



Be a part of the action  
at The Toronto Polo Club  
2023 Summer Season

# Sponsorship Opportunities

[torontopoloclub.com](http://torontopoloclub.com)



# About



Outdoor polo provides a safe and fun atmosphere.  
There is no better way to spend a summer day.

The Toronto Polo Club offers a jam-packed season of exciting polo matches, drawing crowds from the GTA, York Region and surrounding areas.

The Season runs from June until September.

Matches are played weekly at the TPC International Field in Richmond Hill, and at Bancroft Farm, in beautiful King Township. Both facilities are located just off major highways and are an easy commute from Toronto.



# Venue



The Toronto Polo Club offers a world-class polo facility, showcasing the exciting sport of polo.

- Driveway billboards greet guests as they enter the venue.
- Tents & umbrella tables line the perimeter of the polo field offering guests a close-up view of the action.
- Giant field-line billboards dominate the West end of the field
- All-Weather outdoor arena also located onsite in the event of inclement weather.



# Charity Events



A great time for a great cause!

Mark your calendar for the hottest social event of the Toronto Summer Season.

JUNE 22 & 24, 2023

**POLO UNDER THE STARS**★ | **POLO FOR HEART**

3000+ Spectators over 2 days.

Canada's largest and longest running charity polo event, celebrating 42 years.

Evening Gala and traditional day of polo.

Tickets sell out every year.

Fundraising for heart and stroke charities. Over \$6 million dollars raised

Sponsorship opportunities at [poloformheart.org](http://poloformheart.org)



# Charity Events



Canada's largest women's polo event  
Attracting top women players from across North America



**JULY 20, 2023**

## **POLO FOR THE CURE**

1000+ Spectators for the Sunday Finals  
Canada's largest women's polo tournament  
Fundraising for breast cancer treatment  
Ticketed Event  
Sponsorship opportunities at:

[poloforthecure.com](http://poloforthecure.com)



# Club Events



Unique polo events happening every weekend

Visit the Toronto Polo Club Calendar of events on the website - [torontopoloclub.com](http://torontopoloclub.com) and Facebook page @torontopoloclub to see what's happening.



**JUNE TO SEPTEMBER**

## Join us For The Ultimate Polo Picnic Series

Bring your lawn chair and cooler and come watch exciting polo! We have a tournament every weekend, with visiting teams and players from around the World. Polo players love a crowd, and spectators are always welcome. No tickets are required for our regular club tournaments. Check out our Facebook page for updated start times and game locations.

# Audience

The Toronto Polo Club attracts business leaders, corporate executives, horse enthusiasts, and their families.

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

On an average year the Club will host 5,000+ people over the summer series

The majority of guests live in the Greater Toronto Area.

41 - Average Age | 52% Female.

53% Own more than one property.

Hobbies Include:

Equine Sports | Travel | Fitness | Fine Dining | Boating | Fashion



## TORONTO POLO CLUB MEMBERS

AVERAGE SPEND ON POLO

**\$40,000**

ANNUALLY

NUMBER OF CLUB  
MEMBERS

**84**

**92%**

OF MEMBERS  
own 2 or more horses

# Why Sponsor?



Over the years Toronto Polo Club Events have 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.

## SELECTED HISTORIC SPONSORS

BELVEDERE  
VODKA



JONES BROWN



Miele



VRG CAPITAL  
- Permanent Private Equity -



# Sponsorship Levels

TEAM SPONSOR FOR THE SEASON  
\$30,000



## Brand Exposure:

- TEAM SPONSOR recognition at all Toronto Polo Club summer season events, and on the website.
- TEAM SPONSOR recognition in all print, digital & social media produced for Toronto Polo Club events.
- Full-page colour ad in the annual Club program
- Sponsor logo on team jerseys worn at Polo For Heart, Polo For The Cure, and during all Toronto Polo Club regular season tournaments
- Sampling & product display opportunities
- Sponsor logo on presentation podium
- Opportunity to present team trophies/ team photo opportunities
- Gifting opportunities
- Driveway billboard, arena billboard
- Opportunity to display flags, banners, umbrellas & other advertising collateral during Toronto Polo Club events.
- Activation rights\*

## Additional Benefits:

- Field-side catered tables at each of the Toronto Polo Club Charity Events; Polo Under The Stars, Polo For Heart, and Polo For The Cure.



# Sponsorship Levels

GOLD SPONSOR FOR THE SEASON  
\$15,000

## Brand Exposure:

- GOLD SPONSOR recognition at all Toronto Polo Club events, and on the website.
- GOLD SPONSOR recognition in all print, digital & social media produced for Toronto Polo Club events.
- Full-page colour ad in annual Club program
- Sampling and product display opportunities
- Logo on presentation podium
- Gifting opportunities
- Driveway billboard, arena billboard
- Opportunity to display flags, banners, umbrellas & other advertising collateral during Toronto Polo Club events.
- Activation rights\*

## Additional Benefits:

- Field-side catered tables at Polo For Heart and Polo For The Cure



# Match Sponsorship



## PLAYER AWARD SPONSOR FOR THE SEASON \$10,000

### Brand Exposure:

- Recognition as Player Award Sponsor during player award presentations at Toronto Polo Club summer season events
- Corporate name and logo on printed, digital & social media produced for Toronto Polo Club events, and on website
- Full-page colour ad in event program
- Logo on presentation podium
- Driveway billboard
- Framed photograph to commemorate trophy presentations
- VIP Tickets to entertain at Toronto Polo Club Charity Events



## BEST PLAYING PONY SPONSOR FOR SEASON \$10,000

### Brand Exposure:

- Corporate name and logo on blankets awarded to best playing pony at Toronto Polo Club summer season events
- Corporate name and logo on printed, digital and social media produced for Toronto Polo Club events, and on website
- Full-page colour ad in event program
- Logo on presentation podium
- Driveway billboard
- Framed photograph to commemorate Pony Presentations
- VIP Tickets to entertain at Toronto Polo Club Charity Events





# On-Site Advertising

FIELD-SIDE BILLBOARDS \$5,000/ Season

Field-side billboards are visible from all sides of the polo field. 10' high x 20' long. \* Production costs extra

DRIVEWAY BILLBOARDS \$1,500/ Season

ARENA BILLBOARDS \$2,500/ Season

Lining the driveway to the polo grounds, all guests view the billboards when entering and exiting the facility. Billboards are 4' high x 8' long.

## PROGRAM

Distributed throughout the entire summer series to all attendees;

- \$2,500 Full page color ad
- \$1,500 Half page color ad



# Retail Opportunities



## Showcase your product as a field-side vendor

Vendors are responsible to bring their own tent and tables and will be spaced out along the field behind the spectators. Tents and tables can be rented through The Toronto Polo Club at additional cost.

- \$300 per event
- \$500 entire season



No Better Way  
To Spend A Summer Day



[torontopoloclub.com](http://torontopoloclub.com)

For Sponsorship Inquiries contact 905.505.0088

