



SARASOTA POLO CLUB
SEASON OF 2023

Polo Is A Community Sport Like No Other.

P

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 and 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 our 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 training track, stick & ball fields, riding trails, on-site stabling for up to 300 horses, an on-site veterinary clinic, a 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

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SARASOTAPOLO.COM



SEASON OF 2023

THE 2023 SARASOTA POLO SEASON

Beginning Sunday, January 1st 2023
through Sunday, April 30th 2023



THE SARASOTA POLO CLUB



SUNDAY
POLO

SUNDAY POLO

Every Sunday at 1 pm beginning January 1st 2023 through April 30th 2023
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 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.

SUNSET POLO
**Happy
Hour**
AT THE SARASOTA POLO CLUB



FOR TICKETS AND MORE INFORMATION
VISIT SARASOTAPOLO.COM

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





SUNSET POLO
Happy Hour
AT THE SARASOTA POLO CLUB

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

FAST FACTS

4 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 X **160** YDS
THE SIZE OF A REGULATION POLO FIELD
Equivalent to nine football fields

110
MPH
Speed a Polo Ball can
reach during play

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

7^{1/2} MINUTES
in a chukker

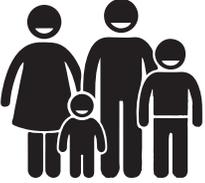


About Our Club

FAST FACTS

45 PRIVATE
EQUESTRIAN
ESTATES 

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

WELCOMING
50,000 
SPECTATORS EACH SEASON

CELEBRATING OUR
32nd
POLO SEASON

A Packed Schedule
of Exclusive Member &
Community Social Events



18
WEEKS
SUNDAY POLO
JAN. 1 - APR. 30

7 THURSDAY SUNSET POLO
Happy Hour
WEEKS MAR. 16 - APR. 27 

65+
PLAYING
MEMBERS 

Sarasota
POLO 
SCHOOL 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 

SARASOTAPOLO.COM



SEASON OF 2023

About Our Facilities

FAST FACTS

SPANNING
170

Perfectly
Manicured
Acres



7

BERMUDA GRASS POLO FIELDS

Hosting games & practices throughout
the week during polo season

ONSITE STABLING
for up to **300**
HORSES



**MIDFIELD
PAVILION**
WITH FULL BAR

hosting events up to

MEMBER'S CLUBHOUSE
WITH FULL BAR
hosting events up to



100

250

VIP

MIDFIELD
PREMIUM SEATING



REGULATION SIZED POLO ARENA

ONSITE
VETERINARY
CENTER



1/2 MILE
All-Weather
Training Track





Learn the Polo Basics

A VIEWER'S GUIDE TO ONE OF THE FASTEST GROWING SPORTS

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
- Member's Clubhouse
- VIP Midfield Terrace
- Group Tents
- Pre-match Private Polo Demonstrations
- VIP Cabanas
- Private Polo Matches
- VIP Season Tickets, Midfield Plush Seats
- 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
- 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, Member's Clubhouse or Polo Cabana.
- 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.
- Website link, game day program, PA announcements and social media recognition.



Private Fieldside Cabanas



- 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.

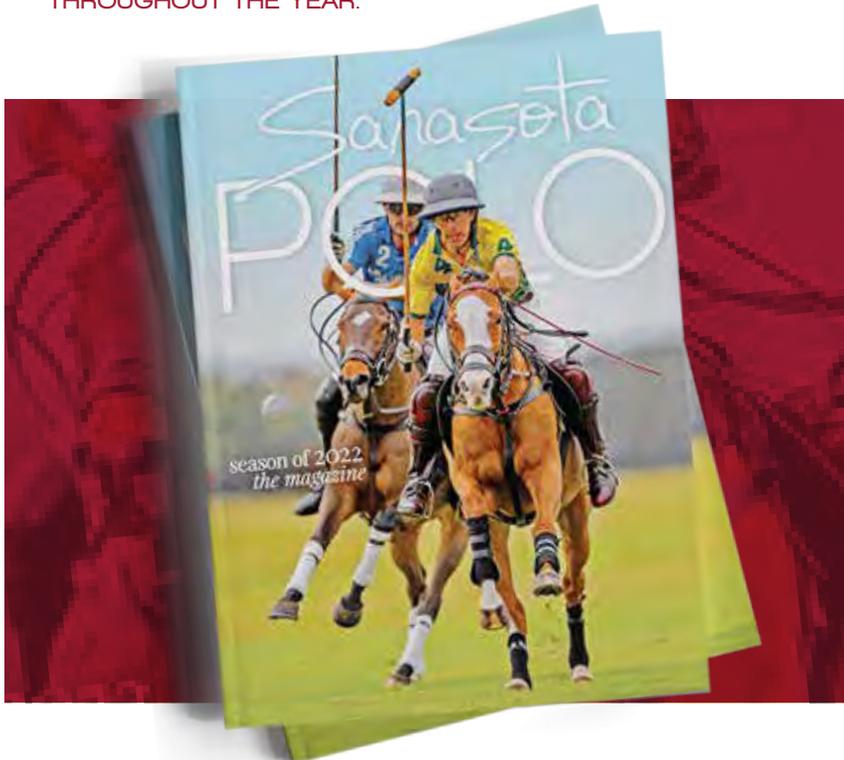
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SEASON OF 2023

