned community of Lakewood Ranch, the Sarasota Polo Club has a remarkable legacy. In 1922 our property was settled as a 28,000-acre timber ranch. Originally the cowboys who worked on our ranch began playing knock-around polo games in their free time. Riding their quarter horses with stock saddles, using make-shift equipment and knowing very little about polo, the cowboys played by their own rules. Rule #1 was the first rider to fall off their horse bought beer for the team, a tradition that remains in place today. Eventually mallets, saddles and a few polo ponies were donated to the "cowboy games" and in 1991, a real polo club was born.

Today, the Sarasota Polo Club spans 130 perfectly-manicured acres. Our world-class facilities include: 45 private equestrian estates, 7 Bermuda grass polo fields, a regulation-sized polo arena, a half-mile all-weather training track, stick & ball fields, riding trails, on-site stabling for up to 300 horses, an on-site veterinary clinic, a members clubhouse, and a midfield polo pavilion.

We look forward to welcoming you and your guests to experience the thrill of Sarasota Polo, "the fastest game on four feet!"

Ron Tigtek



Ron Trytek | Ron@SarasotaPolo.com | (941) 704-8379

THE 2022 SARASOTA POLO SEASON

Beginning Sunday, December 19th, 2021 through Sunday, April 24th, 2022



SUNDAY POLO

Every Sunday at 1 pm beginning December 19th 2021 through April 24th 2022 Join thousands of fans for exciting polo action, opening parade, live national anthem, theme weeks, half-time entertainment, food, drinks and divot-stomping.

SUNSET POLO HAPPY HOUR

Every Thursday at 5:30 pm beginning March 17th 2022 through April 21st 2022 The most unique after-work party in Lakewood Ranch. Enjoy food, drinks and polo against a backdrop of a breathtaking sunset.



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FOR TICKETS AND MORE INFORMATION VISIT SARASOTAPOLO.COM



SARASOTA POLO CLUB | 8201 POLO CLUB LANE | LAKEWOOD RANCH, FL 34240



2022 SCHEDULE

THE SARASOTA POLO CLUB

DECEMBER 19

2021 Reindeer Cup Christmas at the Green Beach **Ugly Sweater Contest** Saddle Up With Santa

DECEMBER 26 2021 Holiday Cup

EVERY SUNDAY AT I PM

December 19th through April 24th



JANUARY 2 6-Goal New Year's Cup

JANUARY 30

12-Goal USPA Southeastern Classic

JANUARY 9

JANUARY 16 12-Goal USPA Southeastern Classic Pajama Slumber Party Tailgate Theme Super Hero Sunday

JANUARY 23

12-Goal USPA Southeastern Classic Woofminster Dog Show

presented by Woof Gang Bakery & Grooming Lakewood Ranch

12-Goal USPA Southeastern Classic Final

FEBRUARY 6

MARCH 6

12-Goal USPA

Championship

APRIL 3

Challenge

National Inter-Circuit

70's Disco Party Tailgate Theme

Sarasota Women's

Think Pink Tailgate Theme

8-Goal USPA Gerry Aschinger Memorial Wild Wild West Tailgate Theme

FEBRUARY 13

MARCH 13

12-Goal USPA

Championship

APRIL 10

St. Patrick's Day Celebration

Hillcroft Invitational

Hawaiian Luau Tailgate Theme

National Inter-Circuit

8-Goal USPA **Gerry Aschinger Memorial**

FEBRUARY 20

8-Goal USPA **Gerry Aschinger Memorial** Kid's Day presented by Johns Hopkins All Children's Foundation

MARCH 20

12-Goal USPA National Inter-Circuit Championship

Spring Break at the Green Beach Limbo Contest

APRIL 17

Hillcroft Invitational

Easter Eggstravaganza Easter Bunny Meet & Greet Helicopter Easter Egg Drop at Halftime

FEBRUARY 27 8-Goal USPA Gerry

MARCH 27

12-Goal USPA **National Inter-Circuit** Championship Final

Aschinger Memorial Final

APRIL 24 Hillcroft **Invitational Final**

Presented by Sirius Day Spa, Salon and Med Spa



EVERY THURSDAY AT 5:30 PM March 17th through April 21st

TO PURCHASE TICKETS, VISIT SARASOTAPOLO.COM

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EVERY THURSDAY AT 5:30 P.M. FROM MARCH 17TH TO APRIL 21ST

Join the party for Sunset Polo Happy Hour at the Sarasota Polo Club on Thursday nights from March 17 through April 21 at 5:30 p.m. Enjoy exciting polo action, tailgating, food, drinks and divot-stomping against a backdrop of a breathtaking sunset.

