



**POLO FOR HEART**

June 22, 24, 25, 2017

**SPONSORSHIP OPPORTUNITIES**

[POLOFORHEART.ORG](http://POLOFORHEART.ORG)

## ABOUT POLO FOR HEART

### HISTORY

Polo For Heart originated in 1979, when Colonel Michael Sifton of the Toronto Polo Club created a partnership with the Heart Action Committee to present a polo series for charity. Raising \$25,000 in 1979, Polo For Heart has since raised over \$6 million for heart disease and stroke treatment and research.

### CHARITIES

Celebrating its 38th anniversary, Polo For Heart 2017 will be giving proceeds to the Heart & Stroke Foundation, and to the Southlake Foundation.



June 22, 2017

## 'POLO UNDER THE STARS'



Back by popular demand is **POLO UNDER THE STARS** on Thursday June 22. This glittering evening event is the kick-off party to the Polo For Heart weekend.

- 6:00 Gates Open. Cocktails and live music in the Polo Pavilion. Boutiques and silent auction open
- 7:00 – 9:00 Dinner is served in the Polo Pavilion
- 7:00 Polo match #1
- 8:00 Player presentations & half time show
- 9:00 Polo match #2
- 10:00 Player presentations. DJ and dancefloor open, after-game party begins.





**June 24 & 25, 2017**

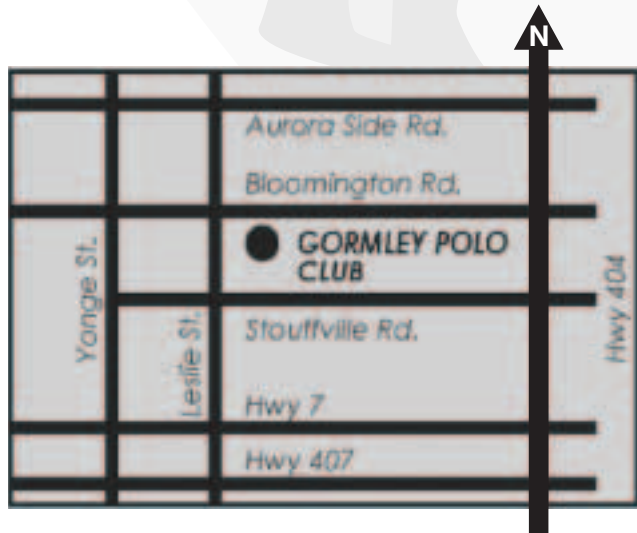
**THERE IS NO BETTER WAY TO SPEND A SUMMER DAY**

A day at Polo For Heart includes two exciting polo matches, ongoing entertainment, a boutiques and artists village, a huge silent auction, the children’s centre, and much more. Corporate guests dine field side in the exclusive Polo Pavilion, and general public are welcome to picnic in the designated picnic areas.

**DAYTIME AGENDA – Saturday June 24 and Sunday June 25**

• Please note the Pavilion is not open on Sunday June 25

- 11:30 Gates open  
Shopping boutiques, Art walk, Silent Auction,  
Children’s Village, Mallet Lounge all open
- 12:00 Music and cocktails in the Polo Pavilion lounge (Saturday only)
- 12:50 Opening Ceremonies & Polo Pony Parade
- 1:00 – 3:00 Lunch is served in the Polo Pavilion (Saturday only)
- 1:00 Polo Game #1
- 2:00 Champagne Divot Stomp, Half-time Show & Player presentations
- 2:50 Polo Pony parade
- 3:00 Polo Game #2
- 4:00 Player presentations



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## UNIQUE & UNFORGETTABLE

The World's oldest team sport, polo has been played by kings and conquerors for centuries. Glamour, fashion, food and drink – a polo match is equally exciting for what takes place on the field. This rare event offers a truly unique opportunity to entertain clients, employees and friends, or to promote your business or product to a diverse and highly affluent audience. Best of all, you're helping to support a great cause!

## ATTENDANCE

- Approximately 7500 people attend Polo For Heart each year.
- The majority of our guests live in the Greater Toronto Area

## MEDIA REACH

- Polo For Heart and York Region Media Group (Metroland Media) have had a long term partnership, allowing event coverage in all of the York Region Newspapers and many York Region Magazines.
- Polo For Heart has worked closely over the years with the National Post and the Globe & Mail Newspapers. The Polo For Heart Mallet Magazine is distributed in the Toronto Globe & Mail in advance of Polo For Heart (mid-May).
- Polo For Heart has had annual television coverage on City TV, Breakfast Television, CTV News, CP24, and Rogers Cable television.
- Polo For Heart has worked in partnership for the last five years with the Jewel Radio 88.5 fm, and has also partnered with 680 News radio and CTN (Canadian Traffic Network) for various radio commercial spots.
- Polo For Heart is active on Facebook and Twitter





