



2021 CALGARY POLO CLUB

# SPONSORSHIP PROPOSAL

The Calgary Polo Club  
DeWinton Alberta

With over 300 acres, The Calgary Polo Club is one of North America's largest and finest polo facilities. It has eight full-sized playing fields, an outdoor arena and polo school, Ranch House, viewing for thousands of spectators and barns that can accommodate up to 350 horses. It is one of the oldest clubs in North America with a strong heritage of producing superb polo and some of the country's best competitors.



Welcome to The Calgary Polo Club 2021

Tournament Season

July 1st to September 30th



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## About Us

Formed in 1890, the Calgary Polo Club is arguably the oldest in North America with consecutive annual play.

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The Calgary Polo Club has a heritage of more than a hundred years of tournaments, and offers one of the most notable polo schools in North America, promoting youth development through youth camps and youth polo lessons instilling confidence and teamwork.. The club also provides lessons for adults from beginners with no riding experience, to “graduates” who play in Coaching League as they prepare to move up to Club League.

Club League practices twice a week with tournaments every weekend, often followed by an “Asado” or Spanish Barbecue. The club also has higher goal tournaments including our four-goal tournaments, which take place every weekend, and historically have been fortunate to feature high-goal events, such as the Canadian Open.





## West Canadian & Canada Day

The Western Canadian Tournament kicks off the season with an invitational drawing players from across Canada

The Western Canadian Polo Tournament will be held June 25th through July 1st, with players coming from around Alberta to compete. The weekend begins with a polo rules review with the head USPA Umpire of the West Coast, Fergus Gould and Friday night, with polo games held on Saturday, Sunday. Teams for the 2019 Western Canadian Polo Tournament: Remax, BD&P, Blizzard, Centurions,

Black Diamond, Tekterra, Identity, Mayhem, Somerset, Grande Prairie, Engel & Volkers, InSync, Blue Besos, TSquare and Rough Riders.

Canada Day falls on Wednesday this year, and will consist of traditional Canada Day Festivities, the Canada Cup four goal tournament, fun Club and Coaching league matches and the Fish Creek Junior Polo Tournament. We conclude the day

with an Asado at the Club House with games and family friendly activities.

Season Sponsors will have signage on site, an ad in the Calgary Polo Club Magazine, announcer mentions during the games, invitation to the Asado, logos on Social Media, the website and programs. Ad size and roadside signage dependant on level of annual sponsorship.\*

Family friendly fun in a casual environment with the opportunity to customize the event for our sponsors.

### ANNUAL SPONSORS PACKAGES AVAILABLE:

- PLATINUM
- GOLD
- SILVER
- AUTOMOTIVE
- JUNIOR POLO

### EVENT SPECIFIC:

- CANADIAN OPEN
- RONALD MCDONALD HOUSE



## Junior Polo Club

The Junior Polo Club builds teamwork, skills and confidence while enjoying the outdoors

Junior Polo kicks off the first week of July with the Fish Creek Polo Tournament, and continues throughout the summer with kids camps and an end year wrap up Coaching League tournament. Sponsorship will include a half page ad in the Calgary Polo Club Magazine accompanying a featured article on the polo school, team jerseys (four per team available,) end of season award presentations, announcer

mentions during tournaments, signage on site, logos on the Junior Polo webpage, mentions in social media when featuring Junior Polo, and special invitation for a corporate tent to host clients and guests during the end of season Polo Academy tournament and Asado. There is an opportunity to expand to include a family fair with the end of season tournament.

Six Season Team Sponsor Packages Available

\$7,600 CDN

Since 2010 Lorem ipsum dolor sit amet, consectetur elit, sed diam nonummy.

Testimonial

JAMES SCOTT - SCOTT ELECTRIC

“Junior Polo has been an amazing confidence builder for Chaz and Colton, they learn patience and teamwork. Junior Polo Gives them pride in knowing how to ride hit a ball and work with animals.”

★★★★★

”

# Canadian Open

Canadian Open is our Annual High-Goal tournament, to be held on August 22nd, 2020.

The Canadian Open celebrates its 43rd Anniversary this year and we are proud to continue to host this high-goal event to the public.

Established in 1890, the Calgary Polo Club has a long history in Alberta western culture, with a passion for the game, a love of horses and a deep respect for sportsmanship. The Canadian Open bronze, glass and wood trophy was created by Jan and Rich Roenisch.

