

Sanasota POLO



**2023
Season
Media Kit**

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 were on hand during our 2023 Sarasota Polo Season, 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, a polo school, riding trails, on-site stabling for up to 300 horses, on-site veterinary care 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

Ron Trytek
Director of Sales & Marketing

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p: 941.704.8379



THE 2023 SARASOTA POLO SEASON

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



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.

Presented by Celebrity Cruises - Marc Bokoff - Cruise Planners

Celebrity X Cruises

GO CRUISE PLANNERS
YOUR LAND AND CRUISE EXPERTS

SUNSET POLO HAPPY HOUR

Every Thursday at 5:30 pm beginning March 16th 2023 through April 6th 2023
The most unique after-work party in Lakewood Ranch. Enjoy food, drinks, music and polo against a backdrop of a breathtaking sunset.

Presented by North South Wealth Management



North South Wealth Management
Ameriprise Private Wealth Advisory Practice

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
FROM MARCH 16TH TO APRIL 6TH

GATES OPEN AT 4:30PM
MATCH BEGINS AT 5:45PM

Join the party for the Sunset Polo Happy Hour and Community Concert Series at the Sarasota Polo Club on Thursday nights at 4:30 p.m. from March 16th through April 6th.

Enjoy exciting polo action, tailgating, food, drinks and divot-stomping against a backdrop of a breathtaking sunset. Once the polo action is complete for the evening, stick around and join us for live music!



2023 SCHEDULE

March 16

March 23

March 30

April 6



PRESENTED BY



North South Wealth Management
Ameriprise Private Wealth Advisory Practice

ABOUT OUR SPORT

Sanasota  POLO

110 MPH

Speed a Polo Ball can reach during play

60 POLO PONIES

ARE RIDDEN PER GAME

Riders use one or more horses each chukker



300_{YDS} X 160_{YDS}

THE SIZE OF A REGULATION POLO FIELD

Equivalent to nine football fields

7¹/₂



MINUTES
IN A CHUKKER

4 PLAYERS PER TEAM



Number 1

The most offensive player, concentrating on scoring



Number 2

The most experienced and highest-rated players wear jersey numbers 2 and 3



Number 3

Often serves as the team captain and is responsible for coordinating the offense



Number 4

The defensive player, primarily responsible for defending his or her team's goal



3 Umpires

2 Mounted Referees

1 "Third Man" in the "Crow's Nest"

6

CHUKKERS
OR PERIODS
IN A MATCH

35 MPH

TOP SPEED
OF A POLO PONY

20

MINUTES

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

ABOUT OUR CLUB

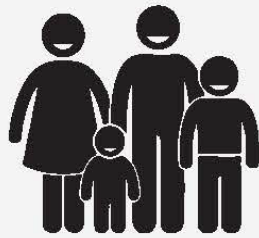
Sarasota  POLO

45 PRIVATE
EQUESTRIAN
ESTATES



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

WELCOMING
50,000
SPECTATORS EACH SEASON



CELEBRATING OUR

31st

POLO SEASON

65+
PLAYING
MEMBERS

18
WEEKS
SUNDAY POLO
JAN. 1 - APR. 30

4 THURSDAY SUNSET POLO
Happy Hour
MAR. 16 - APR. 6

WEEKS



A Packed Schedule
of Exclusive Member &
Community Social Events



Located in the award-winning community of
Lakewood Ranch, FL just 30 minutes to
Siesta Key Beach and 20 minutes to SRQ Airport



ABOUT OUR FACILITIES

Sarasota  POLO

SPANNING
130

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

250

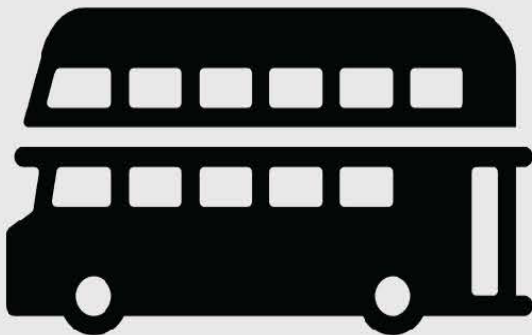
VIP

**MIDFIELD
PREMIUM SEATING**

1/2 MILE
All-Weather
Training Track



REGULATION SIZED POLO ARENA



THE HEMINGWAY

NEW FOR THE 2023 SEASON.

A fully restored double decker bus with a twist.
“The Hemingway” offers a full bar and a
one-of-a-kind viewing experience.







