



## Corporate Sponsorship Opportunities



## About Us

Polo is a community sport like no other. Polo is not just the sport of Kings and Queens; it's a community event. The Sarasota Polo Club, established in 1991, is one of the largest, most dedicated polo communities in Florida. An estimated 50,000 spectators will be on hand for the 2025 Season of Sarasota Polo, which will run every Sunday from December 22 through April 27, 2025. The Sarasota Polo Club creates fun and engaging opportunities with an affluent audience whose average net worth is \$1M. Spectators come to enjoy this exciting weekly event from Lakewood Ranch, Sarasota, Tampa, and beyond. It is the only polo club on the west coast of Florida. Come enjoy 19 weeks of fast-paced excitement, while introducing your corporate team to the Lakewood Ranch community!



Sarasota Polo Club 2025 Media Kit  
Questions? [info@sarasotapolo.com](mailto:info@sarasotapolo.com)

# Sarasota Polo Club's Annual Magazine + Social Media Reach

- This annual lifestyle magazine reaches an affluent audience.
- Advertisers gain valuable exposure to a large, coveted audience who are proven customers of high-end luxury products and services.
- Distributed complimentary at all on-site events throughout the Sarasota Polo season (December-April).
- Professionally designed towards luxury lifestyle and community engagement.
- Advertising opportunities in the game day programs are also available, providing weekly exposure to the polo community.
- Social media presence enhances your sponsorship package.
- The Sarasota Polo Club saw a tremendous growth in social media engagement in 2024 and anticipates continued growth during the 2025 Season.

Be a part of the growing impressions that Sarasota Polo Club has on the Lakewood Ranch community and beyond!



**45**

Average Age of Polo Spectator



**50,000**

Anticipated Visitors for 2025 Polo Season



**\$1M**

Average Net Worth of Spectators



**16,439**

Facebook Followers

**569**

Total Facebook Posts

**1,754,237**

Videos Watched



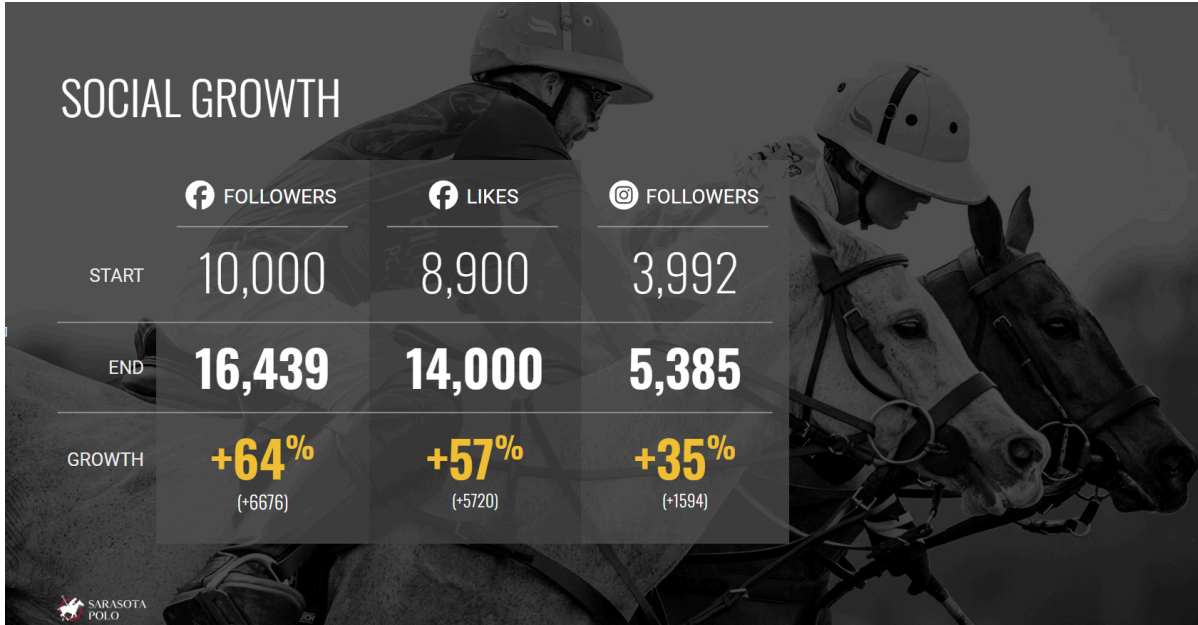
**5,175,417**

Impressions Made

**5,385**

Instagram Followers

# Social Media Growth 2024 (December 30-April 13)



## Co-Branded Social Series Opportunities

Choose a sponsorship that suits your corporate stance or create your own social media interest. Brand your opportunity! Pricing available upon request.

