



P LO FOR HEART

JUNE 20 & 22, 2024 | *Sponsorship Opportunities*

In support of  **SOUTHLAKE**
FOUNDATION

POLO FOR HEART

About

Polo For Heart originated in 1979, when Colonel Michael Sifton of the Toronto Polo Club partnered with the Heart Action Committee to present a polo series for charity. Today, Polo For Heart is Canada's largest and longest running polo charity event, raising over \$5 million dollars for heart and stroke charities. Proceeds from the 2024 event will go to cardiac care at the Southlake Regional Health Centre in Newmarket, Ontario.

Polo For Heart offers two unique days of exciting polo, and first-class hospitality. Enjoy a delicious meal overlooking the polo stadium in the exclusive Polo Pavilion. Mix and mingle in the Mallet Lounge, complete with live entertainment. Browse the boutiques and silent auction. Enjoy the half-time show between polo matches. We promise a unique and unforgettable experience.

Polo For Heart is located at the Toronto Polo Club, a short 20km commute from Toronto and easily accessible from two major highways. Check us out at poloforheart.org



POLO Under The Stars



THURSDAY JUNE 20, 2024

Evening Gala | Two polo matches | Shopping & Silent Auction | Live Music & Dancing
Champagne Reception and Gourmet Dinner in the Polo Pavilion



POLO FOR HEART

Polo, bubbles and brunch!

SATURDAY JUNE 22, 2024

Traditional Afternoon at Polo | Two Polo Matches | Shopping & Silent Auction | Half time Entertainment Show | Live music in the Mallet Lounge | Champagne Reception and Brunch

POLO FOR HEART

Our Audience

Polo For Heart attracts business leaders, corporate executives, horse enthusiasts, and their families. Over the years Polo For Heart has partnered with luxury brands to showcase products and services to a diverse and affluent audience. We offer high impact, flexible packages to meet each sponsor's unique needs and to ensure fantastic brand positioning, as well as ongoing marketing and brand exposure to Toronto Polo Club members.

Typical members and guests are well educated, with ample disposable income and significant purchasing power. They travel extensively for business, pleasure and polo.

Hobbies Include:
Equine Sports | Travel | Fitness | Fine Dining | Boating | Fashion



Look who's coming to polo

AVERAGE ATTENDANCE
3,000
OVER 2 DAYS

AVERAGE AGE
41
76% BETWEEN 35-60 YRS

FEMALE
52%
ATTENDEES

LIVE IN
92%
GREATER TORONTO AREA

ENJOY EQUESTRIAN
72%
HOBBIES

POLO FOR HEART

Sponsor Spotlight

Thank you to our
2023 SPONSORS.

Polo For Heart was proud to give \$150,000 to advanced cardiac care at the Southlake Regional Health Centre in 2023.



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POLO FOR HEART

Team Sponsor

\$25,000 | Team Naming Rights

Sponsor Benefits:

- ✓ Recognition as a *Team Sponsor* and logo inclusion on all print and digital marketing materials, social media, and website.
- ✓ Prominent logo placement on arena billboards, driveway billboards, step & repeat walls, awards podium, and throughout the Polo Pavilion.
- ✓ Logo displayed on one team's jerseys playing at Polo For Heart
- ✓ Public address announcements during the game.
- ✓ Opportunity to participate in opening ceremonies, pony parade, and award presentations after the games.
- ✓ Full page ad in the event magazine.
- ✓ Three (3) VIP Tables in the Polo Pavilion, including valet parking, catered meal and drinks for 24 guests..
- ✓ On-site advertising, product display, gifting or sampling opportunities.



POLO FOR HEART

Pavilion Sponsor

\$25,000 | Pavilion Naming Rights

Sponsor Benefits:

- ✓ Recognition as the *Pavilion Sponsor* and logo inclusion on all print and digital marketing materials, social media, and website.
- ✓ Prominent logo placement on Pavilion interior roof, end gables, arena billboards, driveway billboards, step & repeat walls, and podium.
- ✓ Public address announcements during the event.
- ✓ Opportunity to participate in opening ceremonies, pony parade, and presentations after the games.
- ✓ Full page ad in the event magazine.
- ✓ Two (2) VIP Tables in the Polo Pavilion, including valet parking, catered meal and drinks for 16 guests..
- ✓ On-site advertising, product display, gifting or sampling opportunities.



POLO FOR HEART

Automobile Sponsor

\$25,000 | Category Exclusivity

Sponsor Benefits:

- ✓ Recognition as the *Automobile Sponsor* and logo inclusion on all print and digital marketing materials, social media, and website.
- ✓ Prominent logo placement on arena billboards, driveway billboards, step & repeat walls, awards podium, and in the Polo Pavilion.
- ✓ Public address announcements during the event.
- ✓ Automobiles to participate in opening ceremonies and pony parades, and to be prominently displayed throughout the venue
- ✓ Full page ad in the event magazine.
- ✓ Two (2) VIP Tables in the Polo Pavilion, including valet parking, catered meal and drinks for 16 guests..
- ✓ On-site advertising, product display, gifting or sampling opportunities.

