



FOR PHILANTHROPY

2017 SPONSORSHIPS



KENTUCKY DERBY DAY AFFAIR

SATURDAY, MAY 6TH

POLO EN BLANC

FRIDAY, AUGUST 4TH

THE POLO CLASSIC XXVIII

SUNDAY, AUGUST 6TH



2016 EXPOSURE

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 Automobiles
72% Attend Live Theater
88% Make Charitable Donations



Advertising Reach

All Over Media: 130 print & digital signs in Minneapolis, Edina, Wayzata & Minnetonka with over 2,200,000 impressions
MPR - 90 radio spots reaching 278,900 people with 379,800 gross impressions for a total of 3,418,200 impressions
The Scout Guide 20,000 luxury books

Facebook Highlights

7/29/16 - 8/8/16
222,946 average daily impressions
2,347 average daily click-through



Instagram Highlights

From those who tagged their content with #ThePoloClassic, we had:
3,753 total posts, 7,105 total likes on those posts
2232 comments on those posts,
371,499 reach
415,223 impressions



Twitter Highlights

#thepoloclassic reached 69,133
@thepoloclassic reached 343,974
"the polo classic" reached 394,887



2017 EVENT LINEUP

Derby Day Affair



Saturday, May 6 - 1,200 people

The excitement of the 143rd Kentucky Derby is only paled by the spectacle of our viewing party. The afternoon features live music, games of chance, equine exhibitions, photo shoot, hat parade & competition and a sumptuous Kentucky luncheon all at the Nicollet Island Pavilion

Polo en Blanc

Friday, August 4 - 2,000 people

The polo field is transformed into a grand spectacle of white flowers, candles and linens to host guests in white. Dinner is served a la carte by our catering partner. Live music, fire dancers, white horses, dancing and other entertainment accompany a full length, fast paced qualifying polo tournament



The Polo Classic XXVIII



Sunday, August 6 - 5,000 people

A day filled with non-stop entertainment and activities including fantastic foods, wonderful wines, sponsor showcases and demonstrations, games, music, fashion, Classic Car Concourse, Champagne Divot Stomp, and of course, the thundering excitement of polo!

EVENT SCHEDULES



Derby Day Affair

Saturday May 6, 2017

12:00 Noon

Green Carpet Photo Shoot

Champagne & Mint Juleps

Hunters, Jumpers, Minis

1:30 VIP Luncheon

3:30 General Admission

Hat Parade, Performances

5:34 They're Off!!

7:00 After Party (offsite)



Polo Classic XXVIII

Sunday August 6, 2017

11:00 AM Gates Open

11:05 AM Woman's National Qualifier

Studios & Boutiques Open

Hat Competition Begins

Car Concourse Opens

11:45 AM Woman's Half Time

Water Toss

12:30 PM Woman's Awards

Equitation Presentations

1:30 Hat Parade

1:45 Opening Ceremonies

1:50 National Anthem

2:00 Men's Tournament

3:00 Men's Half Time

Divot Stomp

Champaign Toast

Hat Competition Finalists

Live Auction

Hat Awards

3:45 Second Half

4:45 Awards Ceremony

Silent Auction Closes

(15 minutes following Awards)

5:00 Closing Ceremony

Running of the Flags

5:30 AfterParty (offsite)

All times approximate



Polo en Blanc

Friday August 4, 2017

5:30 PM Gates Open

Cocktails, Balloon Burst, Hats

6:00 Polo Matches

7:00 Dinner & Live Music

7:30 Fashions in White

9:00 Acrobats & Fire Dancers

9:30 Dancing under the Stars

11:30 pm Sparkling Finale

The Polo Classic XXVIII

Sponsors enjoy prominent showcasing of their products or services at this exciting venue. Whether your company is promoting luxury automobiles, fine jewelry, wealth management services, real estate or haute restaurant cuisine, The Polo Classic is the ideal place to advertise. Display your products or services at your exclusive, private field-side pavilion and take advantage of further exposure via our glossy Polo Classic Program, field side banners and frequent PA announcements during the matches.

