

SARASOTA POLO CLUB SEASON OF 2023

Polo Is A Community Sport Like No Other.



olo is not just a sport with a rich history; it's a community. 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.

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 2023 Sarasota Polo Season - which will run January 1st, 2023 through April 30th, 2023.

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. Falling into the top income and targeted interest groups, our audience is a superb market for your advertising. They are proven customers of high-end luxury products and services. Advertisers gain valuable exposure to a large, coveted audience and enjoy hospitality polo ticket packages to entertain clients, staff and guests.

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 170 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 exercise track, dedicated stick & ball fields, riding trails, on-site stabling for up to 300 horses, an on-site veterinary clinic, a newly-renovated Member's Clubhouse and a midfield polo pavilion.

Please do not hesitate to contact me directly if I can assist you in any way. I look forward to welcoming you as our guests to experience the thrill of Sarasota Polo, "the fastest game on four feet!"

Ron Trytek

Director of Sales & Marketing e: Ron@SarasotaPolo.com

p: 941.704.8379





SUNSET POLO HAPPY HOUR

Every Thursday at 5:30 pm beginning March 16th 2023 through April 27th 2023

The most unique after-work party in Lakewood Ranch. Enjoy food, drinks, music and polo against a backdrop of a breathtaking sunset.





FOR TICKETS AND MORE INFORMATION VISIT SARASOTAPOLO.COM

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





EVERY THURSDAY AT 5:30 P.M. FROM MARCH 16TH TO APRIL 27TH

Join the party for Sunset Polo Happy
Hour at the Sarasota Polo Club on
Thursday nights from March 16 through
April 27 at 5:30 p.m. Enjoy exciting
polo action, tailgating, food, drinks and
divot-stomping against a backdrop of a
breathtaking sunset.



2023 SCHEDULE

March 16

March 23

March 30

April 6

April 13

April 20

April 27













About Our Sport

PLAYERS
PER TEAM

6 CHUKKERS
OR PERIODS IN A MATCH

60

POLO PONIES

ARE RIDDEN PER GAME

Players use one or more horses each chukker



35 MPH TOP SPEED of a Polo Pony

 $300_{YDS} \times 160_{YDS}$

THE SIZE OF A REGULATION POLO FIELD

Equivalent to nine football fields

HODE TO BALL CAN reach during play

MINUTES

during halftime when

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

71/2

MINUTES in a chukker



Sanasota

About Our Club

FAST FACTS

PRIVATE EQUESTRIAN ESTATES



One of the largest & most enthusiastic polo communities in the world,

50,000 WELCOMING



SPECTATORS EACH SEASON

CELEBRATING OUR

32nd
POLO SEASON

A Packed Schedule

of Exclusive Member & Community Social Events



WEEKS
SUNDAY POLO
JAN. 1 - APR. 30

WEEKS

THURSDAY SUNSET POLO Happy Hour

MAR. 16 - APR. 27



65+
PLAYING



LEARN TO PLAY YEAR ROUND POLO LESSONS



Located in the award-winning community of Lakewood Ranch, FL just 30 minutes to Siesta Key Beach and 30 minutes to SRQ Airport





About Our Facilities FAST FACTS

SPANNING

Perfectly Manicured **Acres**

BERMUDA GRASS POLO FIELDS

Hosting games & practices throughout the week during polo season

ONSITE STABLING for up to

WITH FULL BAR

hosting events up to

MANA

MEMBER'S CLUBHOUSE WITH FULL BAR hosting events up to







Training Track





























The 2,500-year-old game of polo is one of the fastest and most technical sports played today. It is gaining increasing popularity as a premier spectator sport and can be an easy game for the first-time spectator to enjoy. Here are a few basic facts to help you watch the game:

GAME BASICS

Polo is played on a 10-acre grass field, 300 yards in length by 160 yards, which is the approximate area of 10 football fields. Goal posts are set eight yards apart on either end of the field. The object of the game is to move the ball downfield, hitting the ball through the goal for a score. Teams change direction after each goal. The team with the most scores at the end of the match is deemed the winner.

Two teams, made up of four players each, are designated by shirt color. The players wear high boots, knee guards, and a helmet. The ponies wear protective bandages and boots to shield them from the ball or the mallet. By tradition, players wear white pants in tournaments. The mallet, made of a bamboo shaft with

a hardwood head, is the instrument used to hit the polo ball.