The tournament begins with a Junior Tournament, followed by a high-goal tournament and field-side Asado. This is an excellent experience to watch fast-paced polo up close, from the comfort of a covered tent, with beverages and charcuterie service.

Seasonal sponsors will be included in the Canadian Open, sponsor packages at Platinum, Gold, Silver, Automotive, Scoreboard, Whiskey and Cigar Sponsor, wine/champaign divot stomp sponsor, MVP, Best Playing Pony, Junior Tournament presentations and junior team jersey sponsors.







Thank you to our past and present sponsor partners for your support of the sport of polo in Canada

## CURRENT & PAST PARTNERS





# THE CALGARY POLO CLUB

Community and support of sport and youth

# Event Calendar

Dates are tentative and subject to change \*

The Calgary Polo Club has reserved two Ranch House events, one which we are working on as a charity fundraising event with details to follow.

## JUNE - JULY

JR/ CLUB / Pro-Pool

July 9-11th: JB Cross Cup  
July 8-10th: Mike Francis Cup  
July 16-25th: USPA Tournament

July 27-30th: Kids Camp  
July 16-25th: JC Palmer Memorial  
July 30th: Calgary Cup

## AUGUST

CLUB/Pro-Pool/ Pro-AM

Aug 2 - Kimo Cup  
Aug 1 -2nd: Heart Cup  
Aug 9th: Calgary Cup Finals  
Aug 6 - 15th: USPA Tournament  
Aug 20-23rd: Rocky Mountain Cup  
August 28th: Canadian Open HG  
August 26-28th: Ross Fargey Cup  
August 29-30th: Chipman Cup

SEPTEMBER LEAGUE

Sept 4-5th: CPC President's Cup  
Sept 11-12th: Icelandic Cup  
Sept 18th: Academy Windup

CPC Club and Four-Goal practices are Tuesday through Thursday evenings, weather permitting. Times will be posted on the CPC website.

## Polo Profiles at a Glance

### Junior Polo to High Goal, the Calgary Polo Club promotes the sport of polo in Canada

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The Calgary Polo Club offers multiple levels of play including lessons through out academy for beginners, a Junior Polo Development program,, Coaching League, Club League, Four-Goal and special events throughout the season.

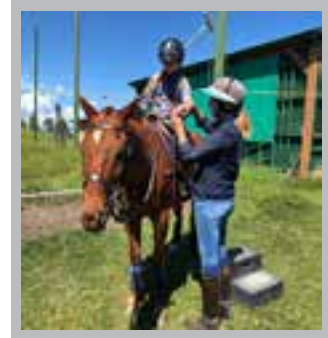
In 2021, we plan another charity tournament, our annual lobster dinner, The West Canada invitational, Canada Day festivities and The Canadian Open; our feature high-goal tournament,. We also chavé the ability to create custom corporate and public events with access to our Cantina throughout the season. Please contact us if you are interested in a custom corporate event.





## Learn to Play - Polo Academy

The Calgary Polo & Riding Academy can teach you how to ride polo ponies and play the exciting sport of polo. Individual and group lessons are customized according to your riding ability, level of play, and comfort level. Horses and equipment are provided, just show up ready to play! The school runs from May to the end of September.



## Club League & Pro-Pool

Club league and Pro-Pool offers competitive play for members who have advanced out of the polo school and looking to play recreational polo. Most club members are youth graduates from the school or business people who enjoy polo for fun and want the flexibility to play when they can in a fast but friendly game environment.

## Pro-AM League

Pro-AM polo is higher goal, faster polo than Club and Pro-Pool Leagues, and requires greater commitment as teams are determined by patrons, played with a pro on each team, and games take place every weekend throughout the season. Weekend tournaments is a n excellent opportunity to spectate as Club games are in the morning followed by four-goal in the afternoons.



## Special Events

The Calgary Polo Club hosts special events including charity events and special dinners all around the sport of polo. In 2019 the Polo Match for Mental Health raised \$170,000 for the new Centre for Child & Adolescent Mental Health.



# SEASON VEHICLE SPONSOR PACKAGE

TWELVE THOUSAND SIX HUN-

Polo and automobiles have a long history of partnering in branding, providing an excellent opportunity to show case your vehicles to affluent and influential potential buyers. As a premium sponsor you will also receive a catered tent for your guests at the Canadian Open.

## Presentation

### PLAYER CONCIERGE

Vehicle to the Podium for Presentations.

### ONSITE DISPLAY OPPORTUNITIES

Cars may be displayed field side in a secured area and there is a potential for a feature demonstration  
Announcer mentions during the tournament.

