



— ADDITIONAL OPPORTUNITIES

The Sarasota Polo Club is not just known for its elite advertising opportunities. There are countless other ways to get your business in front a premier audience. From Most Valuable Player (MVP) Sponsorship to Best Playing Pony (BPP) Sponsorship, to signage opportunities and more, we are ready to help you get your business out to the Lakewood Ranch community and beyond.

Don't see something that suits your fancy? Let us know and we would be more than happy to customize an experience or package that works best for you. Our talented team is ready to learn about your goals!

CONTACT:

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DIRECTOR OF SALES 📞 941-907-0000





GOAL POST SPONSOR* \$10,000



A polo field is 300 yards x 160 yards, which is the approximate area of 9 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. With the majority of the action happening in or near the end zones, this is a perfect opportunity for you to get your brand out in front of our captive audience.

As the Goal Post Sponsor, you would receive the following:

- Custom wrapped Goal Post covers with your brand / logo to be used for all Sunday Polo and Sunset Polo Happy Hour matches.
- Sponsor welcome to provide branded shirts for the flaggers in each end zone to wear during each Sunday Polo and Sunset Polo Happy Hour match. Shirts at sponsor expense.
- Announcements made with each goal scored.
- Recognition on Sarasota Polo Social Media Pages (Facebook and Instagram)
- Recognition on Sarasota Polo Website
- Full Page Magazine Advertisement in the 2027 Season of Sarasota Polo Magazine
- Full Page Inserts in any or all Sunday Polo Game Day Program. (Must register in advance. Inserts at sponsor expense.)
- 4 Complimentary Tickets to the Sunday Polo of your choosing (excluding Easter Sunday) (Ticket location TBD. Tickets are non-refundable and not eligible for a raincheck in the event of a rainout. Tickets must be redeemed through Paige@SarasotaPolo.com prior to arrival. Subject to availability.) (Food and Beverage Additional)
- 4 Complimentary Tickets to each Sunset Polo Happy Hour during the 2027 Season of Sarasota Polo. (Ticket location TBD. Tickets are non-refundable and not eligible for a raincheck in the event of a rainout. Tickets must be redeemed through Paige@SarasotaPolo.com prior to arrival. Subject to availability.) (Food and Beverage Additional)

* Limited to (1) Sponsor Per Season

SINGLE DAY TEAM JERSEY SPONSOR** \$2,000

No better way to get your brand in front of a captive audience than by sponsoring the team jerseys for the day. The players will play under your company name, in your branded jerseys. Our audience will be cheering your brand on as our announcer gets them revved up for the action, and our on-site photographer will snap action photos, which will be shared on our social media pages, website and beyond. Post-match, your brand will be front and center during our trophy presentation. You'll even receive the opportunity to take photos with the players! Want a fun and interactive way to get involved? This is it!



** Limited to (2) Sponsors Per Event Date

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SHUTTLE CART SPONSOR \$10,000*



Because the grounds of the Sarasota Polo Club are so large, we conveniently offer shuttle cart service from one side of the field to the other. While guests are welcome to cross the field before the start of the match, as well as during halftime, there are times when the field is closed to foot traffic and guests must walk (or ride) around our designated pathways in order to get from one side of the field to the other. This is where you come in! We are looking for a sponsor to be our dedicated Shuttle Cart Sponsor. You would receive the following benefits:

- Sponsor receives the choice of:
 - Full Page Magazine Advertisement in the 2027 Season of Sarasota Polo Magazine
 - OR
 - Anchor Logo in each Sarasota Polo Club Game Day Program
- Shuttle golf carts designated with your company logo for maximum exposure as these shuttle carts make their continuous laps around the grounds of the Sarasota Polo Club.
- Sarasota Polo Club to provide designated shuttle cart stations, with your company logo included on the signage. This will help guests know where to stop and wait for the next shuttle cart!
- Sarasota Polo Club will provide drivers to be the designated shuttle drivers. These drivers are willing to wear shirts and hats branded with your company logo. Otherwise, these designated shuttle drivers will wear Sarasota Polo Club staff shirts.
 - Shirts and hats to be provided at your expense.
- The opportunity to include pamphlets, business cards and/or marketing material in the golf carts with the designated shuttle drivers to be handed out to each guest that receives a ride.
 - All marketing material to be provided at your expense.
- The opportunity to include pamphlets, business cards and/or marketing material in each game day program.
 - All marketing material to be provided at your expense.
- The opportunity to include pamphlets, business cards and/or marketing material in the Sarasota Polo Club Gift Shop to be distributed with each purchase.
 - All marketing material to be provided at your expense.
- Designated PA announcements throughout each match by the Sarasota Polo Club announcer.
- Weekly sponsored posts on Sarasota Polo Club social media pages (Facebook and Instagram).
- Reserved Tailgate Space at each Sunset Polo Happy Hour match during the 2027 Season. Ticket location TBD. Tickets are non-refundable and not eligible for a raincheck in the event of a rainout. Tickets must be redeemed through Paige@SarasotaPolo.com prior to arrival. Subject to availability.