The polo ball was formerly made of wood but is now plastic. It is about 3 to 3½ inches in diameter and 3½ to 4½ ounces in weight. In fact, the English word "polo" is derived from the Tibetan word "pulu," meaning ball.

The surface of a polo field requires careful and constant grounds maintenance to keep the field in good playing condition. During halftime of a match, spectators are invited to go onto the field to participate in a polo tradition called "divot stomping," which was developed to not only help replace the mounds of earth (divots) that are torn up by the horses' hooves, but to also afford spectators the opportunity to walk about and socialize.

There are six periods, or "chukkers," in a match. Each chukker is seven and a half minutes long. Play begins with a throw-in of the ball by the umpire at the opening of each chukker and after each goal. Only penalties or injuries may stop play as there are no timeouts or substitutions allowed (except for tack repair).

The four basic shots in polo are distinguished by the side of the pony on which strokes or shots are made. That is "near-side" (left side of the mount) and "off-side" (right side of the mount). This creates the near-side forward and back shot, and the off-side forward and back shot. Shots can also be made under the pony's neck, across his tail, or the difficult under-the-belly shot, all variations of the basic shots.

A team is made up of four players, each wearing a jersey numbered 1 through 4, which corresponds to their assigned position. No. 1 is the most offensive player, concentrating on opportunities for scoring. No. 4 is the defensive player, primarily responsible for defending his team's goal. Usually, the most experienced and highest-rated players are at positions 2 and 3, with the pivotal player being No. 3, who must serve as an effective field captain, or quarterback. The No. 3 coordinates the offense, and passes the ball upfield to his teammates as they press toward the opposition's goal. Each player is also assigned an opponent to cover on defense and must be prepared to shift offensive and defensive modes and to make any play that will benefit his team.

THE RULES

Although there are many rules to the game of polo, the primary concept to which all rules are dedicated is safety – for the player and his mount.

The right-of-way rule is defined by a player's position relative to the direction of travel of the ball when hit. Once hit, an imaginary line is drawn from the player to the ball, and extended ahead of the ball in the direction it is traveling. This imaginary line can not be crossed by other players. In general, play will flow backward and forward, parallel to the imaginary line extended ahead of, and behind, the ball. This rule creates safe traffic patterns that enable the participants to play at top speeds and to avoid dangerous collisions.

The line of the ball may not be crossed except under special circumstances and only in such a way as to legitimately gain control of the ball. When a player has the line of the ball on his right, he has the right-of-way. This can only be taken away by "riding off" and moving the player off the line of the ball by making shoulder-to-shoulder contact.





Strategy and anticipation are two of the most important elements in polo and usually come with experience. For the spectator, keep an eye on the horses. The speed and athletic abilities of both the horse and rider are spectacular. All of these elements combined make the fast-paced action of polo one of the most exciting and demanding sports in the world.

PLAYER HANDICAPS

Each player is assigned an individual handicap on the ascending basis of C, B, A (-2 through 0) and 1 through 10. This handicap reflects the player's ability and his value to the team. The higher the handicap, the better the player (which is opposite to golf). There are only a few 10-goal players in the world.

The team handicap is the combined handicaps of the four players. The team with the lesser handicap is granted the difference in goals (or points) prior to the start of the match. For that reason, a match may well have a "score" prior to the start of the game based on team handicaps.

Player handicaps are evaluated and revised annually by the United States Polo Association. Handicapping is a subjective evaluation of the individual's horsepower, game sense, hitting ability, and overall value to a team.

PONIES

The polo ponies are central to the success of any team. They are primarily Thoroughbreds, often with race track experience, and considered the most athletic of equine performers because of the requirements to sprint, stop, turn and accelerate to open speed for seven minutes in duration. Although they are called "ponies," they are actually small horses (average height 15 to 16 hands high, 1 hand=4 inches). Players must change mounts after each chukker due to extreme demands placed on the ponies. Therefore, a team usually has a minimum of 24 horses available during the match.

Most horses can be trained to play polo, however training horses to learn the game should only be taken on by experienced polo players. Beginner and intermediate players are much better off buying an already trained polo pony. ●

Polopedia

BASIC DEFINITIONS TO ADD TO YOUR POLO WATCHING ENJOYMENT



Back Shot: A shot, which can be hit from either side of the horse, that sends the ball backwards.

