



Morven Park Sponsorship Opportunities - Polo

MORVEN
Park

About Morven Park

Considered the “**Central Park**” of **Northern Virginia**, Morven Park attracts nearly **250,000 visitors** each year. The acclaimed historic estate and equestrian park are set among **1,000 acres** of rolling landscapes:

- Iconic mansion, museums & historic boxwood gardens
- International Equestrian Center, site of over 60 events annually
 - Horse Trials, Dressage & Hunter Jumper Shows
 - Carriage Driving
 - Arena Polo
 - Point-to-Point Steeplechase racing
 - Pleasure riding and trails
- Athletic Fields Complex
- Green space and hiking trails
- K-12 programs and outreach
- Wedding and corporate events



Morven Park Mission

Our mission is built around **four core values**:

- **Conservation**
 - 1,000 acres of park land, open space, historic trails and riding facilities
- **Preservation**
 - Stewardship of the iconic Davis Mansion, art and collections
 - Our world-renowned International Equestrian Center
- **Education**
 - Educational programs serving 7,000 Loudoun County Students
 - Art and collections forums
 - Cultural heritage and slavery research database
 - Equestrian community symposiums
- **Building for the future**
 - New opportunities and sustainable revenue sources:
 - Athletic Field Complex – 75,000+ attendees and growing
 - International Equestrian Center Revitalization
 - Arena Polo and Racing
 - Weddings, rentals and events
 - Developing new private/public partnerships





Partnering with Morven Park

We are committed to creating **win-win collaborations** to help our partners realize their goals while helping us maintain our park and continue hosting events that make Loudoun a special place to live.

- **Why invest in a sponsorship with us?**
 - **Reach** a wealthy audience with disposable income
 - **Build** brand awareness and loyalty
 - **Acquire** new leads and customers
 - **Entertain & Retain** clients and employees with VIP access
 - **Align** your brand with Virginia horse country and the prestige of polo



Our 2017 Polo Sponsors



STONE  TOWER
WINERY

CLIMATIC
HEATING & COOLING, INC.

TESLA

AMJ  FINANCIAL
WEALTH MANAGEMENT LLC
WEALTH MANAGEMENT MADE SIMPLE

Van Metre

Visit
LOUDOUN

BROWNING
EQUIPMENT
INC.


K2M
COMPLEX SPINE
INNOVATIONS™

CATOCTIN
CREEK™



Your Most Valuable Bank

Loudoun Times-Mirror

—27—
SOUTH
Furnishings & Interiors


urban™
Shaping the Future



LOUDOUN
VIRGINIA
ECONOMIC DEVELOPMENT
D.C.'s TECHNOLOGY CORRIDOR

WINC **92.5**
FM

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2017 Polo Season Recap

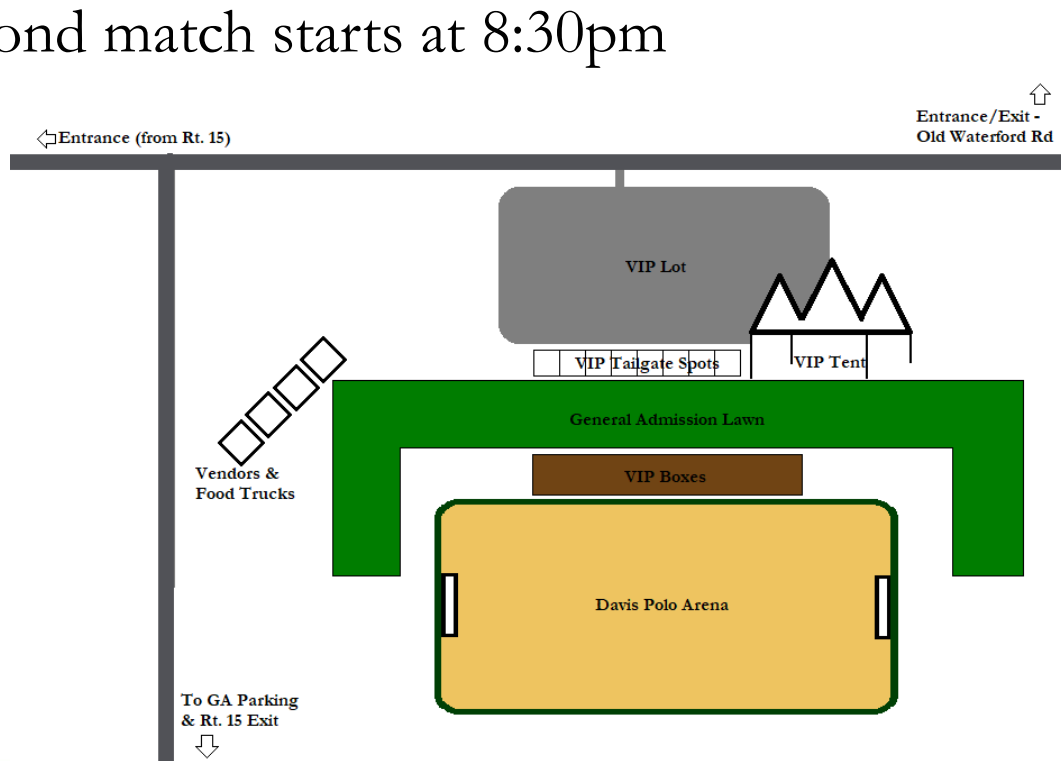
- Over **7,000 attendees** came out to Morven Park Polo across 7 events
- **Who was in attendance?**
 - Local families, couples & singles
 - Local business owners & politicians
 - Visitors to the area from as far as California
 - Corporate outings, alumni groups, birthday parties
- **Where did they come from? Primarily...**
 - Loudoun, Fairfax, Arlington, Fauquier, Prince William counties (VA)
 - Frederick, Washington, Montgomery counties (MD)
 - Washington, D.C.































