



2020 CALGARY POLO CLUB

SPONSORSHIP PROPOSAL

The Calgary Polo Club
DeWinton Alberta

With over 300 acres, The Calgary Polo Club is one of North America's largest and finest polo facilities. It has eight full-sized playing fields, an outdoor arena and polo school, Ranch House, viewing for thousands of spectators and barns that can accommodate up to 350 horses. It is one of the oldest clubs in North America with a strong heritage of producing superb polo and some of the country's best competitors.



Welcome to The Calgary Polo Club Club 2020 Tournament Season

July 1st to September 30th



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About Us

Formed in 1890, the Calgary Polo Club is arguably the oldest in North America with consecutive annual play.

The Calgary Polo Club has a heritage of more than a hundred years of tournaments, and offers one of the most notable polo schools in North America, promoting youth development through youth camps and youth polo lessons instilling confidence and teamwork.. The club also provides lessons for adults from beginners with no riding experience, to “graduates” who play in Coaching League as they prepare to move up to Club League.

Club League practices twice a week with tournaments every weekend, often followed by an “Asado” or Spanish Barbecue. The club also has higher goal tournaments including our four-goal tournaments, which take place every weekend, and historically have been fortunate to feature high-goal events, such as the Canadian Open.



Who do we reach? Data taken from Google Analytics shows that our website visitors skew high in the following categories:

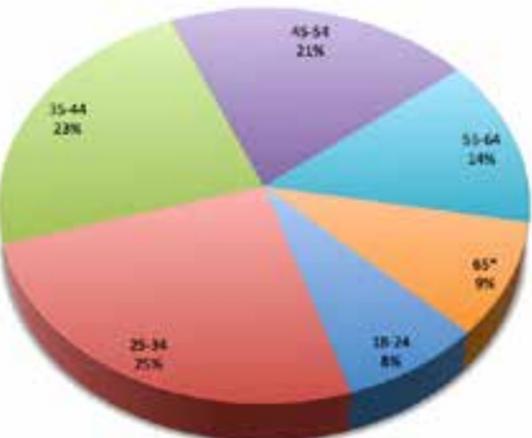
- Avid Readers interested in News and Politics
- Business Professionals
- Shoppers
- Food & Dining
- Sports, Fitness & Health Buffs
- Travel/Travel Buffs
- Beauty and Wellness/Frequently visits Salons
- Lifestyle & Family Focused
- Arts & Entertainment

In-Market Segment Data shows that our audience actively search the following:

- Travel/Hotels & Accommodation
- Air Travel
- Home and Garden
- Financial and Investment Services
- Auto and vehicle sales
- Real Estate/Residential properties for sale
- Apparel & Accessories



Data combined from Instagram, Facebook and Google provides us with a snapshot of our online audience:



The majority of our combined website visitors, Facebook and Instagram followers are women **25 - 54 years old** who live in Calgary, Okotoks, and Edmonton. (60% female - 69% 25-54)

- Facebook Followers (December 2019) - 4,563
- Instagram Followers: (December 2019) - 1,733
- Average Website visits per day: (June - Sept) - 154

Demographics:

Polo has the largest percentage of AB1 audience for any sport or lifestyle pursuit

A = Thriving - 20% of the population

b = Expanding - 11% of the population

Within this market place the brand is associated with similar luxury brands.

* source - Cowdray Polo UK





West Canadian & Canada Day

The Western Canadian Tournament kicks off the season with an invitational drawing players from across Canada

The Western Canadian Polo Tournament will be held June 25th through July 1st, with players coming from around Alberta to compete. The weekend begins with a polo rules review with the head USPA Umpire of the West Coast, Fergus Gould and Friday night, with polo games held on Saturday, Sunday. Teams for the 2019 Western Canadian Polo Tournament: RE/MAX, BD&P, Blizzard, Centurions, Black Diamond, Tekterra, Identity,

Mayhem, Somerset, Grande Prairie, Engel & Volkers, InSync, Blue Besos, TSquare and Rough Riders.