2022 **SCHEDULE** March 17 March 24 March 31 April 7 April 14 April 21 sanasota





300_{YDS} x **160**_{YDS} THE SIZE OF A REGULATION POLO FIELD. Equivalent to nine football fields.

MINUTES

during halftime when you can walk the field and help replace divots created by play.

MINUT in a chukker.







130 Perfectly Manicured Acres

SPANNING

BERMUDA GRASS POLO FIELDS Hosting games & practices throughout the week during polo season

MIDFIE

WITH FULL BAR

hosting events up to

PAVIL









REGULATION SIZED POLO ARENA



2022 Sarasota Polo

Polo is a community sport like no other.

For decades the Sarasota Polo Club has been a popular destination and an important part of the Sarasota and Lakewood Ranch social scenes.

Hosting approximately 50,000 guests on-site each season, the Sarasota Polo Club is one of the largest, most dedicated and enthusiastic polo communities in the world!

The Sarasota Polo Club creates fun and exciting engagement opportunities with an affluent audience of 50,000 Lakewood Ranch, Sarasota, Manatee and Tampa Bay area polo spectators with an average net-worth of \$1M.

About our 2022 Polo Season

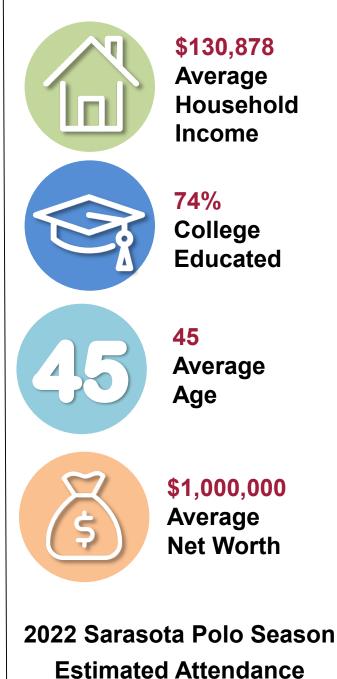


- 19 Weeks of Sunday Polo
 Dec. 19, 2021 Apr. 24, 2022.
- A Packed Schedule of Exclusive Member & Community Social Events.
- 6 Weeks of Thursday Sunset Polo Happy Hour Series Mar. 17, 2022 - Apr. 21, 2022.



- 50,000 guests each season.4,000 guests weekly.
- Exciting polo action, tailgating or reserved VIP seating, opening parade, live national anthem, halftime entertainment, theme-weeks, food & drinks and divot-stomping.

Demographics



50,000



Sarasota Polo Sponsorships

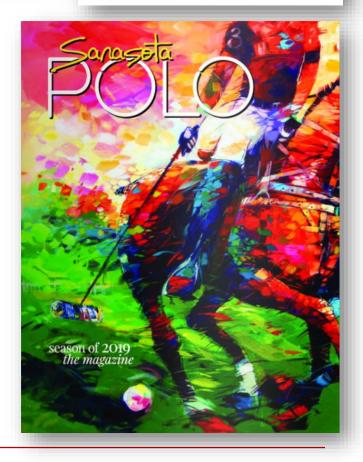
- Season Title Sponsor (Season Naming Rights)
- Tournament Sponsors (Naming Rights)
- Presenting Sponsors (Match Naming Rights)
- Team Jersey Sponsor
- Polo Ticket Sponsor
- Souvenir Cup Sponsor
- Private Polo Matches
- Sunset Polo Sponsor
- VIP Cabana Rental
- Private Clubhouse Rental
- Private Pavilion Rental
- Best Playing Pony Sponsor
- Sunday Polo Vendor Village
- Onsite Engagement
- o PA Announcements
- Sidelines Sponsors
- Halftime Sponsors
- Contest Sponsors
- Trophy Sponsors
- Onsite Signage
- VIP Tickets
- Group Tickets
- Email, Website, Social Media

Sarasota Polo Advertising

- Sarasota Polo Magazine
- Sarasota Polo Game Day Program
- Sarasota Polo Spectator's Guide







Sarasota Polo Presenting Sponsorships

- Become the Presenting Sponsor of one of our Sunday Polo Matches!
 Perfect for corporate client events, employee parties, social celebrations or charity fundraising events.
- Includes Polo Pavilion, Member's Clubhouse or Polo Cabana rental.
- $_{\odot}$ Includes up to 250 game day polo tickets.
- Private group polo demonstration available.
- o A great PR and promotional opportunity.
- Photo-ops and your group's representatives present the player's trophies on the trophy stand.
- Website link, game day program, PA announcements and social media recognition.





