



Polo CLASSIC

2016 SPONSORSHIPS



KENTUCKY DERBY PARTY

SATURDAY, MAY 7TH

DINER EN BLANC

THURSDAY, AUGUST 4TH

27TH ANNUAL POLO CLASSIC

SUNDAY, AUGUST 7TH



KENTUCKY DERBY PARTY



Saturday, May 7 - 600 people
The excitement of the 142nd Kentucky Derby is only paled by the spectacle of our viewing party. The afternoon is filled with games, live music, raffle, equine exhibitions, specialty drinks, prizes and more.

DINER *en* BLANC

Thursday August 4 - 600 people
The polo field is transformed into a grand spectacle of white flowers, candles and linens to host guests in white. Dinner is accompanied by Champagne, live music of Patty Peterson, a fashion show and a full length, fast paced qualifying polo tournament.



POLO CLASSIC SUNDAY



Sunday, August 7 - 4,000 people
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!

EXPOSURE

EARNED MEDIA HIGHLIGHTS

4 pm News Segment on KARE 11
Post on Northland Adventurer
Style Optimist Post
Pioneer/Laker Follow-up Article
Twin Cities Business - August's Top Networking Spots Post



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
157,600 reach
211,442 impressions



TWITTER HIGHLIGHTS

#thepoloclassic reached 54,991
@thepoloclassic reached 215,448
"the polo classic" reached 224,407



ADVERTISING REACH

All Over Media: 100 print & digital signs in Minneapolis, Edina, Wayzata & Minnetonka with over 1,500,000 impressions
Mpls/St. Paul Magazine – print display advertisement with 69,569 subscribers; online visits 129,000 in July
Game Day: 2,434 attendees

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
38% Have Airplane Ownership
72% Attend Live Theater
88% Make Charitable Donations



EVENT SCHEDULES



KENTUCKY DERBY PARTY

Saturday May 7, 2016

12:00 pm Red Carpet
With Miniature Horses

1:00 pm Mint Juleps

1:30 pm Live Music

2:00 pm Wagering

2:45 pm Attire Competitions

3:15 pm Champagne Toast

4:34 pm They're Off!!

5:00 pm Dancing & Live Music



DINER EN BLANC

Thursday August 4, 2016

5:30 pm Cocktails & Live Music

6:00 pm National Anthem

6:05 pm Polo Match

7:05 pm Half Time & Live Music

7:20 pm Second Half

8:00 Flre Dancing

8:15 Live Music

10:00 pm Fireworks



POLO CLASSIC

Sunday August 7, 2016

10:00 am Gates Open

11:00 am MN PoloCrosse

12:00 pm Woman's National Qualifier

1:00 pm Long Lake Hounds

1:30 pm Hat Parade

1:45 pm Opening Ceremony

2:00 pm Polo Match

3:00 pm Half Time:

Divot Stomp

Medallion Hunt

Champagne Toast

Live Auction with Karen Sorbo

Hat Parade Awards

3:30 Second Half

4:30 pm Silent Auction Ends

4:45 pm Awards Ceremony



SPONSORSHIPS

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.

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

The Title Sponsorship includes naming rights for all three events: Kentucky Derby, Diner en Blanc & 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 (2)
- 60 Polo Classic Tickets
- 60 Polo Classic Catered Lunch, Wine, Beer, Soda
- 16 Diner en Blanc Tickets at Center Field
- 16 Diner en Blanc Catered Dinner, Wine
- 20 VIP Kentucky Derby Tickets
- Repeating logo on event fencing
- Three 10' x 10' brand presentation tents - Sunny Side
- 4 Vertical Banners at Kentucky Derby Party
- Back cover of Polo Classic Program (Full Color)
- Large Center Logo inclusion on 250 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
- Inclusion on bar cards



SPONSORSHIPS

Silver Sponsorship \$25,000 (4 Available)

Sponsorship includes the following

- 20 x 30' Tent at center field - Club Side
- 8 x 12' End Field Billboard
- 40 Polo Classic Tickets
- 40 Polo Classic Catered Lunch, Wine, Beer, Soda
- 8 Diner en Blanc Tickets at Center Field
- 8 Diner en Blanc Catered Dinner, Wine
- 12 VIP Kentucky Derby Tickets
- Two 10' x 10' brand presentation tents - Sunny Side
- 3 Vertical Banners at Kentucky Derby Party
- Inside front cover of Polo Classic Program (Full Color)
- Medium Center Logo inclusion on 250 retail posters
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Repeating logo on event fencing
- Inclusion on table tents

Bronze Sponsorship \$15,000 (8 Available)