Chukker: Similar to "periods" in basketball. There are six chukkers in a polo match, each one lasting 7 ½ minutes. Between each chukker, players change horses.

Divot Stomping: An activity that incorporates spectators into the game. During halftime, spectators are invited to go onto the playing field to replace pieces of turf that have been dug up by the horses.

Double-Chukkered: This term means that the same horse has been approved to be played again in a later chukker. Hook: This is an extremely effective defensive technique. A player may use his mallet to interfere with his opponent's swing by "hooking" the opponent's mallet with his own.

Knock-In: Should a team, in an offensive drive, hit the ball across the opponents' backline, the defending team resumes the game with a free hit from the backline.

Line-of-the-Ball or Right-of-Way:

This imaginary line follows the path that the ball takes. On each side of this line is a lane, and these two lanes determine the right-of-way of the player in possession of the ball.

Near-Side Shot: This type of shot is made from the left side of the horse. A near-side shot can either be a forehand or backhand shot.

Neck Shot: A ball which is hit under a horse's neck from either side of the horse. Off-Side Shot: The off-side is the right side of the horse. So the off-side shot is a shot made on the right side of the horse, either sending the ball forward or backward. It is the most commonly used shot in polo.

Penalties: Penalty 1: Player commits a dangerous or deliberate foul in vicinity of goal in order to save a goal. The team fouled is awarded an automatic goal. The game will resume with a penalty hit from the center of the field (Penalty 5.b) awarded to the fouled team and a change in direction. Penalty 2: A penalty hit by the team fouled from the center of the 30-yard line nearest the fouling team's goal or from the spot where the foul occurred. Penalty 3: Penalty hit by the team fouled from center of the 40-yard line nearest the fouling team's goal. Penalty 4: Free hit at the ball by the team fouled from the center of the 60-yard line nearest the fouling team's goal. **Penalty 5:** There are two designations for a Penalty 5; 5.a or 5.b. (a) hit from the spot where the ball was when foul occurred, but four yards from boards or sidelines (b) penalty hit from the center of the field. **Penalty 6 or Safety:** Occurs when a player hits the ball over their own end line. A penalty will be hit from a spot 60 yards from the end line opposite where the ball crossed the end line, but no more than 40 yards from the center of the 60-yard line. Ride-Off: A ride-off occurs when two riders attempt to push each other off the line of the ball.

Tail Shot: A tail shot involves hitting the ball behind and under the horse's rump.

Third Man: This refers to the referee who sits off the field. If and when the two umpires on the field are in disagreement, the third man breaks the tie and makes the final decision.

Throw-In: A chukker begins and many plays resume with the umpire "bowling in" the ball between the two ready teams in what is called a "throw-in."

Umpires: Like referees in football, polo has umpires. There are two mounted umpires on the field for each game. They consult each other after each infringement and impose a penalty only if they agree. If they do not agree, they consult with the third man. They are responsible for monitoring the play to keep it safe for both the players and the horses. ●





























Sarasota Polo Sponsorships

Presenting Sponsorships

- · Season Title Sponsor
 - · WITH SEASON NAMING RIGHTS
- Sunset Polo Happy Hour Series Title Sponsor
 with season naming rights
- Tournament Sponsors
- · WITH TOURNAMENT NAMING RIGHTS
- Presenting Sponsors
- · WITH MATCH NAMING RIGHTS
- · Best Playing Pony Sponsor
- Member's Event Sponsor

Group Events & Venue Rentals

- Midfield Pavilion
- Newly-Renovated Member's Clubhouse
- VIP Midfield Terrace
- · Group Tents
- Pre-match Private Polo Demonstrations
- VIP Tents
- Private Polo Matches
- · VIP Midfield Reserved Seating Season Ticket
- VIP Midfield Plush Seating
- VIP Reserved Fieldside Season Tailgates





Advertising

- · Sarasota Polo Magazine
- · Sarasota Polo Game Day Program
- · Sarasota Polo Digital Spectator's Guide
- · Sarasota Polo Email Newsletter
- Polo Team Jersey Sponsor
- Staff Uniform Sponsor
- · Polo Ticket Sponsor
- Souvenir Cup Sponsor
- Email, Website & Social Media posts

Onsite & Spectator Engagement

- Vendor Village at Sunday Polo
- · Onsite Signage
- Polo Boards Sponsors
- Trophy Stand Signage
- PA Announcements
- Sidelines Sponsors
- · Halftime Sponsors
- Contest Sponsors
- Trophy Sponsors