Title Sponsorship \$75,000 (1 Available)

The Title Sponsorship includes naming rights for The Polo Classic in the form “The (Company Name) Polo Classic” Your company name or logo will appear on all advertising, literature and publicity for the event. Includes the following:

- 20' x 40' VIP Corporate Tent at center field, Club Side
- 40' x 6' Clubhouse Logo Banner, center position
- 8 x 12' Corner Field Billboard (4)
- 120 VIP Polo Classic tickets
- Repeating logo on event fencing
- Two entryway 10' x 10' brand presentation tents
- Full page full color back page ad
- Large logo, center position in retailer
- Inclusion in all media events
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Speaking opportunity at event
- Logo inclusion on table tents
- Inclusion on 10,000+ bar cards
- Inclusion in co-sponsor promotions
- Inclusion in all print/digital invitations
- Minimum 4 P/A mentions per hour
- Team naming & jerseys
- Twelve 13' teardrop logo banners



The Polo Classic XXVIII

Gold Sponsorship \$35,000 (4 Available)

Sponsorship includes the following

- 20' x 30' VIP Corporate Tent at center field
- 8' x 12' corner field billboards (2)
- 80 VIP Polo Classic Tickets
- One 10' x 10' branding tent - Sunny Side
- One 10' x 10' branding tent - Club Side
- Full page full color ad, Polo Classic Program (one of first two or last two pages)
- Medium logo in 250+ retailer posters
- Inclusion in media events
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Repeating logo on event fencing (1/6 space)
- Logo inclusion on table tents
- Inclusion in all print/digital invitations
- Minimum 2 P/A mentions per hour
- Five 13' teardrop logo banners



Silver Sponsorship \$20,000 (8 Available)

Sponsorship includes the following

- 20 x 30' VIP Corporate Tent at center field
- 10' x 20' corner field billboard (1)
- 60 VIP Polo Classic Tickets
- One 10' x 10' branding tents - Sunny Side
- Full page full color ad, Polo Classic Program
- Small logo in 250+ retailer posters
- Inclusion in media events
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Logo inclusion on table tents
- Inclusion in all print/digital invitations
- Minimum 1 P/A mention per hour
- Three 13' teardrop logo banners



The Polo Classic XXVIII

Horses & Horsepower Sponsorship \$15,000 (1 Available)



The Classic Car Concourse features extremely rare examples of many marquees including: Aston Martin, Auburn, Bentley, Ferrari, Lamborghini, Maserati, Mercedes, Morgan, Packard, Porsche, Rolls Royce, and more. Over 80 cars valued at over \$125 million attended in 2015. Sponsorship of the Horses & Horsepower Classic Car

Concourse 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.

- Includes naming “(Your Name) Classic Car Concourse”
- Logo inclusion on car posters, website and car passes
- 20’ x 20’ VIP Corporate Tent within Car Concourse
- Free admittance for 100 car show participants
- Extra tickets discounted \$25/each
- Car show arched entryway branded with 13’ teardrop banners
- Full page full color ad, Polo Classic Program
- Fifty custom car show posters with large company logo
- Inclusion in media events
- Sponsor supplies food and beverages for car show entrants



The Polo Classic XXVIII

Team Sponsor \$5,000 (4 Available)

Naming of each of the two women's and two men's teams includes primary logo positioning on jerseys, frequent P/A mentions throughout game and autographed competition jersey

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

Presenting sponsor funds children's activities including face painting, pony rides, acrobats, bouncy castle, games & snacks

Naming of Village

Logo in program

4 teardrop banners in Village

Children's Village Supporting Sponsor \$2,500 (2 Available)

Presenting sponsor funds children's activities including face painting, pony rides, acrobats, bouncy castle, games & snacks

Logo in program

1 teardrop banner in Village

Champagne Divot Stomp Sponsor (\$5,000)