Canada Day falls on Wednesday this year, and will consist of traditional Canada Day Festivities, the Canada Cup four goal tournament, fun Club and Coaching league matches and the Fish Creek Junior Polo Tournament. We conclude the day with an Asado at the Club House with games and

family friendly activities.

Season Sponsors will have signage on site, an ad in the Calgary Polo Club Magazine, announcer mentions during the games, invitation to the Asado, logos on Social Media, the website and programs. Ad size and roadside signage dependent on level of annual sponsorship.*

ANNUAL SPONSORS PACKAGES AVAILABLE:

- PLATINUM
- GOLD
- SILVER
- AUTOMOTIVE
- JUNIOR POLO

EVENT SPECIFIC:

- WEST CANADIAN
- CANADIAN OPEN

Family friendly fun in a casual environment with the opportunity to customize the event for our sponsors.



Junior Polo Club

The Junior Polo Club builds teamwork, skills and confidence while enjoying the outdoors

Junior Polo kicks off the first week of July with the Fish Creek Polo Tournament, and continues throughout the summer with kids camps and an end year wrap up Coaching League tournament. Sponsorship will include a half page ad in the Calgary Polo Club Magazine accompanying a featured article on the polo school, team jerseys (four per team available,) end of season award presentations, announcer mentions during tournaments, signage on

site, logos on the Junior Polo web page, mentions in social media when featuring Junior Polo, and special invitation for a corporate tent to host clients and guests during the end of season Polo Academy tournament and Asado. There is an opportunity to expand to include a family fair with the end of season tournament.

Six Season Team Sponsor Packages Available

\$7,600 CDN

Testimonial

JAMES SCOTT - SCOTT ELECTRIC

“Junior Polo has been an amazing confidence builder for Chaz and Colton, they learn patience and teamwork. Junior Polo Gives them pride in knowing how to ride hit a ball and work with animals.”

★★★★★

”

Canadian Open

Canadian Open is our Annual High-Goal tournament, to be held on August 22nd, 2020.

The Canadian Open celebrates its 42nd Anniversary this year and we are proud to continue to host this high-goal event to the public.

Established in 1890, the Calgary Polo Club has a long history in Alberta western culture, with a passion for the game, a love of horses and a deep respect for sportsmanship. The Canadian Open bronze, glass and wood trophy was created by Jan and Rich Roenisch.

The tournament begins with a Junior Tournament, followed by a high-goal tournament and field-side Asado. This is an excellent experience to watch fast-paced polo up close, from the comfort of a covered tent, with beverages and charcuterie service.

Seasonal sponsors will be included in the Canadian Open, sponsor packages at Platinum, Gold, Silver, Automotive, Scoreboard, Whiskey and Cigar Sponsor, wine/champaign divot stomp sponsor, MVP, Best Playing Pony, Junior Tournament presentations and junior team jersey sponsors.



Thank you to our past and present sponsor partners for your support of the sport of polo in Canada

CURRENT & PAST PARTNERS





THE CALGARY POLO CLUB

Community and support of sport and youth

Event Calendar

Dates are tentative and subject to change *

The Calgary Polo Club has reserved two Ranch House events, one which we are working on as a charity fundraising event with details to follow.

JUNE - JULY

AUGUST

SEPTEMBER

JR/ CLUB / 4 GOAL

June 25th: Rules Review
June 26-28th: West Canadian
July 1st: Canada Day 4 Goal
July 1st: Fish Creek Cup
July 3rd: Canada Cup Finals
July 4th-5th: Polo Canada
July 10-12th: JB Cross Cup
July 10-12th: Mike Francis Cup
July 17-19th: USPA Tournament
July 18th: Ranch House*
July 21-24h: Kids Camp
July 24-6th:JC Palmer Memorial
July 31st: Calgary Cup