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 and 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.

DEMOGRAPHICS



\$139,913

Average Household Income



74%

College Educated



45

Average Age



\$1 Million

Average Net Worth

2023 Sarasota Polo Season Estimated Attendance

50,000

SARASOTAPOLO.COM

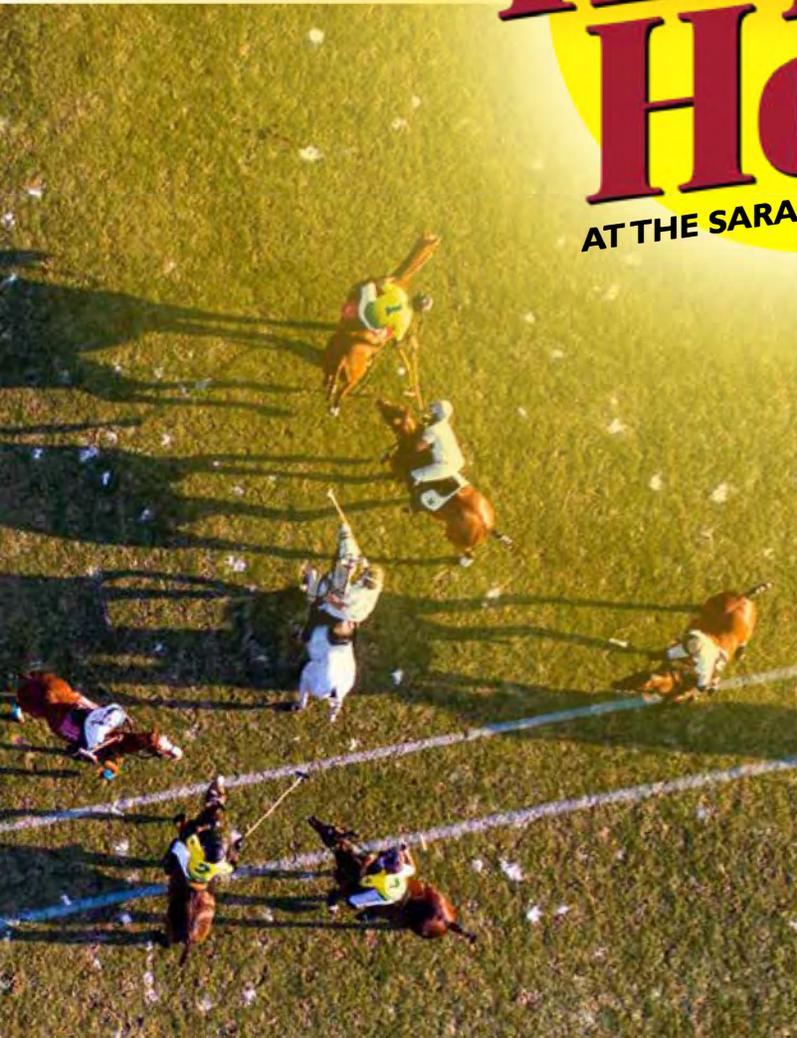


SEASON OF 2023





SUNSET POLO
**Happy
Hour**
AT THE SARASOTA POLO CLUB





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.



NEW FOR THE 2023 SEASON

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 capabilities.*

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SEASON OF 2023



Sarasota Polo Club Venues



Our newly remodeled 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; pull up to our all-marble bar or relax and enjoy the spectacular sunset from our back patio.