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## PERFECT FOR YOUR COMPANY PICNIC OR CLIENT APPRECIATION DAY

- Corporate entertaining at its best. Guests are seated in the elegantly appointed Polo Pavilion, a giant field-side marquee tent that provides the best view of the polo action. There they receive a gourmet dining experience, and can enjoy live music and drinks in the Pavilion lounge and bar area (Thursday & Saturday only).
- So much to do in addition to the polo. Guests can visit the boutiques and art village, browse the silent auction, watch fun half-time entertainment shows, and of course take part in the traditional Champagne divot stomp between games



## SHOWCASE YOUR BUSINESS OR PRODUCT TO A DIVERSE AND HIGHLY AFFLUENT AUDIENCE

- Product display and sampling opportunities are available in both the corporate Pavilion and the general public areas



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***We offer high impact, flexible sponsorship packages to meet each brand or sponsor's unique needs.***

**GOLD TEAM SPONSORSHIP - \$25,000**

Benefits: 4 VIP tables at the event with premier field view valet parking Acknowledgement by the MC at the event Company logos on 4 jerseys worn by professional Polo Players for match Premier signage at event Corporate Logo advertising throughout interior of Polo Pavilion Prime website logo link on Polo for Heart website A full page ad in Mallet Magazine the official magazine of Polo For Heart

**SILVER SPONSORSHIP - \$10,000**

Benefits: 2 VIP tables at event with premier field view valet parking Premier signage at event Corporate Logo advertising throughout of Polo Pavilion Prime website logo link on Polo for Heart website Half-page ad in Mallet Magazine the official magazine of Polo For Heart

**BRONZE SPONSORSHIP - \$5,000**

Benefits: 1 VIP table at event with premier field view valet parking Premier signage at event Corporate Logo advertising throughout of Polo Pavilion Prime website logo link on Polo for Heart website Quarter-page ad in Mallet Magazine the official magazine of Polo For Heart

**DONATIONS**

in any domination can be made directly on the Polo For Heart website [www.poloformheart.com](http://www.poloformheart.com) or by cheque to:

**POLO FOR HEART**

180 Renfrew Drive  
Suite 100  
Markham, Ontario  
L3R 9Z2

**CONTACT US**

To discuss package options or to customize a package to suit your individual need please contact Karen White

E: [karenwhite@zing-net.ca](mailto:karenwhite@zing-net.ca) T: 905-505-0088



## TEAM SPONSORSHIP DETAILS

### \$25,000 TEAM SPONSOR

You will be the exclusive sponsor of a polo team playing on either Thursday night or Saturday afternoon.

#### Advertising & Publicity

- Corporate name & logo on all promotional and printed material produced for the event, including; advertisements, posters, brochures, website and the event program
- Platinum level sponsorship recognition in all press kit material
- Double-sided billboard at the entrance driveway to the pologrounds (4' x 8')
- A full page colour advertisement in Mallet Magazine with premium placement (back cover, inside cover, inside back cover). \* Mallet Magazine is a Polo & Lifestyle magazine that is handed out to guests at Polo For Heart
- Corporate banners to be displayed in the Polo Pavilion, premium placement
- Sampling and product display opportunities available at the event
- Announcements made during all three days of the event by our Master of Ceremonies
- A Polo team to wear your corporate name/ logo on their team jerseys on day of sponsorship

#### Features:

- Premium seating for up to 32 guests (4 tables) in the Polo Pavilion on day of sponsorship.
- A fully catered gourmet lunch or dinner for your guests. Includes a complimentary bottle of Champagne and two complimentary bottles of wine.
- VIP parking
- Participation in the pre-game pony parade, post-game awards presentation, and to meet the players
- Framed photograph to record the presentation





## RESERVED TABLES

**\$3,000 Reserved Table FRONT ROW**  
**\$2,500 Reserved Table SECOND ROW**

*Enjoy the games from a field-side table in the Polo Pavilion on Thursday evening or Saturday afternoon.*

- Field-side table for 8 guests in the Polo Pavilion
- Complementary bottle of Champagne and two complimentary bottles of wine on each table.
- Fully catered gourmet dinner (Thursday) or lunch (Saturday) for you and your guests
- Includes access to the Polo Pavilion bar & lounge area
- VIP Parking



## OTHER SPONSORSHIP OPPORTUNITIES

### BEVERAGE SPONSORS

- Wine Sponsor - 1 available (to be the official wine sponsor of Polo For Heart)
- Beer Sponsor - 1 available (to be the official beer sponsor of Polo For Heart)
- Soft Drink Sponsor - 1 available (to be the official soft drink served at Polo For Heart)