Sarasota Polo Presenting Sponsorships

- Perfect for corporate client events, employee parties, social celebrations or charity fundraising events.
- Includes private Polo Pavilion, Newly-Renovated Member's Clubhouse or Polo Tent.
- Includes up to 250 game day polo tickets.
- Private group polo demonstration available.
- A great PR and promotional opportunity.
 Photo-ops and your group's representatives present the player's trophies on the trophy stand.
- Private bar and Catering options available through our local partners.
- Designated parking for your group. Valet parking available upon request.
- Website link, game day program,
 PA announcements and social media recognition.



Private Fieldside Tents



- Relax under a private fieldside tent.
- Perfect for corporate entertaining, small groups, social celebrations or charity fundraising events.
- Tents available for groups both small and large, 6-150 people.
- Catering options available through our local partners.
- Private bar service available upon request.
- Designated parking for your group. Valet parking available upon request.



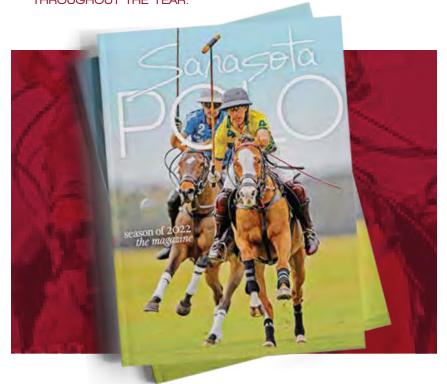
SEASON OF 2023

SARASOTAPOLO.COM

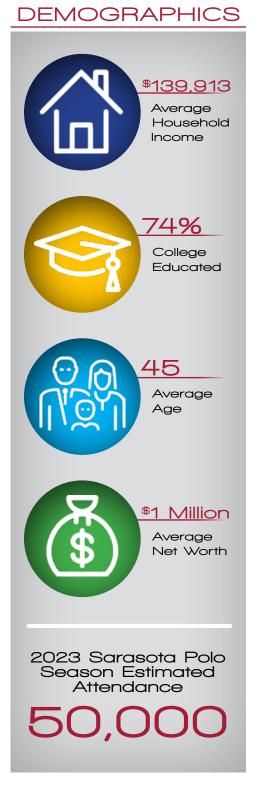
Sarasota Polo Magazine

- Reaching an affluent audience of approximately 50,000 readers with an average net worth of \$1M. Advertisers gain valuable exposure to a large coveted audience who are proven customers of high-end luxury products and services.
- Designed to blanket the Lakewood Ranch area's residents and businesses, January 2023 through May 2023. Ads begin at only \$995 for the season.
- Many of our advertising packages include generous hospitality polo ticket packages to entertain clients, staff and guests.
- Available complimentary at exclusive retail, community and hospitality partners throughout Lakewood Ranch, Sarasota, Manatee and the Tampa Bay area.

- DISTRIBUTED COMPLIMENTARY AT ALL ON-SITE EVENTS THROUGHOUT THE YEAR.



128-PAGE, PRINT, LUXURY-LIFESTYLE, SOCIAL & COMMUNITY ANNUAL POLO SEASON PUBLICATION.



















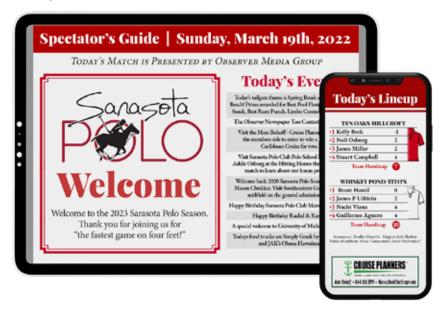
Sarasota Polo Gameday Program

- 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.





Sarasota Polo Spectator's Guide



- **Digitally distributed** each week to Sarasota Polo spectators.
- Exclusive advertiser opportunities available.
- Multiple week ad packages available.
- Responsive and interactive media capabilties.

















Sarasota Polo Club Venues



Our newly-renovated unique ranchstyle 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 wraparound front porch; walk up to our brand-new all-marble bar; or relax and enjoy the spectacular sunset from our back patio.

Hosting up to 100

- \cdot 50' \times 50' main room with private bar
- 64' x 15' wrap-around porch
- 45' x 40' brick patio



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.