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 3 ½ inches in diameter and 3 ½ to 4 ½ 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

- *Become a Presenting Sponsor of a Sunday or Sunset Polo Match!* 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.



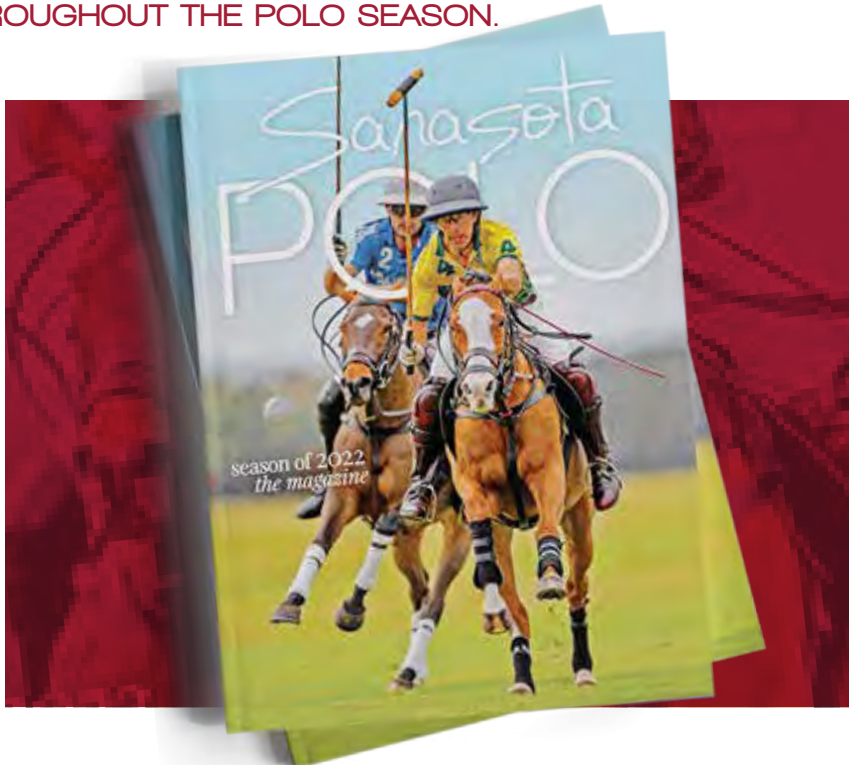
Private Fieldside Tents



- 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.

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 \$1095 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. DISTRIBUTED BY EMAIL WEEKLY TO ALL SUNDAY AND SUNSET POLO TICKET HOLDERS THROUGHOUT THE POLO SEASON.**



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

IMPORTANT POINTS

- + Use high-res images
- + Keep type and logos at least .25" away from the edges
- + Include company name and magazine title (SP) in filename

SUBMISSION DEADLINES

Space Reservation
November 30, 2022

Ad Artwork Reservation
December 9, 2022

In order for your ad to meet minimum quality requirements, please follow these four steps:

1 DESIGNING

- Download the appropriate design template at ae-engine.com/ad. There are five types of ads for the Sarasota Polo Magazine.

ADVERTISING OPTIONS

- | | |
|--------------------------|---------------------|
| ■ Two-page ad: | SP 2023 Ad 2PG.idml |
| ■ One-page ad: | SP 2023 Ad 1PG.idml |
| ■ Half-page ad: | SP 2023 Ad HLF.idml |
| ■ Half-page Vertical ad: | SP 2023 Ad HV.idml |
| ■ 1/4 page ad: | SP 2023 Ad QTR.idml |

2 PROOFING

- Is the ad internally approved by all necessary parties?
- Run a preflight check on the completed design using the profile (AE Engine) embedded in the template file.
- Are all of the images high-resolution (at least 300 dpi)?
- Does the design include the required bleed (extend beyond the edges of the page)?
- Are all of the important elements (type, logos and borders) at least .25" away from the edge of the page?

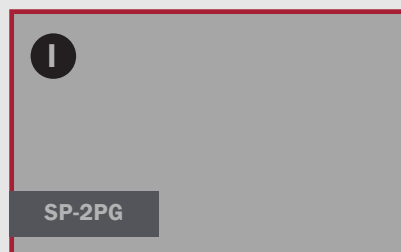
3 EXPORTING

Export the original design file as a press-ready PDF. To ensure this is done correctly, install the "AEEEngine.joboptions" file and use it to create the PDF. (This file comes packaged with the template file downloaded from our website.)

