



SPONSORSHIP OPPORTUNITIES

Sponsoring at polo is a unique exposure opportunity for any business. We have a variety of sponsorship levels to suit your needs:

SOCIAL MEMBERSHIP - \$400/season

BY INVITATION ONLY

- Join us for all polo matches with VIP seating area
- VIP parking spot with named parking sign
- Cocktail service
- You are welcome to bring additional guests for \$20/each

CORPORATE SPONSORSHIP - \$2,000/season

- 6 membership lanyards allowing admission to all matches
- VIP seating area
- VIP parking with named parking sign
- \$500 credit towards food & beverage with Tierra Del Sol
- Cocktail service

HAPPY HOUR - \$2,000/season

- Host a party for up to 100 guests
- Fees include admission for 100 guest
- VIP parking, tents, tables & chairs
- Catering available with Tierra Del Sol*
*Does not include catering & drink costs through Tierra Del Sol

HALF TIME SPONSORSHIP - \$5,000/season

- 2 magnet logos on halftime vehicle
- Announcements before, during and after the game
 - Talking points provided by your company
- Social media advertisements
 - Talking points provided by your company
- Half page ad on Friday programs
- Designated parking space
- 2 VIP passes
- Free bottle of sparkling wine per match
- Invitation to all The Villages Polo Club sanctioned parties

PLATINUM SPONSORSHIP - \$3,500/season

- Your own "company named" tournament
- Two days of advertising your tournament in The Villages Daily Sun, multiple mentions on WVLG & announcements during polo matches (over \$3,600 value)
- Full page color ad in the polo program (over \$300 value)
- Sunday admission for up to 100 guest (additional guests for an added fee)
- Tents, tables & chairs for up to 100 people
- VIP parking
- Catering available with Tierra Del Sol*
*Does not include catering & drink costs through Tierra Del Sol

TEAM SPONSORSHIP - \$4,000/season

ALL TEAMS HAVE BEEN SPONSORED THIS SEASON

- Company name on a set of jerseys that play throughout the season
- Four VIP lanyards allowing admission to all matches
- VIP seating area
- VIP parking with named parking sign
- \$50 weekly food & beverage credit with Tierra Del Sol
- Cocktail service
- \$500 off Platinum Sponsorship

POLO BALL SPONSORSHIP - \$5,000/season

- Your logo printed on all balls used for public and booster games throughout the year
- Game day announcements that polo balls are sponsored by your company
- Social media recognition
- 2 VIP passes per season
- 1 Reserved parking space
- Exclusive invitation to The Villages Polo Club sponsored parties
- Bowl-in opportunities on select Sundays during season
- Logo on our website with click through to your website

BAR SPONSORSHIP - \$20,000/annually

- 4 VIP passes for each polo season
- 2 Designated parking spaces
- 30 Social media pushes annually
- Every drink that is ordered from the main bar served in a cup with your company's logo on it
- Advertisement in both weekend programs featuring logo and drink special
- Drink special listed at bar in prominent locations (Tierra Del Sol will choose drinks for you based off each week's theme)
- Provided material will be announced during each match by announcer (no more than two sentences)
- Drink special mentions in select newspaper ads with your logo
- Select promotional material provided by your company placed in applicable places
- Pavilion Bar will be sponsored by your company (All 4 sides will have a linear logo version saying "Your Company Name Bar")
- Logo on our trophy stage
- Logo located on our website with clickable link to your website
- Exclusive invitations to all polo parties hosted by The Villages Polo Club (Valid for 4 guests at each party)
- Trophy presentation opportunity for two matches a year (one per season)
- Exclusive main bar sponsorship at The Villages Polo Club sanctioned events

BEER CART SPONSORSHIP - \$30,000

- 5 year agreement from start of cart arrival or next season
- Cart featured at all events that have the Tierra Del Sol bar open (Balloon Festival, Polo, Christmas party, Open Air Concert Series, etc.)
- Logo on both sides of beer cart and beer cart food menu
- Social media pushes year round (roughly 35 pushes a year)
- On site acknowledgment during event
- Staff working cart will wear polos featuring your company colors
- Half time drinks served from beer cart cooler featuring your logo
- Specialty drink created for beer cart and served ONLY by beer cart
- 6 VIP passes per polo season

Call us today!