Private Fieldside Polo Cabanas

- o Relax under a private fieldside cabana.
- Perfect for corporate entertaining, small groups, social celebrations or charity fundraising events.
- Cabanas available for groups both small and large, 6-150.





Sarasota Polo Club - Venues

Member's Clubhouse

Our unique ranch style Member's Clubhouse is a popular site for weddings, parties, meetings and private events. Sit and gaze at the breathtaking view of the playing fields from our wrap around front porch; relax and enjoy the spectacular sunset from our back patio and let our striking stone fireplace capture your attention.

Seating for up to 150

40' x 40' main room with private bar 64' x 15' wrap around porch 45' x 40' brick patio



Polo Pavilion

Our midfield Polo Pavilion, a favorite venue for both polo and non-polo events, provides a stunning view of our Championship Polo Field. On Sundays during Polo Season our Presenting Sponsors can be seen entertaining their guests while enjoying the up-close action from the Polo Pavilion's reserved midfield seating.

Seating for up to 250

40' x 60' covered open air facility with private bar 2,000+ square feet of patio area





Sarasota Polo Club - Events







our Club is available to host a variety of events.

– CORPORATE OUTINGS – WEDDINGS – – FUNDRAISING EVENTS – PRIVATE PARTIES –

– CATERING – CASH OR HOSTED BAR, VENUES AVAILABLE FOR 25 TO 2,000 GUESTS

Approved Vendors

The Sarasota Polo Club works closely with a select group of vendors who are well known for their quality and are highly respected in our community.

Caterers

Grove Restaurant, Patio & Ballroom (941) 893-4321 Libby's Neighborhood Brasserie (941) 357-1570 Mattison's Catering (941) 921-3400

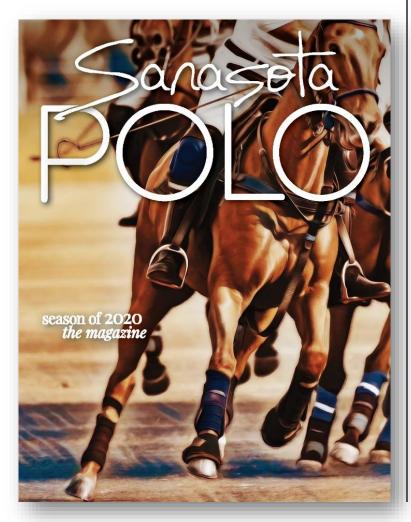
Tent & Party Rentals

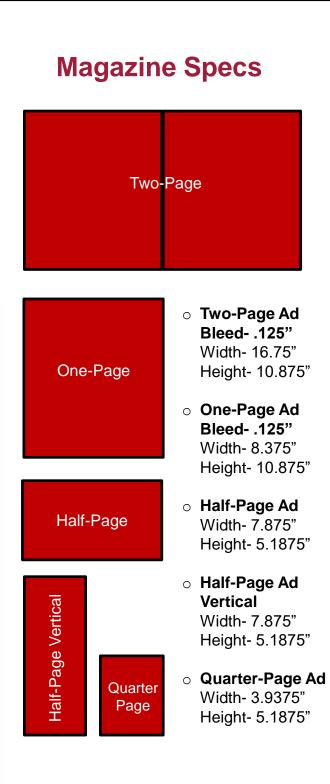
U.S. Tent Rental, Inc. (941) 957-0220



Sarasota Polo the Magazine

- Reaching an affluent audience of approximately 50,000 readers with an average net worth of \$1M.
- Distributed complimentary at all events on-site each week of our polo season.
- Available at exclusive retail, community and hospitality partners throughout Lakewood Ranch, Sarasota, Manatee and the Tampa Bay area.







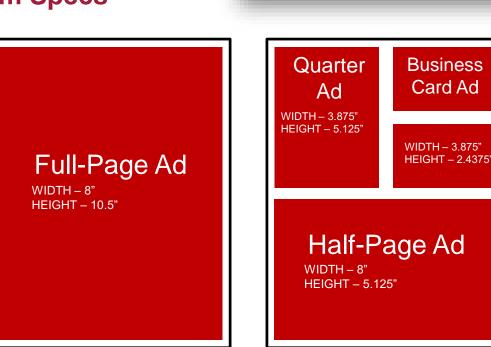
Sarasota Polo Game Day Program

- Reach your target audience on game day. Reaching an affluent audience of approximately 2,500 polo spectators each week.
- Distributed complimentary on-site each week to Sunday Polo spectators.
- Exclusive advertiser opportunities available.
- Multiple week ad packages available.