POLO FOR HEART

Sponsor Levels

GOLD SPONSOR \$15,000

Sponsor Benefits;

- ✓ Recognition as GOLD Sponsor and logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on an arena billboard, a driveway billboard, the step & repeat wall, and throughout Polo Pavilion.
- ✓ Full page ad in the event magazine.
- ✓ Three (3) VIP Tables in the Polo Pavilion, including catered meal and drinks – total 24 guests.
- ✓ On-site product display, gifting or sampling opportunities.

SILVER SPONSOR \$10,000

Sponsor Benefits;

- ✓ Recognition as SILVER Sponsor and logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on a driveway billboard, the step & repeat wall, and throughout Polo Pavilion.
- ✓ Half page ad in the event magazine.
- ✓ Two (2) VIP Tables in the Polo Pavilion, including catered meal and drinks – total 16 guests.
- ✓ On-site product display, gifting or sampling opportunities.

BRONZE SPONSOR \$5,000

Sponsor Benefits;

- ✓ Recognition as BRONZE Sponsor and logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on a driveway billboard, and the step & repeat wall
- ✓ Quarter page ad in the event magazine.
- ✓ Six (6) VIP Tickets to the Polo Pavilion, including catered meal and drinks



POLO FOR HEART

Match Sponsors

TROPHY SPONSOR \$7,500

Sponsor benefits:

- ✓ Recognition as TROPHY Sponsor during all presentations. Opportunity to present trophies.
- ✓ Logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on an arena billboard, and the step & repeat wall.
- ✓ Half page ad in the event magazine.
- ✓ One (1) VIP Table in the Polo Pavilion, including catered meal and drinks – total 8 guests.



MVP PRIZE \$5,000

Sponsor benefits:

- ✓ Recognition as MVP AWARD Sponsor during all presentations. Opportunity to present MVP awards.
- ✓ Logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on a driveway billboard, and the step & repeat wall.
- ✓ Quarter page ad in the event magazine.
- ✓ VIP Tickets in the Polo Pavilion, including catered meal and drinks



BEST PLAYING PONY \$5,000

Sponsor benefits:

- ✓ Recognition as BEST PLAYING PONY Sponsor and logo on best playing pony blanket. Opportunity to present.
- ✓ Logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on a driveway billboard, and the step & repeat wall
- ✓ Quarter page ad in the event magazine.
- ✓ VIP Tickets in the Polo Pavilion, including catered meal and drinks



POLO FOR HEART

Guest Experiences

BEVERAGE SPONSORS

WINE SPONSOR (40 cases)

BEER SPONSOR (80 cases)

CHAMPAGNE SPONSOR (150 bottles)

- ✓ Product Exclusivity.
- ✓ Logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on a driveway billboard, and the step & repeat wall.
- ✓ Signage around all bars serving the product
- ✓ Full page ad in the event magazine.
- ✓ VIP Tickets to the Polo Pavilion, including catered meal and drinks.



ENTERTAINMENT SPONSORS

HALF TIME SHOW \$5,000

PAVILION ENTERTAINMENT \$5,000

FASHION SHOW

- ✓ Recognition as Sponsor during all presentations.
- ✓ Logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on a driveway billboard, and the step & repeat wall.
- ✓ Announcements made during presentations.
- ✓ Half page ad in the event magazine.
- ✓ VIP Tickets to the Polo Pavilion, including catered meal and drinks.



DÉCOR SPONSORS

CENTREPIECE SPONSOR (60 pieces)

LANDSCAPE SPONSORS

FLORAL SPONSORS

- ✓ Recognition as Sponsor and logo display.
- ✓ Logo inclusion on all print and digital marketing materials.
- ✓ Logo placement on a driveway billboard, and the step & repeat wall
- ✓ Opportunity to display signage within décor.
- ✓ Quarter page ad in the event magazine.
- ✓ VIP Tickets to the Polo Pavilion, including catered meal and drinks.



POLO FOR HEART

Pavilion tables

\$4,000 per Table of 8 Thursday

\$3,250 per Table of 8 Saturday

Exclusive Pavilion Rental is also available for Friday June 21 or Sunday June 23, 2024

- ✓ Reserved tables overlook the polo stadium for a great view of the action.
- ✓ Chef's Tasting Menu (Thursday Polo Under The Stars) or Bubbles & Brunch (Saturday Polo For Heart).
- ✓ Champagne reception, select complimentary cocktails, wine and beer during dinner. * Cash bar after 9:30pm on Thursday night when dancefloor opens.
- ✓ Valet Parking.
- ✓ Live entertainment at the Pavilion bar and lounge area.





Advertising

ARENA BILLBOARDS - \$2,000
** Limited Availability*

DRIVEWAY BILLBOARDS - \$1,000

TORONTO POLO CLUB PROGRAM

Full Page - \$2,500
 Half Page - \$1,500
 Quarter Page - \$750

VALUE PACKAGES

\$4,000 – Full Page Ad + Arena Billboard
 \$3,000 - Full Page Ad + Driveway Billboard
 \$2,000 - Half Page Ad + Driveway Billboard
 \$1,500 - Quarter Page Ad + Driveway Billboard

VENDORS - \$300 (10' x 10' space)





Thank You for your support

FOR CUSTOMIZED SPONSORSHIP PACKAGES CONTACT:

Karen White | 905-505-0088 | karenwhite@zing-net.ca

Polo For Heart | 180 Renfrew Drive | Suite 100 | Markham | Ontario | L3R 9Z2

POLOFORHEART.ORG