Includes 500 etched glasses with sponsor & Polo logos

Includes 500 glasses of sparkling wine/champagne

Launch halftime show with toast at clubhouse

2 teardrop banners at center field for toast

Hang tags or cards to every toast participant

MVP of the Match Sponsor \$1,000 (4 Available)

Womans Match, The Polo Classic, Best Playing Pony (2)

Entertainment Sponsor \$2,500 (3 Available)

Skydivers for Halftime, Acrobats for Children's Village, Vocalists

Sponsorship Add-ons

Horse Drawn Carriage Sponsor \$750 (3 Available)

Golf Cart Sponsorship \$250 (12 Available)

Umpire Sponsor \$1,500 (2 Available)

Horse & Hounds Sponsor \$800

National Anthem Sponsor \$800



The Polo Classic XXVIII

Billboards

- \$2,000 Double Sided Driveway Billboard 8' x 10'
- \$1,000 Single Sided Parking Billboard 4 x 8'
- \$1,500 Logo Fencing - Panache
- \$2,500 Logo Fencing - Polo Pavilion
- \$3,000 Logo Fencing - General Admittance

Full Color Program - 5,000 Circulation

- \$2,900 Double Page Spread
- \$1,650 Full Page
- \$900 Half Page

Retail Spaces

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

- \$1,500 10' x 10' Stand Alone Tent
- \$1000 Polo Pavilion (Reserved) Tent
- \$750 Polo Place (General Admission) Tent

Hat Parade Sponsorship \$4,500 (1)

- Pre-game hat competition & half-time awards
- Awards MC designation
- Half page color advertisement in Program
- VIP Gift Bag inclusion (200)
- 10 x 10 Stand Alone Tent
- Website logo inclusion
- 20 event tickets

Exclusive Wine Sponsor \$7,500 or 52 Cases

- Full page color advertisement in Program
- Inclusion on table tents
- Exclusive supplier
- 1 Vertical banner at every bar (5)
- Wine tasting stations
- On-site wine ordering for patron delivery
- Pre & post event email
- Website logo inclusion
- 50 event tickets

The Polo Classic XVIII

GOVERNOR'S TENT \$6,000 (8 Available)

- Private 20' x 30' tent displaying name
- 50 VIP Polo Classic Tickets
- 50 Padded wooden chairs
- 3 Tables with linens
- 5 High-top tables with linens
- Two 13' teardrop logo banner
- Logo on website & program



PREMIER TENT \$3,000 (12 Available)

- Private 20' x 20' tent displaying name
- 25 VIP Polo Classic Tickets
- 25 Padded wooden chairs
- 2 Tables with linens
- 2 High-top tables with linens
- One 13' teardrop logo banner
- Logo on website & program



GROUP TENT \$1,500 (16 Available)

- Private 10' x 10' tent displaying name
- 15 VIP Polo Classic Tickets
- 15 Padded wooden chairs
- 1 Tables with linens
- 1 High-top tables with linens
- Logo on website & program



FAMILY TENT \$1,000 (24 Available)

- Sunny Side of the Field
- Private 10' x 10' tent displaying name
- 10 Adult tickets
- 10 Padded wooden chairs
- 1 Table with linens
- Name on website, name on program

The spectacular original works of art depicted on this page are copyrighted Anthony R. Whelihan, the official artist for The Polo Classic for the last three years

The (Kentucky) Derby Day Affair

Derby Day Affair - Unbridled Fun for Philanthropy! Join in unparalleled pageantry and excitement to celebration the running of the 143rd Kentucky Derby. Expect the finest fare, fantastic fashions and foods at our endless extravaganza. Patrons are greeted by miniature horses and military guardsmen and will enjoy a cornucopia of canapés and delectable drinks in Derby style. Best dressed, best couple and best hat competition. Games of chance and skill. The event features live polo exhibitions, horses and huntsmen, carriage rides, jumping competitions, live music, arts and athletics performances surrounding the “most exciting two minutes is sports!”