Game Day Program Specs

- Full Page Ad Width- 8" Height- 10.5"
- Half Page Ad Width- 8" Height- 5.125"
- Quarter Page Ad Width- 3.875" Height- 5.125"
- Business Card Ad Width- 3.875" Height- 2.4375"









2022 Sarasota Polo Advertising, Sponsorships, & Events

Championship Level Sponsorships

2022 Sarasota Polo Season Title Sponsor 2022 Sarasota Sunset Polo Series Title Sponsor 2022 Sarasota Polo Season Best Playing Pony Title Sponsor

Sarasota Polo Magazine - Annual

- **\$4400** Two page advertisement, advertorial or People of Polo feature article
- **\$2400** Full page advertisement
- **\$1450** Half page advertisement
- **\$995** Quarter page advertisement

Sarasota Polo Game Day Program - Weekly

- **\$1995** Bottom anchor advertisement, full season
- **\$795** Full page advertisement, exclusive advertiser 1-week or multiple
- **\$550** Half page advertisement 1-week or multiple
- **\$395** Quarter page advertisement 1-week or multiple

Sarasota Polo Vendor Village

- **\$1995** Full season on-site exhibition, up to 500 inserts into Sarasota Polo Magazine weekly
- **\$995** Up to 6-weeks on-site exhibition, up to 500 inserts into Sarasota Polo Magazine weekly

Sarasota Polo Group Events, Presenting Sponsorships & Venue Rentals

- **\$4500** Midfield Private Polo Pavilion rental, includes up to 250 game day polo tickets
- **\$4500** Private Clubhouse rental, includes up to 150 game day polo tickets
- **\$20pp** Private Polo Cabana rental, minimum 50 game day polo tickets

Reserved Fieldside Sponsor Polo Ticket Packages

- \$6995 Full Polo Season Sponsor's Package, includes 8 VIP reserved tickets each game, South
- \$2995 Full Polo Season Sponsor's Package, includes 8 reserved tickets each game, North
- \$895 \$1500 Partial Polo Season, includes 8 reserved tickets each game for 5-weeks or 10-weeks, North

Onsite Signage, Branding & Exhibition

- **\$5950** 6 Prominent Onsite Sponsor Signs, 2 at Club entrance, 2 fieldside North, 2 fieldside South
- **\$5950** Sarasota Polo Scoreboard Sponsor's Logo or Sarasota Polo Trophy Stand Sponsor's Logo
- \$3995 Sarasota Polo Season Back of Polo Ticket Sponsor
- \$2995 Sarasota Polo Season Souvenir Cup Sponsor or Polo Staff Uniform Sponsor, plus product cost
- **\$950** Trophy Sponsor Presentation Photo
- **\$950** Club Member's Party Sponsor
- **\$950** Halftime Show or Display Sponsor
- **\$950** National Anthem, Opening Parade or Bowl-in Sponsor



2021-2022 Bar - Beverage Service Rates & Policies

Beer Selection

Bud Light Corona Guinness Michelob Ultra Miller Lite Samuel Adams Boston Lager Shock Top Stella Artois

Spiked Seltzer & Cider

White Claw High Noon Angry Orchard Stella Cidre

House Liquor Selection

Bacardi White Rum Captain Morgan Spiced Rum Dewar's Scotch Whisky Jack Daniel's Tennessee Whiskey Nautical American Gin Pimm's No. 1 Sauza Gold Tequila Tito's Vodka

Hosted Consumption & Cash Bar Pricing

Cocktail: \$5-\$9 Domestic Beer: \$4 White Claw: \$5 High Noon: \$6

House Wine Selection

Kenwood Cabernet Sauvignon Kenwood Chardonnay Monkey Bay Sauvignon Blanc

Champagne Selection

Yulupa House Champagne Moet Chandon Veuve Clicquot Prosecco Split

Premium Wine Selection

La Crema Chardonnay La Crema Pinot Noir

Premium Liquor Selection

Bombay Sapphire Gin Bulleit Rye Crown Royal Canadian Whisky Glenlivet 18 Scotch Whisky Maker's Mark Bourbon Whisky Patron Silver Tequila

Wine: \$6-\$9 Premium Beer: \$5-\$8 Soft Drink / Juice \$2 Bottled Water: \$2

Policies:

Prices include mixers, garnishes, ice, plastic glassware, and beverage napkins. All Host bar prices are subject to 18% Service Charge. Bartender charge is \$25.00 per hour with a 4-hour minimum, an additional one-half hour at the beginning and end of the event for set-up and breakdown will be added. All rentals, including glassware, can be rented at an additional cost. Events may be subject to \$175 Set-up fee and/or \$175 Clean-up fee. Prices and items are subject to change without notice. Sarasota Polo Club as licensee is the only authorized authority to sell and serve alcoholic beverages on the premises. Alcoholic beverages are not permitted to be brought on or leave the premises.