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BEST PLAYING PONY (BPP) SPONSOR \$10,000*



Without the ponies, we wouldn't have polo! At the conclusion of each match, we recognize the pony that stood out the most. The pony will get a chance to come out and be a part of the trophy presentation. As the Best Playing Pony Sponsor, your brand will get labelled on the blanket that each Best Playing Pony gets to take their photo with and so much more!

As the Best Playing Pony Sponsor, you would receive the following:

- Recognition as the Official Best Playing Pony (BPP) Sponsor for the 2027 Season of Sarasota Polo (includes all Sunday Polo and Sunset Polo Happy Hour matches)
- Custom BPP blanket with your logo. (Blanket at sponsor expense)
- Sponsor to provide product to give during each trophy presentation. Sponsor welcome to participate in each trophy presentation.
- Photos will be published to Sarasota Polo social media pages (Facebook and Instagram)
- Photos will be published to the Sarasota Polo website.
- Photos will be published in the 2028 Season of Sarasota Polo Magazine in the Winners Circle section.
- In-game announcements by the Sarasota Polo Club announcer during each public polo match and during each trophy presentation.



* Limited to (1) Sponsor Per Season, In Kind Trade Options Available

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SIGNAGE

\$5,000

Want your logo front and center, in a high foot traffic area? Our signage opportunities are for you! We offer two types:



- **Field Side Signage** - These signs are placed at midfield on either side, where all patrons walk past, for premium exposure.
- **Entrance Signage** - These signs are placed at either entrance, where all cars view upon arrival, for exposure by every patron attending the event.

Both signage opportunities are priced at **\$5,000** and include (2) signs of your selection (either Field Side or Entrance, pending availability), a Half Page Ad in the 2027 Season of Sarasota Polo Magazine, and (2) Complimentary Tickets to each Sunset Polo Happy Hour during the 2027 Season. Ticket location TBD. Tickets are non-refundable and not eligible for a raincheck in the event of a rainout. Tickets must be redeemed through Paige@SarasotaPolo.com prior to arrival. Subject to availability.

TROPHY SPONSOR

This in-kind sponsorship is one of the easiest ways to get involved at the Sarasota Polo Club! Simply provide either 8 trophies (4 for winners and 4 for runners-up) or 4 (either for winners or runners-up), and we will do the rest! Your trophies will go on display during our post-match trophy presentation. Our photographer will take photos, which will get published to our social media pages. And you can present your items directly to the players during the trophy presentation!

All Trophy Sponsors interested in participating in the trophy presentation, please let our staff know in advance and come to the trophy stand as soon as the match is over.

With availability at all Sunday Polo and Sunset Polo Happy Hour events, we would love to get YOUR brand in front of our players, as well as in front of our spectators.



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MOST VALUABLE PLAYER (MVP)* SPONSOR \$10,000

With every polo match, there is a Most Valuable Player (MVP). The player that scored the winningest goal, the player that scored the most goals, or maybe the player that made the play of the game. Whatever the reason, we celebrate this player during the trophy presentation at each match. And YOU can get involved.

For more information on the MVP Sponsorship, email Info@SarasotaPolo.com * Limited to (1) Sponsor Per Season

VENDOR VILLAGE \$50 / SESSION

\$750 / FULL SEASON

Promote your business by participating in our Vendor Village, where you can interact with guests, hand out flyers about your business, offer raffles, give out swag, and more! By participating in Vendor Village, you receive a designated 10x10 location reserved for your business (you must bring your own tent weather-permitting, tables, chairs, etc.). Your presence will be promoted in our Game Day Program, social media pages, and by our announcer on the day of the event. This is a very affordable way to promote your business! All vendors must supply a Certificate of Insurance (COI). Full Season rate includes all Sunday Polo and Sunset Polo Happy Hour dates.



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