CLUB/4 GOAL/ HG

Aug 1 -2nd: Heart Cup
Aug 9th: Calgary Cup Finals
Aug 14 - 16th: USPA Tournament
Aug 15th: Ranch House event
Aug 20-23rd: Rocky Mountain Cup
August 22nd: Canadian Open HG
August 29-30th: Chipman Cup

SEPTEMBER LEAGUE

Sept 5-6th: CPC President's Cup
Sept 12-13th: Icelandic Cup
Sept 19-20th: Ross Fargey Cup
Sept 19th: Academy Windup

CPC Club and Four-Goal practices are Tuesday through Thursday evenings, weather permitting. Times will be posted on the CPC website.

Polo Profiles at a Glance

Junior Polo to High Goal, the Calgary Polo Club promotes the sport of polo in Canada

The Calgary Polo Club offers multiple levels of play including lessons thorough out academy for beginners, a Junior Polo Development program,, Coaching League, Club League, Four-Goal and special events throughout the season.

In 2020, we plan to host a charity tournament, our annual lobster dinner, The West Canada invitational, Canada Day festivities and The Canadian Open; our feature high-goal tournament,. We also chavve the ability to create custom corporate and public events with access to our Cantina throughout the season. Please contact us if you are interested in a custom corporate event.



Learn to Play - Polo Academy

The Calgary Polo & Riding Academy can teach you how to ride polo ponies and play the exciting sport of polo. Individual and group lessons are customized according to your riding ability, level of play, and comfort level. Horses and equipment are provided, just show up ready to play! The school runs from May to the end of September.



Club League

Club league offers competitive play for members who have advanced out of the polo school and looking to play recreational polo . Most club members are youth graduates from the school or business people who enjoy polo for fun and want the flexibility to play when they can in a fast but friendly game environment.

Four-Goal League

Four-goal polo is higher goal, faster polo than Club League, and requires greater commitment as teams are determined by patrons, played with a pro on each team, and games take place every weekend throughout the season. Weekend tournaments is a n excellent opportunity to spectate as Club games are in the morning followed by four-goal in the afternoons.



Special Events

The Calgary Polo Club hosts special events including charity events and special dinners all around the sport of polo. In 2019 the Polo Match for Mental Health raised \$170,000 for the new Centre for Child & Adolescent Mental Health.

VEHICLE SPONSOR

SEASON VEHICLE SPONSOR PACKAGE

\$12,600

TWELVE THOUSAND SIX HUNDRED

Polo and automobiles have a long history of partnering in branding, providing an excellent opportunity to show case your vehicles to affluent and influential potential buyers. As a premium sponsor you will also receive a catered tent for your guests at the Canadian Open.

Presentation

- PLAYER CONCIERGE
Vehicle to the Podium for Presentations.
- ON-SITE DISPLAY OPPORTUNITIES
Cars may be displayed field side in a secured area and there is a potential for a feature demonstration
- Announcer mentions during the tournament.

Print Promotion

- PROGRAM
Full page spread ad in the Canadian Open Program
- CALGARY POLO MAGAZINE
Full page feature ad in the premium CPC Magazine

Online Media

- LOGOS ON WEBSITE
Featured on the front page of the web site
- SOCIAL MEDIA
Logo and mention on paid promotional advertising

On-site Signage

- HIGHWAY BILLBOARD SIGNS
Billboard signs featuring your brand displayed on the highway and access road to the club
- BOARD SIGNS / BANNERS / A FRAME SIGNS
Displayed field side and on the podium

Other opportunities are available as we can create on field and sideline events to engage the audience and further promote your brand. We can brainstorm creative ideas to showcase your vehicles and entertain your clients and our guests.





PLATINUM PACKAGE

\$12,600

TWELVE THOUSAND SIX HUNDRED

GOLD PACKAGE

\$8,600

EIGHT THOUSAND SIX HUNDRED



As a season sponsor, signage and on site opportunities are available throughout the season as we at the Canadian Open. We are planning a charity event and season sponsors will have first rights to exclusivity when dates are finalized.

