2026 MEDIA KIT

Polo is a community sport like no other - a unique blend of tradition, sport, and social engagement. The Sarasota Polo Club, established in 1991, is one of the largest and most dedicated polo communities in Florida.

The 2026 Season runs every Sunday (and select Thursdays) from December 21st,, 2025 through April 16th, 2026 - with an estimated **50,000 spectators** expected. Attendees come from Lakewood Ranch, Sarasota, Tampa, and beyond, representing an affluent audience with an average net worth of $1M.

Get your company involved in 17 weeks of fast-paced excitement, while introducing your business to the Lakewood Ranch market!

CONTACT:

PAIGE LAUTZENHEISER
DIRECTOR OF SALES
PAIGE@SARASOTAPOLO.COM
941-907-0000

2026 SEASON OF SARASOTA POLO ANNUAL MAGAZINE

The Sarasota Polo Magazine is a professionally-designed lifestyle publication that reaches 60,000+ affluent attendees throughout the season. Advertising in the Sarasota Polo Magazine places your brand directly in the heart of one of Florida's fastest-growing and most affluent communities. This isn't just an ad, it's integration into the lifestyle of Lakewood Ranch residents, who actively support businesses that are part of their community.

DISTRIBUTION

- 8,000+ copies printed annually
- Digital version available on Sarasota Polo website indefinitely
- Provided complimentary to all guests during the published polo season
- Handed out to local businesses to leave in their lobbies for guests to view as they are waiting for appointments, etc.
- Made available at the Lakewood Ranch Information Center

2026 SEASON OPPORTUNITIES

Size	Single Season	Two Seasons
Quarter Page	$1,500	$1,250
Half Page	$2,500	$2,250
Full Page	$3,000	$2,750

SUBMISSION DEADLINE - OCTOBER 31ST, 2025

CONTACT:

PAIGE LAUTZENHEISER

DIRECTOR OF SALES

PAIGE@SARASOTAPOLO.COM

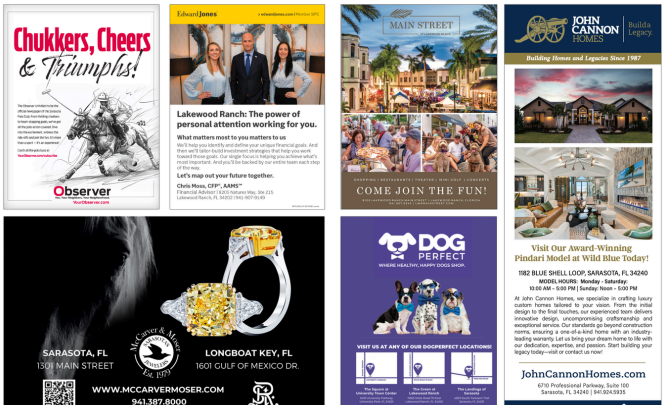
941-907-0000

2026 SEASON OF SARASOTA POLO GAME DAY PROGRAM

The Sarasota Polo Game Day Program provides weekly exposure to our enthusiastic polo community through a 4-page publication that showcases the players, teams, tailgate themes, daily activities, upcoming events and more! By advertising in our Game Day Program, you can reach a new audience of polo enthusiasts each week through this targeted advertising strategy.

DISTRIBUTION

- Reaching up to 5,000 polo enthusiasts weekly
- New design printed each week custom for each Sunday Polo match
- Digital version posted to Sarasota Polo social media pages (Facebook & Instagram) weekly for additional exposure
- Digital version posted to Sarasota Polo website (www.SarasotaPolo.com) for digital download
- Provided complimentary to all guests upon arrival to each Sunday Polo match



2026 SEASON OPPORTUNITIES

Ad Size	Single Date	Half Season (8 Dates)	Full Season (17 Dates)
Quarter Page	$100	$750	$1,450
Half Page	$200	$1,550	$3,350
Full Page	$300	$2,350	$5,050

CONTACT:

PAIGE LAUTZENHEISER

DIRECTOR OF SALES

PAIGE@SARASOTAPOLO.COM

941-907-0000

The Next Steps

1

Complete the following questionnaire.

Business Name:

Contact Name:

Phone Number:

Email Address:

Ad Type (Circle One): Magazine Game Day Program

Ad Size (Circle One): Quarter Page Half Page Full Page

Season (Circle One): 2025 2026

Single Sale Half Season Full Season

Total Due:

Tax Exempt (If yes, attach certificate): Yes No

Signature:

Date:

2

Submit the completed form.

Email this completed form to Info@SarasotaPolo.com.

You will receive confirmation within 48 hours that your submission has been received.

3

Pay and lock it in!

Once approved, the Sarasota Polo Club will email a QuickBooks payment link, where you can either pay via **credit card** or **ACH transfer** is accepted. Or checks can be mailed to the Sarasota Polo Club Office at the following address:

ATTN: Accounts Receivable
8201 Polo Club Lane, Sarasota, FL 34240

blake@sarasotapolo.com 941-773-6789 www.SarasotaPolo.com

Additional Info

2026 Season of Sarasota Polo Annual Magazine

To view required ad sizing and specifications,
Click Here

Submission Deadline is
October 31st, 2025

Ready for submission?

Upload your advertisement by clicking Here.

You will receive confirmation within 48 hours that your submission has been received, and if any changes need to be made.

Questions regarding advertising graphics?

Email Nicole Cooper with A.E. Engine at **nicole@ae-engine.com** with all advertising graphic related questions.