2019
POLO CLASSIC SPONSORSHIPS

PROUDLY BENEFITTING:

This Old Horse, Inc.

Polo FOR PHILANTHROPY

THIS OLD HORSE

why support polo classic?

The 2019 Polo Classic is proud to support This Old Horse, Inc. This Old Horse, Inc. is a private, volunteer-based 501(c)3 nonprofit organization whose mission is to provide sanctuary to retired, rescued, and recovering horses while they continue to serve as ambassadors to the positive effect of "horse power" in the lives of people.

Below are just a few of the costs that cover one of the current 2000 animals:

- Hay: $1,500/year
- Vaccines: $200/year
- Feed: $1,200/year
- Deworming: $90/year
- Dental Care: $150
- General vet bill for newly admitted horse: $1,000
- Bedding: $1,000/mo
- Farrier: $450/yr

How can I help?

By sponsoring the Polo Classic, you are helping to further This Old Horse, Inc.'s mission to improve the lives of the animals. Please consider sponsoring the event through opportunities found throughout this guide.

THIS OLD HORSE

The 30th Annual Polo Classic | Sunday August 4, 2019

It's a day filled with non-stop entertainment and activities including fantastic food and wonderful wines, sponsor product showcases and demonstrations, games, music, fashion and more. We will again feature a Classic Car Concourse, Divot Stomp, and of course, the thundering excitement of polo!

Art by Merrily Babcock

11:00am
Gates Open

11am-1pm
Stroll the Promenade

1pm
Jump-Off Competition

1:50 National Anthem

2pm – Start of Match

2:30 – Halftime Show and Divot Stomp

4pm End of Match

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sponsorship levels

Gold (Title) Sponsorship | $50,000 (1 Available)

The Title Sponsorship includes naming rights for The Polo Classic. Your company logo will appear on all advertising, literature and publicity for all events.

- Includes the following:
- 20' x 40' Tent at center field - Club Side
- 10' x 20' End Field Billboard
- 100 Polo Classic Tickets
- Repeating logo on event fencing
- 10' x 10' brand presentation tents - Sunny Side
- Back cover of Polo Classic Program (Full Color)
- Logo inclusion on retail posters
- Inclusion in all media events
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Speaking opportunity at all events
- Inclusion on table tents

Image by T. Thomas 2017

Silver Sponsorship | $25,000 (2 Available)

Includes the following:

- 20' x 30' Tent at center field - Club Side
- 8' x 12' End Field Billboard (2)
- 50 Polo Classic Tickets
- 10' x 10' brand presentation tents - Sunny Side
- Inside front cover of Polo Classic Program (Full Color)
- Logo inclusion on retail posters
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Inclusion on table tents

Bronze Sponsorship | $15,000 (4 Available)

Includes the following:

- 20' x 20' Tent at center field - Club Side
- 4' x 8' End Field Billboard
- 40 Polo Classic Tickets
- One 10' x 10' brand presentation tent - Sunny Side
- 1 page Polo Classic Program (Full Color)
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Inclusion on table tents

more sponsorship opportunities

Team Sponsor $5,000 (2 Available)

- Own a team!
- Corporate Designed Logo on Team Jersey.
- Photo Ops with Team
- Enjoy your team's name announced throughout the action of the game

Jump-Off Sponsor $5,000 (2 Available)

- Own the exciting game pre-match
- Photo Ops with jumpers
- Enjoy your team's name announced throughout the action of the jump off

Children's Village Main Sponsor $5,000 (1 Available)

- Presenting sponsor funds children's activities including face painting, pony rides, bouncy castle, games & snacks
- Naming of Village
- Logo in Program
- 4 vertical banners in village

Best Playing Pony (2 Available)

- Present the award with your name/logo to the Pony that is selected for it's outstanding play. Have a photo with the pony and player.
- Polo Classic $1000
- Women's Match $1000

Champagne Divot Stomp Sponsor ($1,000)*

*sponsor provides 100 bottles champagne & 500 stemware along with pouring & distributing personnel

- Launch half time show with toast at clubhouse
- 2 vertical banners at center field for toast

MVP of the Match Sponsor List sponsor to present award with photo op w/ MVP

Women's Match $1,000
The Polo Classic $1,000

Entertainment Sponsor $3,500 (1 Available)

Polo Classic – Celebrity DJ

Scoreboard Sponsor $3,500

- Prominent logo placement on Scoreboard
- Logo on website
- half page program advertisement

Hat Parade Sponsor $5,000

- Half-time hat parade and competition
- Announcer and presenter role in awards

Retail Space

Retailing spaces are available on the Sunny Side of the field. Each area includes two 30" x 8' tables, two folding chairs

$1,000 stand alone tent
$500 Polo Pavilion (Reserved) Tent
$750 Polo Place (General Admission) Tent

more sponsorship opportunities

Floral Sponsor $1,000*
*sponsor to provide 75 arrangements for tables

Official Florist for all sponsors to order arrangements
- Half page program advertisement
- Logo on website
- Inclusion on table tents

Wine Sponsor $10,000 (or wine equivalent)

- Full page color advertisement in program
- inclusion on table tents
- 1 vertical banner at each bar

Match Sponsor $2,000 (4 available)

The 30th Annual Polo Classic

National Anthem Sponsor $800

Golf Cart Sponsorship $250 (12 available)

Umpire Sponsor $1,500

Announcer $1,000

Divot Stomp Sponsor $1,000

Image by Bob Hosker 2018

horsepower

The Classic Car Concourse features extremely rare examples of many marquees including: Aston Martin, Auburn, Bentley, Ferrari, Lamborghini, Maserati, Mercedes, Mogan, Packard, Porsche, Rolls Royce, and more. Over 80 cars valued at over $125 million attended in 2018. Sponsorship of the Horses & Horsepower Classic Car Show provides a unique opportunity to engage directly with a discerning audience of very high net-worth individuals who are invited to attend while showcasing your brand to the Polo audience at large.

