



# SPONSORSHIP OPPORTUNITIES

## 2023 Spring Season | March 3 – May 7

The Villages Polo Club® has over 10,000 attendees each season offering exceptional brand exposure to our sponsors. With our Daily Sun coverage reaching 80,000 subscribers and our social media footprint of over 2,500 posts and roughly 1,000 engagements per post, your business will be seen by audiences all over Central Florida, including The Villages® 150,000 residents.

### DIVOT STOMP SPONSOR /SEASON

- Sponsor the champagne divot stomp during halftime and bring joy to the guests as they all come onto the field to stomp divots
- Additionally you will be the sponsor for halftime trivia fun
- 2 VIP lanyards allowing admission to all matches
- Your additional guests are welcome for \$20 per person
- VIP entry and VIP Parking with 1 named parking sign
- VIP seating with cocktail service
- \$50 credit towards food and beverage
- Invitation to opening season party and end of season party
- Your logo on our website for the season
- Advertisement via social media, The Villages Daily Sun, and game day announcements.
- Sponsorship welcome gift

### TEAM OWNERSHIP SPONSOR /SEASON

- 5 custom designed jerseys worn each weekend you play during various matches/events
  - First set is included with sponsorship
  - Second set is an additional cost (TVPC strongly recommends a second set in contrasting colors to be worn during the season to offset the amount the jersey is worn).
- 4 VIP lanyards allowing admission to all matches
- Bring guests for an additional cost of \$20 per person
- VIP entry and VIP parking with 1 named parking sign
- VIP seating with cocktail service
- \$50 credit per weekend for food and beverage throughout the season
- Invitation to opening season party and end of season party
- Your logo on our website for the season
- Advertisement via social media, The Villages Daily Sun, and game day announcements
- Sponsorship welcome gift

### TEAM SPONSOR /SEASON

- 5 custom designed jerseys worn throughout the season during various matches/events – jersey cost additional
- 4 VIP lanyards for admission to all matches
- Your guests are welcome for an additional cost of \$20 per person
- VIP entry and VIP parking with 1 named parking sign
- VIP seating with cocktail service
- \$50 credit per weekend for food and beverage throughout the season
- Invitation to opening season party and end of season party
- Your logo on our website for the season
- Advertising via social media, The Villages Daily Sun & game day announcements
- Sponsorship welcome gift

### GROUP POLO EXPERIENCE

- Host a party for up to 100 guests (admission included)
- VIP parking with golf car shuttle provided for your guests
- Private tents, tables with quick covers, and chairs for your guests at the north end of pavilion
- Dedicated tents for food
- Your company jerseys worn during your party weekend for an additional cost
- Catering available for an additional cost

### CORPORATE MEMBERSHIP /SEASON

- 6 membership lanyards allowing admission to all matches
- Your additional guests are welcome for \$20 per person
- VIP entry and VIP parking with 1 named parking sign
- VIP seating with cocktail service
- \$500 credit towards food and beverage
- Invitation to opening season party and end of season party
- Your logo on our website for the season
- Sponsorship welcome gift

### MVP SPONSOR (MOST VALUABLE PLAYER) /SEASON

- 1 MVP trophy sponsored by your company during each trophy presentation throughout the season
- Weekly social media post with the MVP and your sponsor acknowledgment throughout the season
- Website recognition as the MVP sponsor
- Sponsor recognition and signage for the trophy presentation
- Quarter page color ad in Friday polo program throughout the season

### BPP SPONSOR (BEST PLAYING PONY) /SEASON

- 1 BPP trophy sponsored by your company during each trophy presentation throughout the season
- Weekly social media post with the BPP and your sponsor acknowledgment throughout the season
- Website recognition as the BPP sponsor
- Sponsor recognition and signage for the trophy presentation
- Quarter page color ad in Friday polo program throughout the season

### TOURNAMENT SPONSOR /PER WEEKEND

- Your own “company named” weekend tournament
- 2 days of advertising your tournament in the Villages Daily Sun – reaching over 80,000 residents (over \$3,600 value)
- Multiple company mentions on WVLF radio and announcements during polo matches
- Opportunity for host to throw in game ball to start the match
- Opportunity to present trophy and take photos with the teams on the trophy stage following by images posted on our website and social media (Sunday events only)
- Half page color ad in polo program
- Group Polo Experience available at additional cost

### FIRST FRIDAY SPONSOR (3 AVAILABLE)

- Our acoustic set following the polo match sponsored by “your company”
- 3 social media pushes for your sponsored event
- 1 newspaper mention with the weekend’s tournament in The Villages Daily Sun, multiple mentions on WVLF radio & announcements during polo matches leading up to First Friday

### TROPHY STAGE SPONSOR/ANNUALLY

- Your logo on our trophy stage seen throughout the year during trophy presentations and on our social media posts