Presentation

- ON-SITE DISPLAY OPPORTUNITIES
Logo on the podium for trophy presentations through out the season
- Announcer mentions during the Canadian Open tournament

Online Media

- LOGOS ON WEBSITE
Featured on the front page of the web site
- SOCIAL MEDIA
Logo and mention on paid promotional advertising

Print Promotion

- PROGRAM
Full page spread ad in the Canadian Open Program
- CALGARY POLO MAGAZINE
Full page feature ad in the premium CPC Magazine

Onsite Signage

- HIGHWAY BILLBOARD SIGNS
Billboard signs featuring your brand displayed on the highway and access road to the club
- BOARD SIGNS/ BANNERS / A FRAME SIGNS
Displayed field side during the Canadian Open



As a premium sponsor you will also receive a catered tent for your guests at the Canadian Open. Other opportunities are available as we can create on field and sideline events to engage the audience and further promote your brand. We can brainstorm creative ideas to showcase your brand and entertain your clients as well as our guests.

As a premium sponsor you will also receive a an invitation for eight guests at the Canadian Open. As a season sponsor, signage and on site opportunities are available throughout the season as we at the Canadian Open. We are planning a charity event and season sponsors will have first rights to exclusivity when dates are finalized.

Presentation

- ON-SITE DISPLAY OPPORTUNITIES
Logo on the podium for trophy presentations through out the season
- Announcer mentions during the Canadian Open tournament

Online Media

- LOGOS ON WEBSITE
Featured on the front page of the web site
- SOCIAL MEDIA
Logo and mention on paid promotional advertising

Print Promotion

- PROGRAM
Half page spread ad in the Canadian Open Program
- CALGARY POLO MAGAZINE
Half page ad in the premium CPC Magazine

Onsite Signage

- HIGHWAY BILLBOARD SIGNS
Billboard signs featuring your brand displayed on the highway and access road to the club
- BOARD SIGNS / BANNERS / A FRAME SIGNS
Displayed field side during the Canadian Open



SILVER PACKAGE

\$3,600

THREE THOUSAND SIX HUNDRED

Onsite Signage

- 8 X BOARD SIGNS
Displayed on field boards during major tournaments

Online Media

- LOGOS ON WEBSITE
Featured on the front page of the web site
- SOCIAL MEDIA
Logo and mention on paid promotional advertising

Print Promotion

- PROGRAM
Half page spread ad in the Canadian Open Program
- CALGARY POLO MAGAZINE
1/4 ad in the premium CPC Magazine

As a premium sponsor you will also receive a an invitation for four guests at the Canadian Open. As a season sponsor, signage and on site opportunities are available throughout the season as we at the Canadian Open. We are planning a charity event and season sponsors will have first rights to exclusivity when dates are finalized.



Print & Digital Sponsor

The Calgary Polo Club magazine is published and distributed to our members and subscribers to Western Horse Magazine

Platinum & Digital

- Full page ad in the Calgary Polo Magazine
- Logo with link featured on the website

\$2,300

Gold & Digital

- Half page ad in the Calgary Polo Magazine
- Logo with link featured on the website

\$1,200

Silver & Digital

- 1/4 page ad in the Calgary Polo Magazine
- Logo with link featured on the website

\$750



We look forward to sharing our 2020 polo season with you!

Calgary Polo Club Sponsorship Form

The Calgary Polo Club will work with you to customize your sponsor package for the greatest brand exposure and overall experience. We look forward to sharing our wonderful facility with you and thank you for your support of the sport of polo in Canada.

Name: _____ Company _____

Date: _____

Specifications or details not outlined in the base package:

Package Type: _____ Total Amount _____

- Automotive Platinum Gold
 Silver Print - Digital Junior Polo

Signature: _____



Contact Us

We look forward to forging a valuable partnership with your business and the Calgary Polo Club. The sooner you get on board the more engagement opportunities you will have.

Please contact us at
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