



Habitat for Humanity  
Metro Maryland's

# FOURTH ANNUAL POLO CLASSIC

*featuring  
two polo matches*

## SEPTEMBER 16, 2023

2:00pm-5:30pm

Gates open at 1:00pm

Congressional Polo Club  
Poolesville, MD 20837

Contact [polo@habitatmm.org](mailto:polo@habitatmm.org) to learn more  
about sponsorship opportunities.

*A premier  
DC Metro Regional Event*



# POLO

## Classic

**A premier event benefiting  
affordable housing in the  
DC metropolitan area**

### *Featuring:*

- Two polo matches
- Professional polo players
- Beautiful outdoor venue at Congressional Polo Club
- “Derby” or “Gold Cup” feel for an afternoon outdoors
- Exclusive engagement opportunities

Gates open an hour before start time followed by a three-hour event with a presentation of awards at the end of the match.

Music, divot stomping, and sideline activities.

This event enables sponsors to host clients, customers, and employees for a special spectator event in an appealing environment.



[polo@habitatmm.org](mailto:polo@habitatmm.org)





# POLO CHIC

Start planning your outfits now to compete in the Best Dressed and Best Hat Contests! We recommend wedges or flats as opposed to stiletto heels!

Dress up your tailgate area for a chance to win the Best Tailgate contest!





# Polo Spectators



Polo Magazine offers the following demographics about the average polo fan:

- The average age is 47.
- The average household income of a polo spectator is above \$500,000 annually.
- Over 90% are college educated.
- Over 80% stay at five star hotels.
- Average number of leisure trips per year: 6
- Average number of business trips per year: 12
- Women are the fastest growing segment of the sport today.

Maryland Polo Club 2019



# Sponsorship Opportunities

## PLATINUM SPONSOR

**\$25,000**

- Exclusive Sponsorship Opportunity
- Opportunity to address attendees during event
- Verbal recognition by announcer throughout the event
- Polo team naming rights
- Exclusive signage (3 prominent locations)
- Skybox experience in the Upper-Level Grandstand
- Co-branding in all external advertising promoting the Polo event
- (30) VIP Grand Stand tickets
- (30) General Admission tickets
- (2) Bottles of bubbly
- Premier table seating
- Company logo featured on step & repeat (photo wall)
- Prime area to display marketing materials to VIP and General Admission polo match spectators
- Prominent co-branding on monthly e-newsletters, email blasts, social media posts and on HFHMM website with link to company website
- Company name included in press release
- Double page color ad with premier placement in event program
- Up to (2) HFHMM Team Builds of (10) volunteers



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# Sponsorship Opportunities

## GOLD SPONSOR

**\$10,000**

- Verbal recognition by announcer throughout the event
- Polo team naming rights
- Prominent signage on field (2 prominent locations)
- (20) VIP Grand Stand tickets
- (20) General Admission tickets
- (1) bottle of bubbly
- Choice of table signage or marketing table to advertise to VIP and General Admission polo match spectators
- Company logo recognition in monthly e-newsletters, email blasts, social media posts and on HFHMM website with link to company website
- Full page color ad in event program
- Up to (1) HFHMM Team Build of (10) volunteers

## SILVER SPONSOR

**\$5,000**

- (10) VIP Grand Stand tickets
- (10) General Admission tickets
- Company logo recognition in all advertising related to the polo event and on HFHMM website with link to company website
- Choice of table signage or marketing table to advertise to VIP and General Admission polo match spectators
- Half page color ad in event program

## BRONZE SPONSOR

**\$3,000**

- Table signage
- (5) VIP Grand Stand tickets
- (5) General Admission tickets
- Company name listed on HFHMM website
- Company logo displayed in event program



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# Sponsorship Opportunities

## ACTIVITY SPONSOR

**\$2,500**

Select one of the following areas/activities to sponsor:

### Scoreboard

- Company name displayed on main event scoreboard
- (2) VIP Grand Stand tickets
- Company name listed on HFHMM website
- Company logo displayed in event program

### Trophy Presentation

- Opportunity to present Trophy Award at the end of the event
- (2) VIP Grand Stand tickets
- Company name listed on HFHMM website
- Company logo displayed in event program

### Divot Stomp

- Opportunity to announce Divot Stomp
- (2) VIP Grand Stand tickets
- Company name listed on HFHMM website
- Company logo displayed in event program

### Event Program

- Company logo displayed on the back of the program
- (2) VIP Grand Stand tickets
- Company name listed in HFHMM website