Title Sponsorship \$25,000 (1 Available)

The Title Sponsorship includes naming rights for the Derby Day Affair in the form “The (Company Name) Derby Day Affair” Your company name or logo will appear on all advertising, literature and publicity for the event. Includes the following:

- 40 VIP Tickets
- 60 General Admission Tickets
- 8 x 10' Grounds Billboards (3)
- Repeating logo on event fencing
- Entryway 10' x 30' brand presentation tent
- 10' x 20' Interior brand presentation space
- Retractable banners (4)
- Teardrop flags (6)
- Full page full color back page ad
- Large logo, center position in retailer poster
- Inclusion in all media events
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Speaking opportunity at event
- Logo inclusion on table tents
- Inclusion on 10,000+ bar cards
- Inclusion in co-sponsor promotions
- Inclusion in all print/digital invitations
- Minimum 4 P/A mentions per hour



The (Kentucky) Derby Day Affair

Gold Sponsorship \$15,000 (2 Available)

Includes the following:

- 30 VIP Tickets
- 40 General Admission Tickets
- 8 x 10' Grounds Billboards (2)
- Repeating logo on event fencing
- 10' x 10' Interior brand presentation space
- Retractable banners (3)
- Teardrop flags (3)
- Full page full color inside cover ad
- Medium logo in retailer poster
- Inclusion in all media events
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Logo inclusion on table tents
- Inclusion in co-sponsor promotions
- Inclusion in all print/digital invitations
- Minimum 3 P/A mentions per hour



Silver Sponsorship \$10,000 (4 Available)

Includes the following:

- 20 VIP Tickets
- 20 General Admission Tickets
- 8 x 10' Grounds Billboards (1)
- Repeating logo on event fencing
- 10' x 10' Interior brand presentation space
- Retractable banners (2)
- Teardrop flags (2)
- Full page full color ad
- Small logo in retailer poster
- Logo inclusion on all email blasts
- Logo inclusion on table tents
- Minimum 2 P/A mentions per hour



The (Kentucky) Derby Day Affair

Bronze Sponsorship \$5,000 (10 Available)

Includes the following:

- 10 VIP Tickets
- 10 General Admission Tickets
- Retractable banners (1)
- Teardrop flags (1)
- Half page full color ad
- Logo inclusion on website



Winner's Circle Sponsorship \$2,500 (20 Available)

Includes the following:

- 4 VIP Tickets
- 4 General Admission Tickets
- Logo inclusion on website



Hat Competition Sponsorship \$4,000 (1 Available)

- Awards MC designation
- Half page color advertisement in Program
- VIP Gift Bag inclusion (500)
- 10 x 10 brand presentation space
- Website logo inclusion
- 10 VIP Tickets

Sponsorship Add-Ons

- Polo Presentation \$3,000 (1)
- Acrobats & Artists \$2,000 (1)
- Fire Dancers (\$2,000 (1)
- Balloon Burst \$2,000 (4)
- Musical Acts \$1,000 (3)
- Carriage Rides \$1,000 (6)
- Miniature Horses \$1,000 (1)
- Hunters/Jumpers \$1,000 (4)
- Fox Hunt \$1,000 (1)
- Horse Shoe Toss \$500 (2)



Polo en Blanc

Polo in White. Imagine yourself surrounded by friends dressed in white, sitting at a table with white linens and place settings, eating fine foods by **CRAVE** Catering, drinking fine wines listening to award winning vocal performers as the summer sun fades during the Polo Classic qualifier at a pop-up whimsical dinner in Monegasque style. Polo en Blanc features a fashion show in white, an exotic white car show, a white floral arrangement competition, a white hat competition, games of chance, dancing and more.