Hosting up to 250

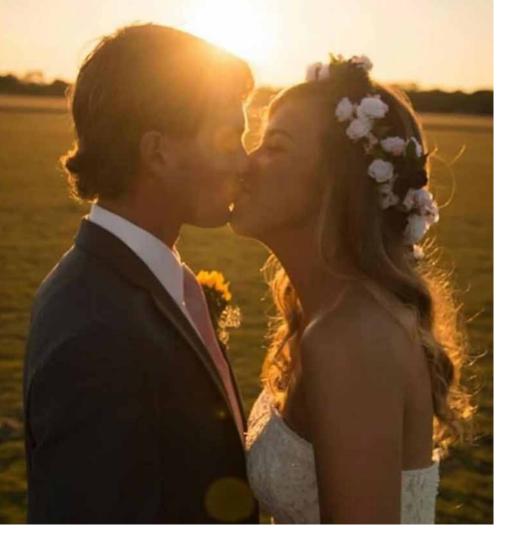
- \cdot 40' \times 60' covered open-air facility with private bar
- · 2,000+ square feet of patio area



Weddings at the Sarasota Polo Club











































2023 Sarasota Polo Season Advertising, Sponsorships, Sponsor Tickets & Events

Championship Level Sponsorships

Sarasota Polo Season Title Sponsor Sarasota Polo Sunset Polo Series Title Sponsor Sarasota Polo Season Best Playing Pony Title Sponsor Sarasota Polo Season Digital Spectator's Guide Sponsor

Sarasota Polo Magazine - Annual

Back cover full page advertisement
Inside front or inside back full page advertisement
Two page advertisement, advertorial or People of Polo feature article
Full page advertisement
Half page advertisement
Quarter page advertisement

Sarasota Polo Game Day Program or Sarasota Polo Digital Spectator's Guide - Weekly

Bottom anchor advertisement - full season
Full page advertisement, exclusive advertiser - 1-week or multiple
Half page advertisement - 1-week or multiple
Quarter page advertisement - 1-week or multiple

Sarasota Polo Vendor Village

Full season on-site exhibition & engagement, includes up to 500 inserts into Sarasota Polo Magazine weekly 6-weeks on-site exhibition & engagement, includes up to 500 inserts into Sarasota Polo Magazine weekly

Sarasota Polo Group Events, Presenting Sponsorships & Venue Rentals

Midfield Private Polo Pavilion, includes up to 250 game day polo tickets Private Clubhouse, includes up to 100 game day polo tickets Midfield Private VIP Terrace, includes up to 35 game day polo tickets Private Polo Tent, minimum 50 game day polo tickets

Reserved Fieldside Sponsor Polo Ticket Packages

Includes 8 reserved tickets per game

Full Polo Season Sponsor's Package, South Full Polo Season Sponsor's Package, North Partial Polo Season, Sponsor's Package for 5-weeks or 10-weeks, North

Onsite Signage, Branding & Exhibition & Spectator Engagement

Best Playing Pony Blanket Sponsor, (blanket cost are additional)
Prominent Onsite Sponsor Signs, Club entrances, fieldside North, fieldside South Sarasota Polo Scoreboard Sponsor's Logo
Sarasota Polo Trophy Stand Sponsor's Logo
Sarasota Polo Season Back of Polo Ticket Sponsor
Sarasota Polo Season Souvenir Cup Sponsor
Polo Team Jersey or Polo Staff Uniform Sponsor, (jersey / uniform costs are additional)
Sunset Polo Sponsorship - 1-week, includes 50 polo tickets
Member's or Sponsor's Event Sponsor
Trophy Sponsor - Presentation Photo

The Sarasota Polo Club Salutes

CHAMPIONSHIP SPONSORS











Presenting Sponsors









































Polo: A Sport That's Good For Business!