- Presenting Sponsor
- Quote of the Day Sponsor
- Goal of the Game
- Player Feature
- MVP Sponsor
- Best Playing Pony Sponsor
- Other Opportunities Also Available!

### BEST PLAYING PONY

The Best Playing Pony sponsor is featured in a weekly dedicated social post that runs every Sunday. The Best Playing Pony graphic features the sponsor logo and will be shared as Collaboration on Instagram to help drive traffic to the sponsor page. All posts will include sponsor tags and hashtags.

FEE: SOLD



## Events

Host your next corporate event or special occasion at the Sarasota Polo Club. We offer many customizable options to entertain your group. Inquire about the VIP Champagne Lounge and cabanas for a premium and exclusive experience. These private cabanas offer the perfect setting for entertaining clients, hosting special events or simply indulging in a memorable day of polo.

Consider holding your next corporate Happy Hour on a Thursday afternoon while enjoying the thrilling sport of polo. Sunset Polo Happy Hour starts in March 2025!



# Corporate Partnership Opportunities

Sarasota Polo Club brings a unique experience to the Lakewood Ranch community. There is no venue quite like it. Explore options to engage and gain brand exposure with your clients and the growing LWR community.

The sponsorship + advertising packages listed below are examples of the many opportunities that can be crafted to suit your goals + objectives.

Package	Description - Branding + Exposure	Pricing
Quarter Page Magazine Ad + Game Day Program Ads	<ul style="list-style-type: none"> <li>• 1/4 Page Ad in Annual Magazine + Recognition on Sarasota Polo Website and Social Media (in-season)</li> <li>• 2 Quarter Page Game Day Program Advertisements</li> <li>• Opportunities to be included in our Vendor Village and to receive Sunday Polo or Sunset Polo tickets (arranged for additional fee and availability limited)</li> </ul>	\$1,500
Half Page Magazine Ad + Game Day Program Ads	<ul style="list-style-type: none"> <li>• Half Page Ad in Annual Magazine + Recognition on Sarasota Polo Website and Social Media (in-season)</li> <li>• 2 Quarter Page Game Day Program Advertisements</li> <li>• 2 Half Page Game Day Program Advertisements</li> <li>• Opportunities to be included in our Vendor Village and to receive Sunday Polo or Sunset Polo tickets (arranged for additional fee and availability limited)</li> </ul>	\$2,500
Full Page Magazine Ad + Game Day Program Ads	<ul style="list-style-type: none"> <li>• Full Page Ad in Annual Magazine + Recognition on Sarasota Polo Website and Social Media (in-season)</li> <li>• 2 Quarter Page Game Day Program Advertisements</li> <li>• 2 Half Page Game Day Program Advertisements</li> <li>• 1 Full Page Game Day Program Advertisement</li> <li>• Opportunities to be included in our Vendor Village and to receive Sunday Polo or Sunset Polo tickets (arranged for additional fee and availability limited)</li> <li>• Note: Full page ads are also included with higher level partnership programs (Ticket, MVP, Best Playing Pony, Scoreboard, Booze + Title Sponsorships)</li> </ul>	\$3,000
Event Signage (Choose one of three options)	<ul style="list-style-type: none"> <li>• Choose from one of three options (5x3 Entrance Signage, 4x8 Fieldside Signage, or Trophy Stand Signage)</li> <li>• Full Page Ad in Annual Magazine + Recognition on Sarasota Polo Website and Social Media (in-season)</li> <li>• 4 Quarter Page Game Day Program Advertisements</li> <li>• Opportunities to be included in our Vendor Village and to receive Sunday Polo or Sunset Polo tickets (arranged for additional fee and availability limited)</li> </ul>	\$5,000
Ticket Sponsorship	<ul style="list-style-type: none"> <li>• Full page Ad in Annual Magazine + Recognition on Sarasota Polo Website and Social Media (in-season)</li> <li>• Exclusive back of ticket branding for Sunday + Sunset Polo Happy Hour paper ticket offerings</li> </ul>	\$5,000
Title Sponsors	<ul style="list-style-type: none"> <li>• Title Sponsor (i.e. Best Playing Pony sponsor, MVP Sponsor, or Your Logo Across Fieldside Polo Boards)</li> <li>• Full Page Ad in Annual Magazine. Recognition on Sarasota Polo Website</li> <li>• Recognition on Social Media Pages - In Season</li> <li>• 2 Quarter Page Game Day Program Advertisements</li> <li>• 2 Half Page Game Day Program Advertisements</li> <li>• Opportunities to be included in our Vendor Village and to receive Sunday Polo or Sunset Polo tickets (arranged for additional fee and availability limited)</li> </ul>	\$10,000