

Habitat for Humanity Metro Maryland presents:

FIFTH ANNUAL POLO *Classic*

FEATURING
TWO POLO MATCHES

September 28, 2024

2:00pm-5:30pm

Gates open at 1:00pm

Congressional Polo Club

Poolesville, MD 20837

Contact polo@habitatmm.org to learn more
about sponsorship opportunities.



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 the first match followed by a three-hour event with a presentation of awards to the winning team.

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 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 in 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 (only 2 available)
- 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
- Quarter-page color ad 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

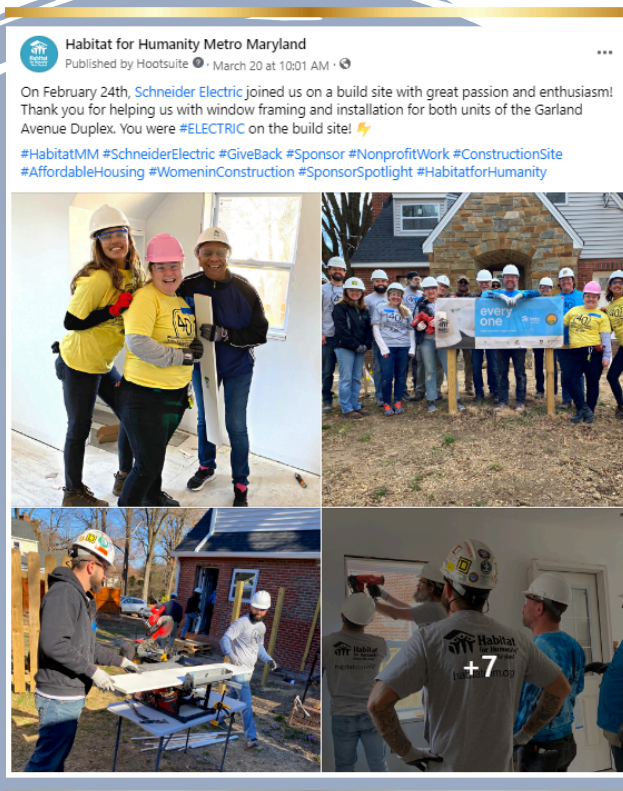


Marketing & Social Media

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 16,000 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 British-American Business Network

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



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Previous Sponsors



**John & Suzanne
Pranzatelli**



TIFFANY & CO.

Susan Traver

Brett and Janet Lambert



Leif Ulstrup

Mary LoGiudice

**Nick and Jennifer
Serenyi**

**Scott and Jennifer
Umosella**



CONCIERGE MOVE MANAGEMENT AND HOME ORGANIZATION

polo@habitatmm.org

THANK YOU

Stay in touch!

To learn more, visit:

habitatmm.org/get-involved/events/polo-classic.html

Follow us to stay updated on
events year round.



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