Sponsorship includes the following

- 20 x 20' Tent at center field - Club Side
- 4 x 8' End Field Billboard
- 20 Polo Classic Tickets
- 20 Polo Classic Catered Lunch, Wine, Beer, Soda
- 8 Diner en Blanc Tickets at Center Field
- 8 Diner en Blanc Catered Dinner, Wine
- 8 VIP Kentucky Derby Tickets
- One 10' x 10' brand presentation tent - Sunny Side
- 1 Vertical Banners at Kentucky Derby Party
- 1 page Polo Classic Program (Full Color)
- Small Center Logo inclusion on 250 retail posters
- Logo inclusion on every page of website
- Logo inclusion on all email blasts
- Inclusion on table tents

HORSEPOWER



The Classic Car Concourse features extremely rare examples of many marques 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 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"
- Two 10' x 10' brand presentation tents within show
- Fifty guess passes
- Full page full color advertisement in program
- Logo inclusion on posters, website and car passes

Car Show Hospitality Tent Sponsorship (1) \$5,000

- Includes 20' x 10' exhibitor tent on Club Side of field
- 25 Padded chairs
- Wine, cheese, appetizers & deserts for all exhibitors

Corner Field Vehicle Showcase (4) \$3,000

- 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
- Six trucks required for game day use
- Parade of trucks, transport
- Logo inclusion on website and in program



ADVERTISING RATES

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'
\$1,500 Logo Fencing - Panache
\$2,500 Logo Fencing - Polo Pavilion
\$2,000 Logo Fencing - General Admittance

FULL COLOR PROGRAM (4,000)

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

PLATFORM FASHION SHOW

Our Fashion Show revolves around the polo field on four platforms. Each platform arrives at each of the four highest traffic areas and dismounts to perform a choreographed display of the sponsoring brand or retailer. Segments last 10 - 15 minutes throughout the day. Each platform show occurs 4 times.

\$2,500 per platform (4 available)

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

SPONSORSHIP EXTRAS

Team Sponsor \$5,000 (2 Available)

- Naming of each of the teams includes primary logo positioning on jerseys, frequent P/A mentions during game

Woman's Team Sponsor \$5,000 (2 Available)

- Naming of each of the teams includes primary logo positioning on jerseys, frequent P/A mentions during game at Polo Classic

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 vertical 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 vertical banner in Village

Champagne Divot Stomp Sponsor (\$1,000*)

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

- Launch half time show with toast at clubhouse
- 2 vertical banners at center field for toast
- Hang tags or cards to every toast participant

MVP of the Match Sponsor \$1,000 (3 Available)

- MN PoloCrosse
- Womans Match
- The Polo Classic

Entertainment Sponsor \$3,500 (3 Available)

- Polo Classic - Skydivers & Celebrity DJ
- Diner en Blanc - Jazz Performers
- Kentucky Derby - Bands & Acrobats



SPONSORSHIP EXTRAS

Scoreboard Sponsor \$3,500

- Prominent logo placement on Scoreboard
- Logo on website
- Half page Program advertisement

Hat Parade Sponsor \$2,500

- Pre-game hat parade and competition
- Announcer and presenter role in awards

Floral Sponsor \$1,000*

*sponsor to provide 75 arrangements for Diner en Blanc tables to be refreshed & re-purposed for Polo Pavilion tables on Polo Sunday

- 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
- Exclusive supplier for Diner en Blanc; wine on every table
- 1 vertical banner at each bar

Match Sponsor \$2,000* (4 Available)

- Diner en Blanc Match
- Minnesota PoloCrosse
- Womans Match
- The Polo Classic



Horse Drawn Carriage Sponsor \$750 (3 Available)

Golf Cart Sponsorship \$250 (12 Available)

Umpire Sponsor \$1,500

Horse & Hounds Sponsor \$800

National Anthem Sponsor \$800

Kentucky Derby Party Co-Sponsor \$2500

Diner en Blanc Co-Sponsor \$2500



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
Hirsfields
Honeywell Inc
Insight Software
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 PoloCrosse Club
Minnesota Timberwolves
MLT Vacations
Morrie's Automotive Group
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.

CORPORATE TENTS

GOVERNOR'S TENT (Club Side)

- 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 & program



PREMIER TENT (Club Side)

- 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)

- 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



NEW 2016 PRICING

TYPE	REGULAR	PRE-THANKSGIVING
Governor's	\$6,000	\$4,000
Premier	\$3,000	\$2,000
Group	\$1,500	\$1,200
Additional Tickets	\$ 35	\$ 20

phone 877-692-POLO (7656) | sponsors@thepoloclassic.com | www.thepoloclassic.com

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
Hirsfields
Honeywell Inc
Insight Software
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 PoloCrosse Club
Minnesota Timberwolves
MLT Vacations
Morrie's Automotive Group
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.