Our Season of 2022 Sponsors













CALIFORNIA CLOSETS®



































































































2022 Sponsors

- · A.E. Engine
- · Aksala Wealth Advisors
- Arsenault Dermatology
- · Assunta Salon
- · Bayside Pet Resort
- · Bloom Business Jets · Brain Health Initiative
- California Closets
- · Christine Brown Interiors
- · Celebrity Cruises
- · Certi-Pro Window Solutions
- · Channell Real Estate & Investments
- · Couture Real Estate
- · CryoXL
- · Dimmitt Automotive Group
- Edward Jones
- · Elite Medical Spa
- · eXp Realty Victoria Campbell
- · Fifth Third Private Bank

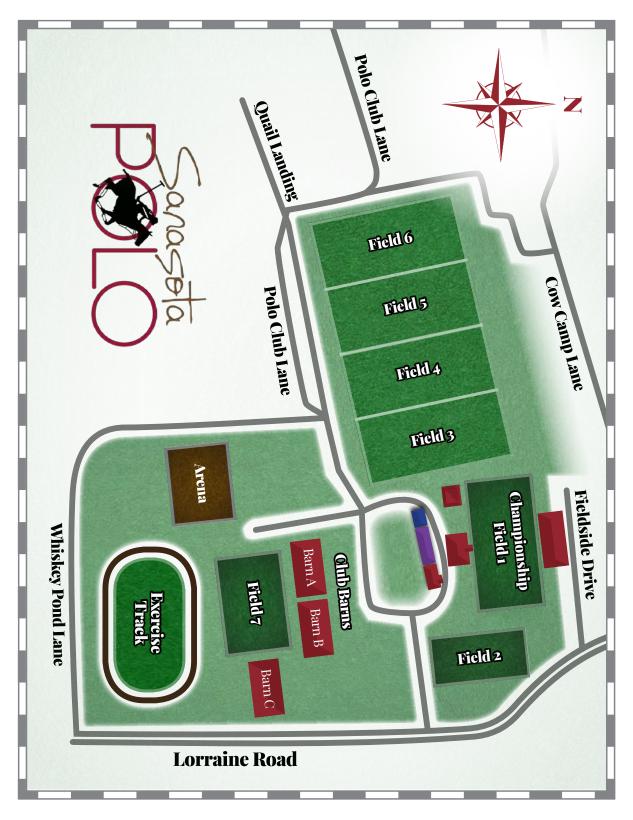
- · Florida Environmental Film Festival
- · Florida Shower Doors
- Florida Surgical Specialists
- · Fuller Group Bo Fuller
- · Gold Coast Eagle Distributing
- Grapevine Communications
- Grove Pier 22
- · Hedge Team, Premier Sotheby's International Realty
- · Helene Buckley
- · House Match
- · INVESTUS Realty
- · J.P. Morgan Private Bank
- · Jax Kar Wash
- · Jefferson's Bourbon
- · Jennette Properties
- · John Cannon Homes
- · Johns Hopkins All Children's Foundation

- Jov Pedersen
- · Keller Williams Joanne Mills
- · Keller Williams Stacey Shinn
- · Lakewood Ranch
- · Lee Wetherington Homes
- · LernerCohen Conceirge Healthcare
- Loan Depot
- · Main Street at Lakewood Ranch
- · Matter Brothers Furniture
- · Mattison's Restaurants & Catering
- · Mauldin & Jenkins, CPAs & Advisors
- · McCarver & Moser Jewelers
- · Meadows Country Club
- · Merrill Lynch, Adamchak, Bordes & Associates
- · Mighty Dog Roofing
- · Minuteman Press of Bradenton

- · Mosquito Mist
- · Music Compound
- · Mya & Ava Medford
- · Nautical American Gin · North South Wealth
- Management · Observer Media Group
- OneGroup Wealth Partners, Inc.
- · Pandora Store, University Town Center
- · Parkinson Place
- · Pecky Interiors
- · Planet Stone Marble & Granite. Inc.
- · Plunkett Raysich Architects, LLP
- · Preferred Shore Real Estate
- · Prestige Planning, LLC
- · RE/MAX Alliance Group Kotaska Team
- · Remi J Lange

- · Rudd International, Inc.
- · Sarasota Equine Associates · Sarasota Sports Medicine
- · Sirius Day Spa, Salon and Med Spa
- · SpeedPro Affinity Solutions
- · TerraNova Equestrian Center
- The Don CeSar
- · The Players Centre
- · The-Out-of-Door Academy
- · U.S. Polo Assn.
- · UBS Wealth Management
- · Waterside at Lakewood Ranch
- · Wilde Automotive Family
- · Williams Parker Attorneys at Law
- Willis A. Smith Construction
- · Woof Gang Bakery & Grooming Lakewood Ranch
- · Wrigley Media Group

Sarasota Polo Club





Championship Field