- Confirm the title of the PDF you send includes:
 - 1) Your company (or client's) name
 - 2) The magazine title abbreviation (SP)
 - 3) The ad size (1PG, HALF, 4TH)

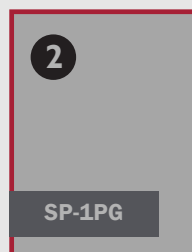
4 SUBMITTING

- Go to: ae-engine.com/advertising/adupload.html
- If you have any questions, please contact:
Nicole Cooper at nicole@ae-engine.com or 727.209.1750.



+ TWO-PAGE AD

- Bleed: .125"
- Document Size:
W: 16.75
H: 10.875



+ ONE-PAGE AD

- Bleed: .125"
- Document Size:
W: 8.375"
H: 10.875"



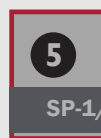
+ HALF-PAGE AD

- Document Size:
W: 7.875"
H: 5.1875"



+ HALF-PAGE VERTICAL AD

- Document Size:
W: 3.9375"
H: 10.375"



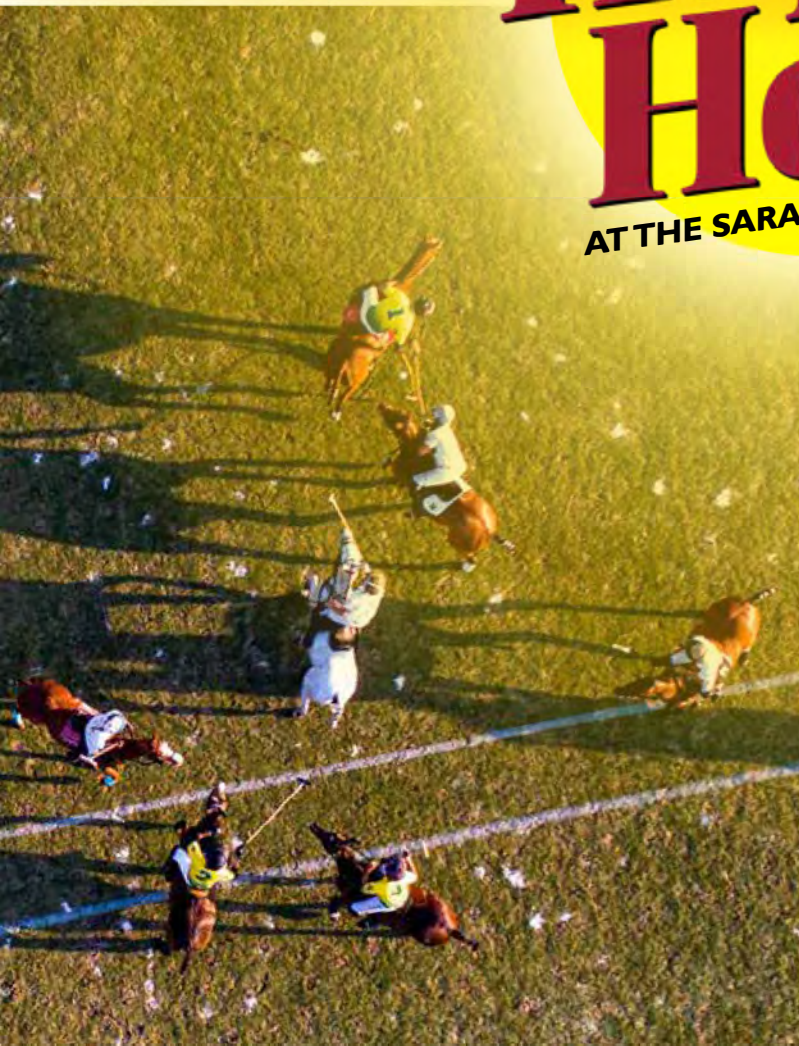
+ 4TH PAGE AD

- Document Size:
W: 3.9375"
H: 5.1875"





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





Sarasota Polo Spectator's Guide

- 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.
- Distributed by email weekly to all Sunday Polo ticket holders.
- Posted to our website and social media channels weekly.
- Exclusive advertiser opportunities available.
- Multiple-week ad packages available.



Sarasota Polo Digital 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.