*Wine requirements: 30 cases red, 30 cases white*

*Beer requirements: 80 cases beer*

### Sponsor benefits

- Recognition as the official Wine, Beer or Soft Drink sponsor of Polo For Heart in all printed and marketing material, and on the website
- Full page ad in Mallet Magazine (the official program of Polo For Heart)
  - Driveway billboard (4' x 8')
- Catered table and signage in the Polo Pavilion and Mallet Lounge where your product will be served
- Sampling and product display opportunities

### CHAMPAGNE DIVOT STOMP (1 AVAILABLE) \$3,000

#### Sponsor benefits

- Sponsor recognition in all printed material and announcements made for the Champagne divot stomp
  - Driveway billboard
  - Quarter page ad in Mallet Magazine
- Recognition as a sponsor in all printed and marketing material, and website

### POLO PAVILION (1 AVAILABLE) \$15,000

#### Sponsor benefits

- Your corporate logo across the front of the VIP Polo Pavilion, and signage in the lounge area
- Full page ad in Mallet Magazine (the official program of Polo For Heart)
- A Catered VIP table in the Polo Pavilion for 8 guests
  - Driveway billboard (4' x 8')
- Recognition as a sponsor of PFH in all printed and marketing material, and website
  - Sampling opportunities



## OTHER SPONSORSHIP OPPORTUNITIES

### THE MALLET LOUNGE (1 AVAILABLE) \$15,000

#### Sponsor benefits

- Your corporate logo across the tent roof of the Mallet Lounge
- Private sponsor enclosure for 20 guests inside the Mallet Lounge
- Full page ad in Mallet Magazine (the official program of Polo For Heart)
  - Driveway billboard (4' x 8')
- Recognition as a sponsor of PFH in all printed and marketing material, and website
  - Sampling opportunities

### FLORAL SPONSOR (1 AVAILABLE) \$5,000

#### Sponsor benefits

- Centrepieces with your business card on each of the corporate tables inside the Corporate Polo Pavilion
  - Quarter page ad in Mallet Magazine
  - Driveway billboard
- Recognition as a sponsor in all marketing and printed material, and website

#### Floral requirements:

- Centre pieces for 60 tables in the Polo Pavilion
- Floral décor in the Polo Pavilion/lounge area

### BEST PLAYING PONY \$3,000

#### Sponsor benefits

- Your logo on the blankets awarded to best playing pony of each game
  - Quarter page ad in Mallet Magazine
  - Driveway billboard
- Recognition as a sponsor in all marketing and printed material, and website

### MVP PRIZE SPONSOR (1 AVAILABLE) \$3,000

#### Sponsor benefits;

- Recognition as the MVP (most valuable player) prize sponsor during all player presentations
  - Quarter page ad in Mallet Magazine
  - Driveway billboard
- Recognition as a sponsor in all marketing and printed material, and website

### PLAYER AWARD SPONSOR (1 AVAILABLE) \$7,000

#### Sponsor benefits:

- Recognition as the sponsor of the awards given to the payers after their games
  - Catered table in the Polo Pavilion
  - Half page ad in Mallet Magazine
  - Driveway billboard
- Recognition as a sponsor in all marketing and printed material, and website



## ADVERTISING OPPORTUNITIES

### BILLBOARDS

Corporate Billboards line the 1 kilometer long driveway in to the polo grounds. All guests drive by these billboards when entering and exiting the event. The field-line billboards remain up for the entire Toronto Polo Club season, and are visible from all sides of the polo field. Billboards are an excellent way to advertise your brand and show your support for charity.

### BILLBOARD RATES

- \$5000** Field-line billboard, 10' x 20'  
\* Field-line billboards stay up for the entire Toronto Polo Club season.
- \$1200** Double-sided driveway billboard, 4' x 8'
- \$900** Single-sided entrance driveway billboard, 4' x 8'
- \$25/ft** Field-side kickboards

### PROGRAM (MALLET MAGAZINE)

Mallet Magazine is the official event program for Polo For Heart. 5000 copies are printed annually, and they are distributed to all guests of Polo For Heart and at the other Toronto Polo Club charity and corporate events held each summer.

### ADVERTISING RATES

\* Please contact us for 2017 rates



## Exclusive Pavilion Sponsorship




### EXCLUSIVE PAVILION RENTAL DETAILS

- Exclusive Rental of the entire Polo Pavilion is available on Sunday June 25, 2017.
- Corporate Polo Pavilion seats 500 guests (64 tables of 8) and is field-side for a front row view of the two polo matches
- Includes all furnishings, décor, bar furnishings and lounge area, dancefloor, sound and A.V., executive washrooms. Use our caterer, or bring in your own (catering costs are in addition to the Pavilion rental fee)

To discuss package options or to customize a package to suit your individual need  
Please contact Karen White, E: [karenwhite@zing-net.ca](mailto:karenwhite@zing-net.ca) T: 905-505-0088



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