Hosting up to 100

- 50' x 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

- 40' x 60' covered open air facility with private bar
- 2,000+ square foot 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 page 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, up to 500 inserts into Sarasota Polo Magazine weekly
6-weeks on-site exhibition & engagement, up to 500 inserts into Sarasota Polo Magazine weekly

Sarasota Polo Group Events, Presenting Sponsorships & Venue Rentals

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

Reserved Fieldside Sponsor Polo Ticket Packages

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

Onsite Signage, Branding & Exhibition & Spectator Engagement

Best Playing Pony Blanket Sponsor, plus blankets cost
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, plus jersey cost
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



LAKEWOOD RANCH™



North South Wealth Management
Ameriprise Private Wealth Advisory Practice

Observer
You. Your Neighbors. Your Neighborhood.
YourObserver.com

PANDORA™ STORE
UNIVERSITY TOWN CENTER

WRIGLEY MEDIA
GROUP

PRESENTING SPONSORS



POLO: A SPORT THAT'S GOOD FOR BUSINESS!

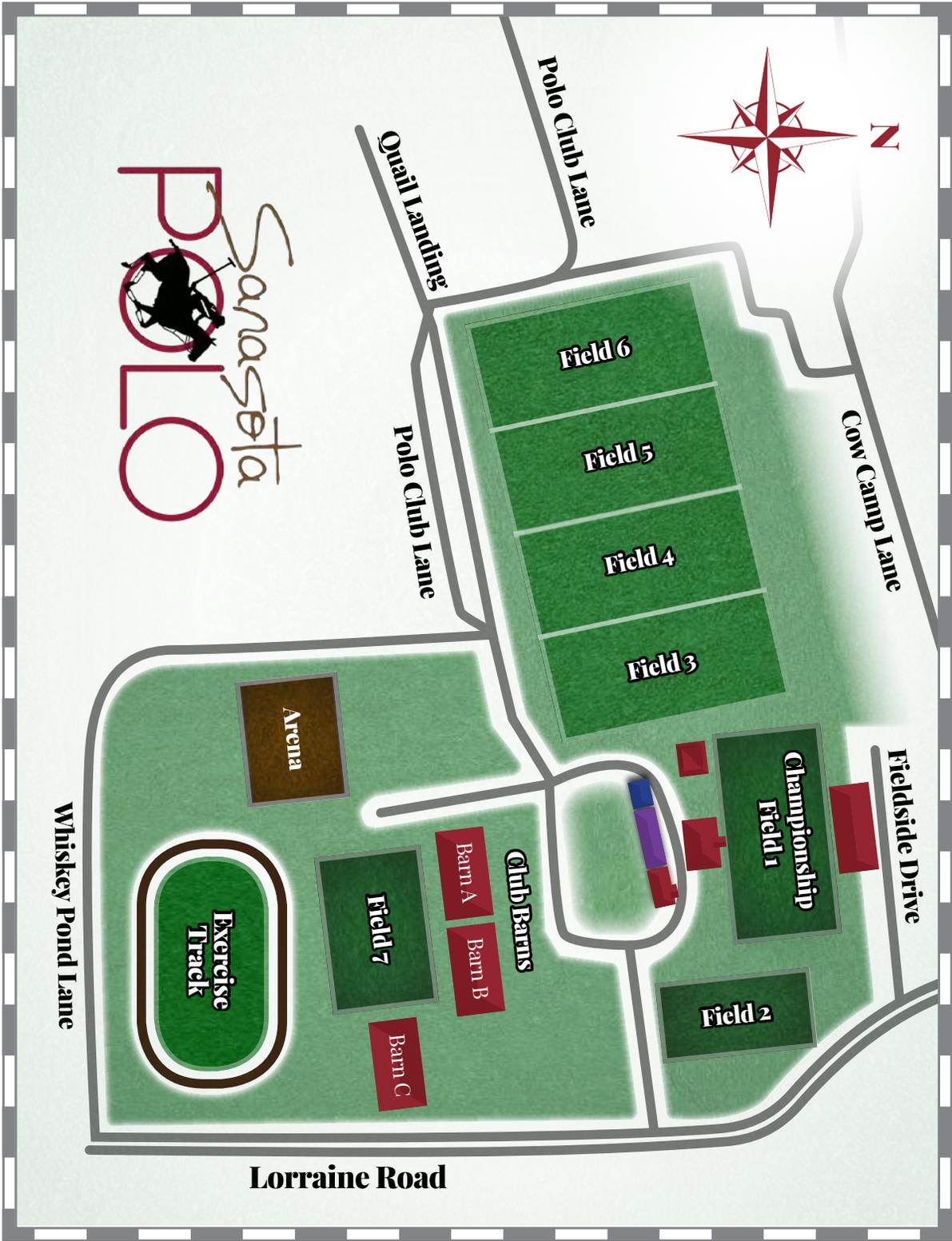
Our Season of 2022 Sponsors



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
- Joy 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