2018 Season Details

- 8 Saturday nights of polo – starting June 30th
- **8,000+** attendees projected across the season
- Gates open at 6pm, first match starts at 7:30pm, second match starts at 8:30pm



2018 Sponsorship Packages	Bronze \$3,000	Silver \$7,500	Gold \$10,000
Banner(s) on Arena Wall*	 (1)	 (2)	 (4)
Promotional Ad in Polo Program*	 (quarter page)	 (half page)	 (full page)
PA Announcements (nightly)			
Sponsor Logo + URL Link on Polo Website			
Promotional Insert in Polo Program * (1 night)			
VIP Car Pass(es) (season long)	 (1)	 (2)	 (2)
VIP Tailgate Spot			
Teams Wear Sponsor Jerseys*		 (2 matches)	 (3 matches)
Award Presentation Opportunities on Trophy Stand			
VIP Railside Box			
25 One-Night Car Passes			
Corporate Event in the VIP Tent (1 night)			
Framed Photo with Winning Team			

A la carte options	
Car Pass Sponsor (feature your logo season-long on all car passes)	\$1,500
Banner on Arena Wall* (season-long)	\$1,500
Promotional Ad in Polo Program* (season-long, full/half/quarter page)	\$600/\$450/\$250
Player Award (feature your product on trophy stand one night)	\$500 + award
Promotional Insert in Polo Program* (one night)	\$250
VIP Railside Box (season-long, includes 2 VIP car passes)	\$2,000
VIP Tailgate Spot (season-long, includes tailgate car pass and VIP car pass)	\$1,000
VIP Tent Rental (one night, fits 50-75 guests, includes 25 one-night VIP car passes)	\$1,500
*Sponsor is responsible for providing any promotional materials, jerseys, and camera-ready artwork. Materials must meet Morven Park guidelines. All assets, premium positions, and category exclusives are subject to availability.	



Additional Opportunities

Sponsorship packages are **fully customizable** to fit your organization's goals. Additional sponsorship inventory includes:

- Further polo opportunities
 - Scoreboard & goal branding
 - Giveaway items for spectators
 - Polo schedule branding (mailer)
- Athletics & Horse Trial sponsorships
 - Access to 80,000+ additional visitors and competitors
- Morven Park newsletter & digital communications



Digital Reach & Media Coverage

- Morven Park's digital reach is **over 20,000** between mailing lists & social media followers
- Morven Park Polo has been featured by these media outlets, which have a cumulative circulation / monthly web visits of **over 58,500,000**:

The Washington Post

Loudoun Times-Mirror

LoudounNow

MIDDLEBURG
LIFE

PURCELLVILLE
Gazette



Old ^{The}Town Crier
THE ESSENTIAL GUIDE TO WHERE YOU LIVE



Northern Virginia
Style & Living

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Thank You!

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