The Sarasota Polo Club Salutes

Championship Sponsors





North South Wealth Management Ameriprise Private Wealth Advisory Practice







Presenting Sponsors





FIFTH THIRD

PRIVATE BANK



GROVE

Restaurant • Patio • Ballroon







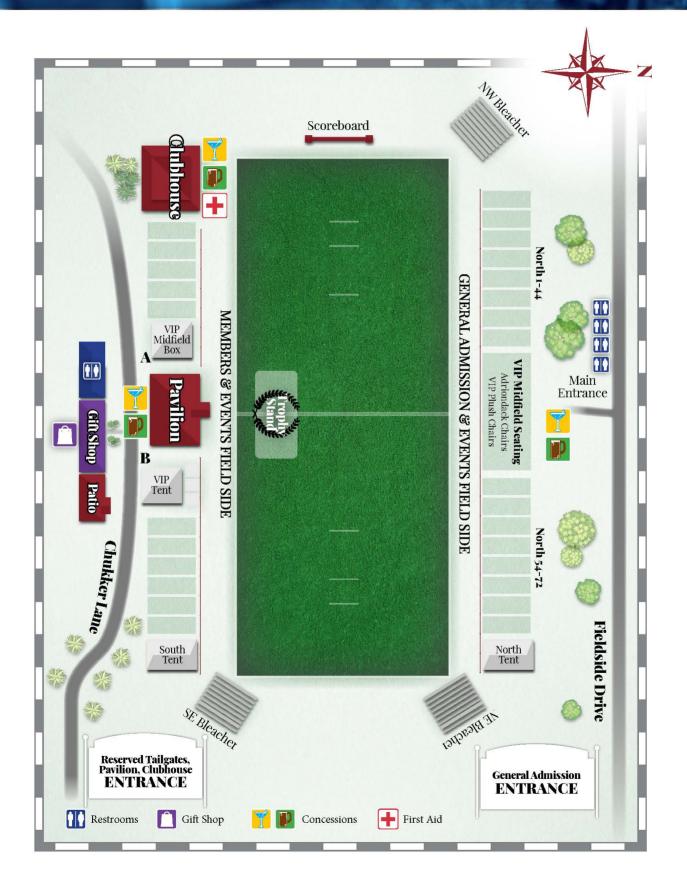


Polo: A Sport That's Good For Business!

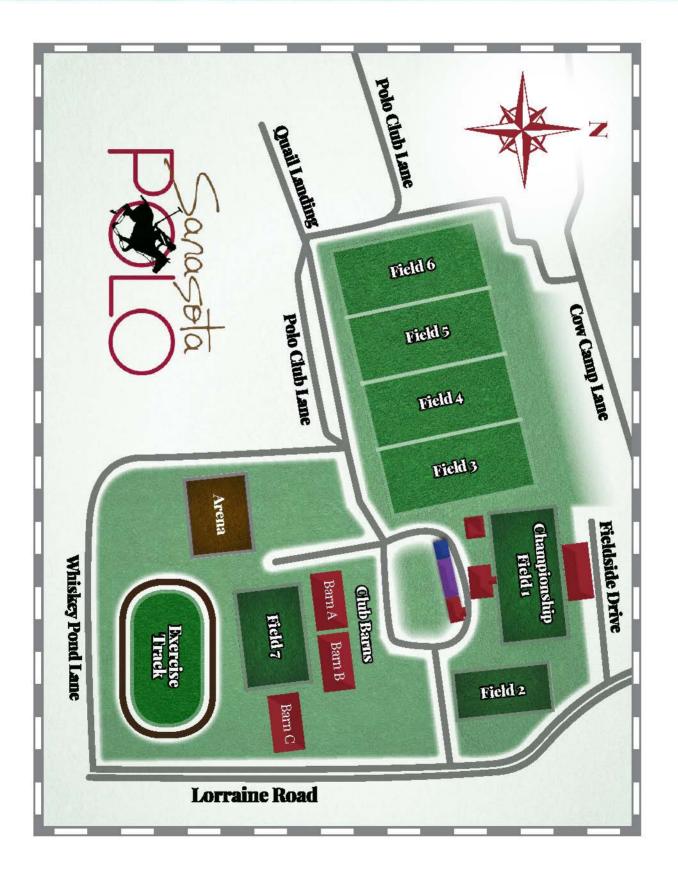
Our Season of 2022 Sponsors



CHAMPIONSHIP FIELD MAP



GROUNDS MAP



A