Sarasota Polo Club Venues



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

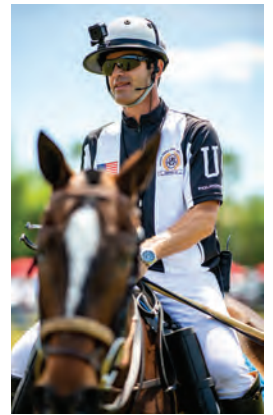
- 40' x 60' covered open-air facility with private bar
- 2,000+ square feet of patio area



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 cover 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



LAKEWOOD RANCH™



North South Wealth Management
Ameriprise Private Wealth Advisory Practice



POLO: A SPORT THAT'S GOOD FOR BUSINESS!

- | | | | | | |
|--|--|---|--|--|---|
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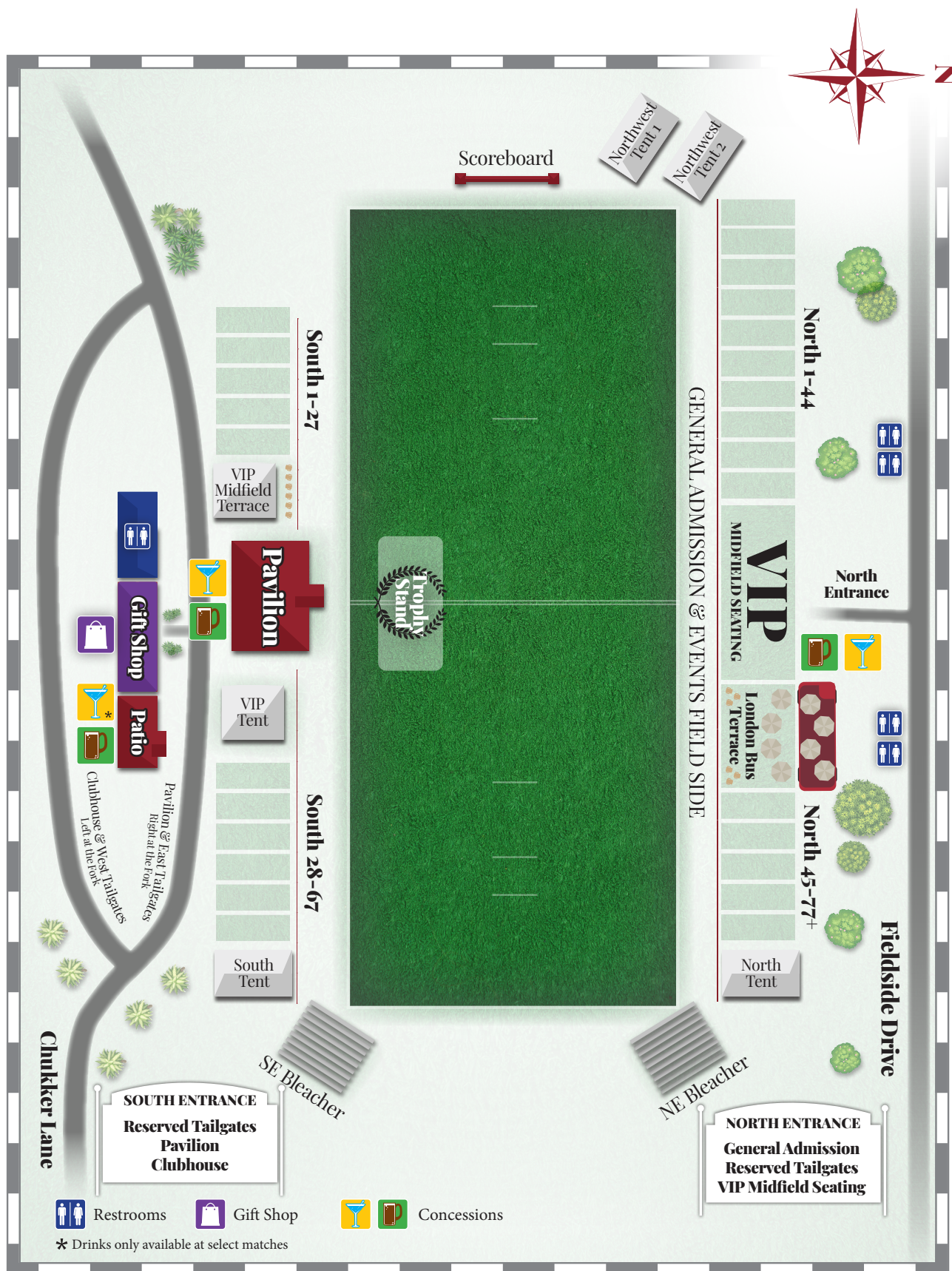
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CHAMPIONSHIP FIELD MAP



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