Title Sponsorship \$15,000 (1 Available)

The Title Sponsorship includes naming rights for Polo en Blanc in the form "(Company Name) Polo en Blanc" Your company name and logo will appear on all advertising, literature and publicity for the event. Includes the following:

- 32 VIP Tickets (4 Front Row Reserved Tables of 8)
- 10' x 12' Grounds Billboards (3)
- 20' x 30' Display tent
- Teardrop flags (4)
- Full page full color back page ad
- Large center logo, retailer poster
- Inclusion in all media events
- Logo inclusion every page of website
- Logo inclusion on all email blasts
- Speaking opportunity at event
- Inclusion on 10,000+ bar cards
- Inclusion in co-sponsor promotions
- Inclusion in all print/digital invitations
- Minimum 4 P/A mentions per hour



Polo en Blanc

Gold Sponsorship \$10,000 (2 Available)

Sponsorship includes the following:

- 24 VIP Tickets (3 Second Row Reserved Tables of 8)
- 10' x 12' Grounds Billboards (2)
- 20' x 20' Display tent
- Teardrop flags (2)
- Full page full color inside ad
- Medium logo retailer poster
- Inclusion in all media events
- Logo inclusion on website
- Logo inclusion on email blasts
- Inclusion in co-sponsor promotions
- Inclusion in all print/digital invitations
- Minimum 2 P/A mentions per hour



Silver Sponsorship \$5,000 (10 Available)

Sponsorship includes the following:

- 16 VIP Tickets (2 Third Row Reserved Tables of 8)
- 10' x 12' Grounds Billboards (1)
- 10' x 10' Display tent
- Teardrop flags (1)
- Full page full color inside ad
- Small logo on retailer poster
- Logo inclusion on website
- Minimum 1 P/A mention per hour



Sponsorship Add-Ons

- Acrobats \$1,000 (4)
- Band \$3,000 (1)
- Fashion Show Title \$5,000 (1)
- Fashion Show \$1,500 (4)
- Fire Dancers \$2,000 (1)
- Flowers \$500 (6)
- Wine \$2,000 (3)
- Exclusive Caterer \$5,000 (1)

- MVP Player \$500 (2)
- Best Pony \$500 (2)
- Liquor \$2,000 (3)
- Decorations \$500 (4)
- Hat Competition \$2,000 (1)
- Divot Stomp \$500 (1)
- Champagne Toast \$5,000 (1)
- Dance \$500

SOLD

Past Sponsors

614 Company
AgStar Financial
All Models Agency
Allover Media
Artisan Vineyards
Ashland Stables
Austin Martin
Badiner Jewelers
Borton Volvo
Burnet Realty
Cambria
Carlson Hospitality Group
Carlson Wagonlit Travel
CBIZ
Continental Diamond
CSM Corporation
Custom Distribution
Dain Bosworth
Day Distributing
Diagio
Disney
Eastman Kodak
Faricy Law
Fredrikson & Byron
General Mills
Gittleman Management
Guidant
Half Pint Horses
Haskell's
Hirsfields
Honeywell Inc
Insight Software
Intelligent Marketing Systems
J. B. Hudson
Jaguar Land Rover Lotus
Jungle Red Salon Spa
Kaskaid Hospitality/CRAVE
KARE 11 TV
KQRS
Lexus
Mall of America
Maslon LLP

Medtronic
Merrill Lynch
Messerli & Kramer
Michael Schwab
Minneapolis Club
Mpls/St. Paul Magazine
Minnesota PoloCrosse Club
Minnesota Timberwolves
MLT Vacations
Morrie's Luxury Automotive
MSP Publications
Musicland Group
MyFormulary
North Star Ice
Northern Oil & Gas
Optum Health
Pillsbury
Polo Ralph Lauren
Prairie River Home Care
Radisson Hotels Worldwide
Reshare Commerce
SAP America
St. Croix Saddlery
Steiner Development
Stone Ridge Equestrian
Swenson Jones Associates
Target
Tesla
The Goodman Group
The Marsh
The Toro Company
The Wine Company
Twin Cities Business Monthly
U.S. Trust
UBS
US Bank
Venture Photography
VOLVO North America
Wells Fargo
Whelihan Fine Art
Zel Skin & Laser Specialists
and many, many more.