### Wristbands

- Company name on VIP wristbands
- (2) VIP Grand Stand tickets
- Company name listed on HFHMM website
- Company logo displayed in event program

### Best Hat Contest

- Opportunity to choose the award recipient and to present the award
- (2) VIP Grand Stand tickets
- Company name listed on HFHMM website
- Company logo displayed in event program

### Best Dressed Contest

- Opportunity to choose the award recipient and to present the award
- (2) VIP Grand Stand tickets
- Company name listed on HFHMM website
- Company logo displayed in event program

### Auction

- Company logo displayed on auction mobile site
- (2) VIP Grand Stand tickets
- Company name listed on HFHMM website
- Company logo displayed in event program



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# Sponsorship Opportunities

## TAILGATE SPONSOR

**\$1,500**

- Opportunity to present Best Tailgate contest award
- (5) Tailgate tickets
- Prominent signage around tailgate area
- Company name listed on HFHMM website
- Company name listed in event program

## MALLET SPONSOR

**\$1,000**

- (5) General Admission tickets
- Event Signage
- Company name listed on HFHMM website
- Company name listed in event program



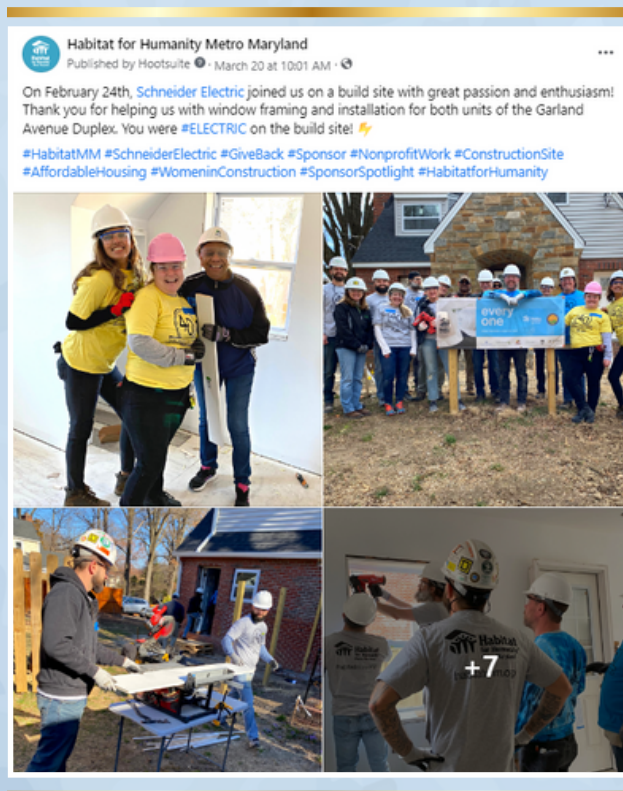


# Marketing & Social Media

## Promotional Marketing Media Outlets

### Where You Will be Featured:

- Habitat for Humanity Metro Maryland website
- Habitat for Humanity Metro Maryland social media handles (including Facebook, Instagram, Twitter)
- E-newsletter reaching over 17,000 subscribers
- Habitat DC-NOVA website and social media handles
- British America Business Association (BABA) event calendar
- And more!



### Corporate Corner

This year is off to a great start as we welcome some new corporate sponsors to the **Habitat** for Humanity family! As we launch Women Build, our corporate sponsors have helped us raise \$150,000 towards affordable housing in our community. **Habitat** for Humanity Metro Maryland is incredibly grateful to our corporate partners for your generous financial support and commitment to our organization as we help empower our partner families to build a strong and more stable life through affordable housing. **YOU** make affordable homeownership possible in our community.

A special **THANK YOU** to our lead supporters:



British-American Business Association  
Washington, D.C.

Fostering valuable UK-US trans-Atlantic business relationships for more than 30 years  
A Member of the BritishAmerican Business Network

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Habitat for Humanity Metro Maryland's 2nd Annual Polo Classic!



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# Previous Sponsors

**SPARKS GROUP**

**John & Suzanne Pranzatelli**



**TIFFANY & Co.**

**Susan Traver**

**Brett and Janet Lambert**



**Leif Ulstrup**



**Mary LoGiudice**

**Nick and Jennifer Serenyi**

**Scott Umosella**



CONCIERGE MOVE MANAGEMENT AND HOME ORGANIZATION



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# THANK YOU

*Stay in touch!*

To learn more, visit:  
[habitatmm.org/get-involved/events/polo-classic.html](http://habitatmm.org/get-involved/events/polo-classic.html)

**Follow us to stay updated on  
events year round.**



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