



SPONSORSHIP OPPORTUNITIES 2024 Spring Season | March 1 - May 5

The Villages Polo Club[®] has over 25,000 attendees annually offering exceptional brand exposure to our sponsors. With our Daily Sun coverage reaching 110,000 subscribers and our social media reach of over 35,000 people, your business will be seen by audiences all over Central Florida, including The Villages[®] 150,000 residents.

DIVOT STOMP SPONSOR - \$10,000/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 - \$8,100/SEASON

- 5 custom designed jerseys worn each weekend you play during various matches/events – available for players only looking to have their team jerseys worn during this season
 - 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

TEAM SPONSOR - \$6,000/SEASON

- 5 custom designed jerseys worn each weekend you play 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 - \$3,500

- 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
- Sponsorship welcome gift

CORPORATE MEMBERSHIP - \$3,000/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 - \$2,000/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 BEST PLAYING PONY - \$2,000/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 - \$1,500/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 WVLG 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

MUSIC FRIDAY SPONSOR - \$1,500 (4 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 WVLG radio & announcements during polo matches leading up to Music Friday

SOCIAL SPONSOR - \$300 Fri/\$500 Sun (select availability)

- A quarter page ad in select Friday Polo program and/or a half page ad in select Sunday Polo program
- Your logo on The Villages Polo website
- Social media thank you shout-out

CALL IF YOU WOULD LIKE TO DISCUSS WHICH SPONSORSHIP IS BEST FOR YOU!
352-750-7656

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POLO SPONSORSHIP

- | | |
|---|---|
| <input type="checkbox"/> DIVOT STOMP SPONSOR – \$10,000 | <input type="checkbox"/> BBP SPONSOR – \$2,000 |
| <input type="checkbox"/> TEAM OWNERSHIP SPONSOR – \$8,100 | <input type="checkbox"/> TOURNAMENT SPONSOR – \$1,500 |
| <input type="checkbox"/> TEAM SPONSOR – \$6,000 | <input type="checkbox"/> MUSIC FRIDAY SPONSOR – \$1,500 |
| <input type="checkbox"/> GROUP POLO EXPERIENCE – \$3,500 | <input type="checkbox"/> SOCIAL SPONSOR – \$300 Fri |
| <input type="checkbox"/> CORPORATE MEMBERSHIP – \$3,000 | <input type="checkbox"/> SOCIAL SPONSOR – \$500 Sun |
| <input type="checkbox"/> MVP SPONSOR – \$2,000 | |

YOUR INFORMATION

Name of Business (if applicable): _____

Contact Name: _____

Mailing Address: _____

Phone: _____ Email: _____

PAYMENT INFORMATION

I am paying by check (please enclose check and make payable to The Villages Polo Club)

I am paying by credit card (subject to a 4% service charge)

(Please complete all fields below):

Name on Card: _____

Billing Address & Zip Code: _____

Card Number: _____ Exp.Date: _____ Security Code: _____

Signature on Card: _____

MAIL COMPLETED FORM TO:

The Villages Polo Club, ATTN: Christy Cason

3619 Kiessel Road, The Villages, FL 32163 | or email to Christy.Cason@TheVillages.com