Title Sponsorship (1) $15,000

- Includes naming "(Your Name) Classic Car Show"
- One 20' x 20' brand presentation tent within show
- Fifty guest passes
- Full page full color advertisement in program
- logo inclusion on posters, website and car passes
- includes 20' x 30' exhibitor tent on Club Side of field
- 25 padded chairs

Corner Field Vehicle Showcase (4) $2,500

- Includes 10' x 10' tent
- Three high-top tables with linens
- signage on all four sides of tent
- logo inclusion on website and in program

Truck Sponsorship (1) $4,000

- Truck Stationed at Scoreboard
- 2 Trucks required for game day use + promo
- logo inclusion on website and in program

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corporate tents

Governor's Tent (Club Side) $6,000

- Private 20' x 30' tent displaying name
- 50 adult tickets
- 50 padded wooden chairs
- 3 tables with linens
- 5 high-top tables with linens
- 20 VIP parking passes
- driveway & tent banner
- logo on website, emails, and program

Premier Tent (Club Side) $3,000

- Private 10' x 20' tent displaying name
- 25 adult tickets
- 25 padded wooden chairs
- 2 tables with linens
- 2 high-top tables with linens
- 10 VIP parking passes
- Driveway Banner
- Logo on website & program

Group Tent (Club Side) $1,500

- Private 10' x 10' tent displaying name
- 15 adult tickets
- 10 padded wooden chairs
- 1 table with linens
- 1 high-top table with linens
- logo on website, name on program

Image by Kari Teigen 2018

Additional Tickets $35

advertising/exposure

ADVERTISING

Billboards

- $5,000 End Field Billboard 10’ x 20’
- $2,000 Double Sided Driveway Billboard 4’ x 8’
- $1,000 Single Sided Parking Billboard 4’ x 8’
- $2,500 Logo Fencing – Polo Pavilion
- $2,000 Logo Fencing – General Admittance

Full Color Program

- $2,500 Double Page Spread
- $1,500 Full Page
- $800 Half page

EXPOSURE

Earned Media Highlights

- News Segments
- Post on Northland Adventurer
- Style Optimist Post
- Pioneer/Lake Follow-up Article
- Twin Cities Business – August’s Top Networkin g Spots Post
- Live on air with Channel 5, 9 , 11

Instagram Highlights

From those who tagged their content with #ThePoloClassic, we had:

- 1173 total posts
- 4,450 total likes on those posts
- 2007 comments on those posts
- 164,200 reach
- 224, 442 impressions

Demographics

- Average Net Worth $4.68 million
- 64% Net Worth Exceeds $1,453,000
- Average Annual Income $505,000
- Average Age: 45
- Married with Children
- 62% Multiple Residences
- 92% Own Luxury Autmobiles
- 72% Attend Live Theater
- 88% Make Charitable Donations

Facebook Highlights

- 202, 650 reach
- Over 450 post shares

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past sponsors

360 Sports
614 Company
Aarcee
AgStar Financial
All Models Agency
All Over Media
Artisan Vineyards
Ashland Stables
Austin Martin
Badiner Jewelers
Brit's Pub and Eating Establishment
Burnet Realty
Cambria
Carlson Hospitality Group
Carlson Wagonlit Travel
CBIZ
Continental Diamond
CSM Corporation
Custom Distribution
Dain Bosworth
Day Distributing
Eastman Kodak
Eden Prairie Land Rover
Faricy Law
Fredrikson & Byron
Gittleman Management
Guidant
Half Pint Horses
Haskell's
Hirselds
Honeywell Inc
Insight Sotware
Intelligent Marketing Systems
J. B. Hudson
Jaguar
Jungle Red Salon Spa
Kare 11 TV
KQRS
Land Rover
Lexus
Mall of America
Maple Plain Bank
Maslon, Edelman, Borman & Brand
Merrill Lynch
Messerli & Kramer
Michael Schwab
Minneapolis Jaguar/Land Rover
Mpls/St. Paul Magazine
Minnesota Timberwolves
MLT Vacations
Morrie's Automotive Gropu
Morrie's Luxury Automotive
MSP Publications
Musicland Group
North Star Ice
Northern Oil & Gas
Optum Health
Outback Steakhouse
Pillsbury
Polo Ralph Lauren
Prairie River Home Care
Radio disney
Radisson Hotels Worldwide
Reshare Corporation
SAP America
St. Croix Saddlery
Steiner Development
Stone Ridge Equestrian
Swenson Jones Associates
Private Banking & Investment Group
Target
Tesla
The Goodman Group
The Marsh
The Toro Company
The Wine Company
Twin Cities Business Monthly
U.S. Trust
UBS
US Bank
Wells Fargo
Whelihan Fine Art
And many, many more.

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