



POLO IN THE PARK SPONSORSHIP OPPORTUNITIES

Connect, Engage, Activate

Morven Park Announces the 2017 Inaugural Arena Polo Season

Situated in one of the most affluent and fastest growing counties in the United States, Morven Park welcomes over 250,000 visitors each year. Considered the “Central Park” of Northern Virginia, Morven Park is a stunningly beautiful 1,000-acre historic estate and horse park. The iconic mansion, museums, formal gardens, athletic facilities and equestrian complex are set among pristine, rolling landscapes and wooded trails. All this provides the perfect setting in which to introduce the glamor and tradition of polo. Box seating along the rail gives up-close viewing, and terraced lawns are perfect for picnics under the stars.

2017 Season:

Every Saturday night: July – August (Nine nights; weather permitting)

Gates open 6 p.m.

First match starts at 7 p.m. Second match starts at 8:30 pm.



ATTENDANCE:

Projecting over 800 attendees each night of Season 1, including polo patrons, sponsors, riders in all disciplines, area landowners, business owners, community leaders and families with children.

Unparalleled access in an extraordinary environment. Each corporate package provides a unique opportunity to leverage your brand across various activation touchpoints.



Please check one of the following options to reserve your **Polo in the Park** sponsorship:

\$10,000 – Gold Sponsor

- Teams wear your jerseys in three (3) matches
- Four (4) banners placed on ring wall for the entire season
- PA announcements mention your company's sponsorship each night
- Promotional advertisement (full page) in our program for a total of nine (9) nights
- Corporate event and entertaining in the Pavilion tent for one (1) night
- One (1) VIP rail-side box for eight (8) guests for the entire season
- Two (2) VIP car parking passes, limit of four (4) guests per car
- Presentation opportunities for company representative to hand out awards on selected nights
- Web site banner ad with a link to your URL for the entire season
- Twenty-five (25) one-night car passes to distribute to your guests
- Framed photo with the winning team on a select night

\$8,000 – Silver Sponsor

- Teams wear your jerseys in two (2) matches
- Two (2) banners placed on ring wall for the entire season
- PA announcements mention your company's sponsorship each night
- Promotional advertisement (1/2 page) in our program for a total of nine (9) nights
- One (1) VIP upper-level tailgate spot for the entire season
- One (1) VIP car parking pass, limit of four (4) guests per car
- Web site banner ad with a link to your URL for the entire season

\$3,000 – Bronze Sponsor

- One (1) banner placed on ring wall for the entire season
- PA announcements mention your company's sponsorship throughout the season
- Promotional advertisement (1/4 page) in our program for a total of nine (9) nights
- Four (4) season long Reserved Lawn passes
- Web site banner ad with a link to your URL for the the entire season
- Promotional inserts placed in one night's program



Category Exclusive and Miscellaneous Sponsorships

- BEST POLO PONY:** \$1,000 + award
- BEST PLAYER:** \$1,000 + award
- SCOREBOARD/GOAL:** \$2,000
- CATEGORY EXCLUSIVES:**
 - **BEVERAGE SPONSOR:** Wine, Beer, Spirits, other
 - **LUXURY VEHICLE**

A la carte Prices

- Banner on arena wall for the entire season: \$1,500
- Promotional inserts in 9 evening programs: \$1,350 (\$200/night)
- VIP tent rental (up to 50 guests): 1 night for \$1,000
- Season long upper-level VIP tailgating spot: \$1,200
- Four (4) season long Reserved Lawn passes: \$500
- Daily car passes: \$35 online; \$40 at the gate
- Program advertisement: Three consecutive nights of polo games
 - Full page: \$200
 - Half page: \$150
 - Quarter page: \$75

**Sponsor is responsible for providing all banners, signage and all camera-ready artwork for promotional materials. Materials must meet Morven Park guidelines. All assets, premium positions and category exclusives are subject to availability.*

Sponsorship packages are fully customizable based on your specific brand goals. For more information about these or other sponsorship and partner opportunities, please contact:

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