## Print Promotion

### PROGRAM

Full page spread ad in the Canadian Open Program

## Online Media

### LOGOS ON WEBSITE

Featured on the front page of the web site

### SOCIAL MEDIA

Logo and mention on paid promotional advertising

## Onsite Signage

### HIGHWAY BILLBOARD SIGNS

Billboard signs featuring your brand displayed on the highway and access road to the club

### BANNERS / A FRAME SIGNS

Displayed field side and on the podium



Other opportunities are available as we can create on field and sideline events to engage the audience and further promote your brand. We can brainstorm creative ideas to showcase your vehicles and entertain your clients and our guests.



# PLATINUM PACKAGE

TWELVE THOUSAND SIX HUNDRED

As a season sponsor, signage and on site opportunities are available throughout the season as we at the Canadian Open. We are planning a charity event and season sponsors will have first rights to exclusivity when dates are finalized.

## Presentation

## Online Media

- ONSITE DISPLAY OPPORTUNITIES  
Logo on the podium for trophy presentations through out the season
- ANNOUNCER MENTIONS  
Announcer mentions during the Canadian Open tournament
- LOGOS ON WEBSITE  
Featured on the front page of the web site
- SOCIAL MEDIA  
Logo and mention on paid promotional advertising

## Print Promotion

## Onsite Signage

- PROGRAM  
Full page spread ad in the Canadian Open Program
- HIGHWAY BILLBOARD SIGNS  
Billboard signs featuring your brand displayed on the highway and access road to the club
- BANNERS / A FRAME SIGNS  
Displayed field side during the Canadian Open



As a premium sponsor you will also receive a catered tent for your guests at the Canadian Open. Other opportunities are available as we can create on field and sideline events to engage the audience and further promote your brand. We can brainstorm creative ideas to showcase your brand and entertain your clients as well as our guests.



# GOLD PACKAGE

EIGHT THOUSAND SIX HUNDRED

As a premium sponsor you will also receive an invitation for eight guests at the Canadian Open. As a season sponsor, signage and on site opportunities are available throughout the season as we at the Canadian Open. We are planning a charity event and season sponsors will have first rights to exclusivity when dates are finalized.

## Presentation

- ONSITE DISPLAY OPPORTUNITIES  
Logo on the podium for trophy presentations through out the season
- Announcer mentions during the Canadian Open tournament

## Print Promotion

- PROGRAM  
Half page spread ad in the

## Online Media

- LOGOS ON WEBSITE  
Featured on the front page of the web site
- SOCIAL MEDIA  
Logo and mention on paid promotional advertising

## Onsite Signage

- HIGHWAY BILLBOARD SIGNS  
Billboard signs featuring your brand displayed on the highway and access road to the club
- BANNERS / A FRAME SIGNS  
Displayed field side during the Canadian Open



# SILVER PACKAGE

# \$3,600

THREE THOUSAND SIX HUNDRED

## Onsite Signage

- HIGHWAY BILLBOARD SIGNS  
Billboard signs featuring your brand displayed on the highway and access road to the club

## Online Media

- LOGOS ON WEBSITE  
Featured on the front page of the web site
- SOCIAL MEDIA  
Logo and mention on paid promotional advertising

## Print Promotion

- PROGRAM  
Half page spread ad in the



As a premium sponsor you will also receive a an invitation for four guests at the Canadian Open. As a season sponsor, signage and on site opportunities are available throughout the season as we at the Canadian Open. We are planning a charity event and season sponsors will have first rights to exclusivity when dates are finalized.

# Print & Digital Sponsor

The Calgary Polo Club magazine is published and distributed to our members and subscribers to Western Horse Magazine

## Platinum & Digital

- Full page ad in the Calgary Polo Magazine
- Logo with link featured on the website

\$2,300

## Gold & Digital

- Half page ad in the Calgary Polo Magazine
- Logo with link featured on the website

\$1,200

## Silver & Digital

- 1/4 page ad in the Calgary Polo Magazine
- Logo with link featured on the website

\$750



We look forward to sharing our 2020 polo season with you!

## Calgary Polo Club Sponsorship Form

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The Calgary Polo Club will work with you to customize your sponsor package for the greatest brand exposure and overall experience. We look forward to sharing our wonderful facility with you and thank you for your support of the sport of polo in Canada.

Name:

Company

Date:

Specifications or details not outlined in the base package:

Package Type:

Automotive

Platinum

Gold

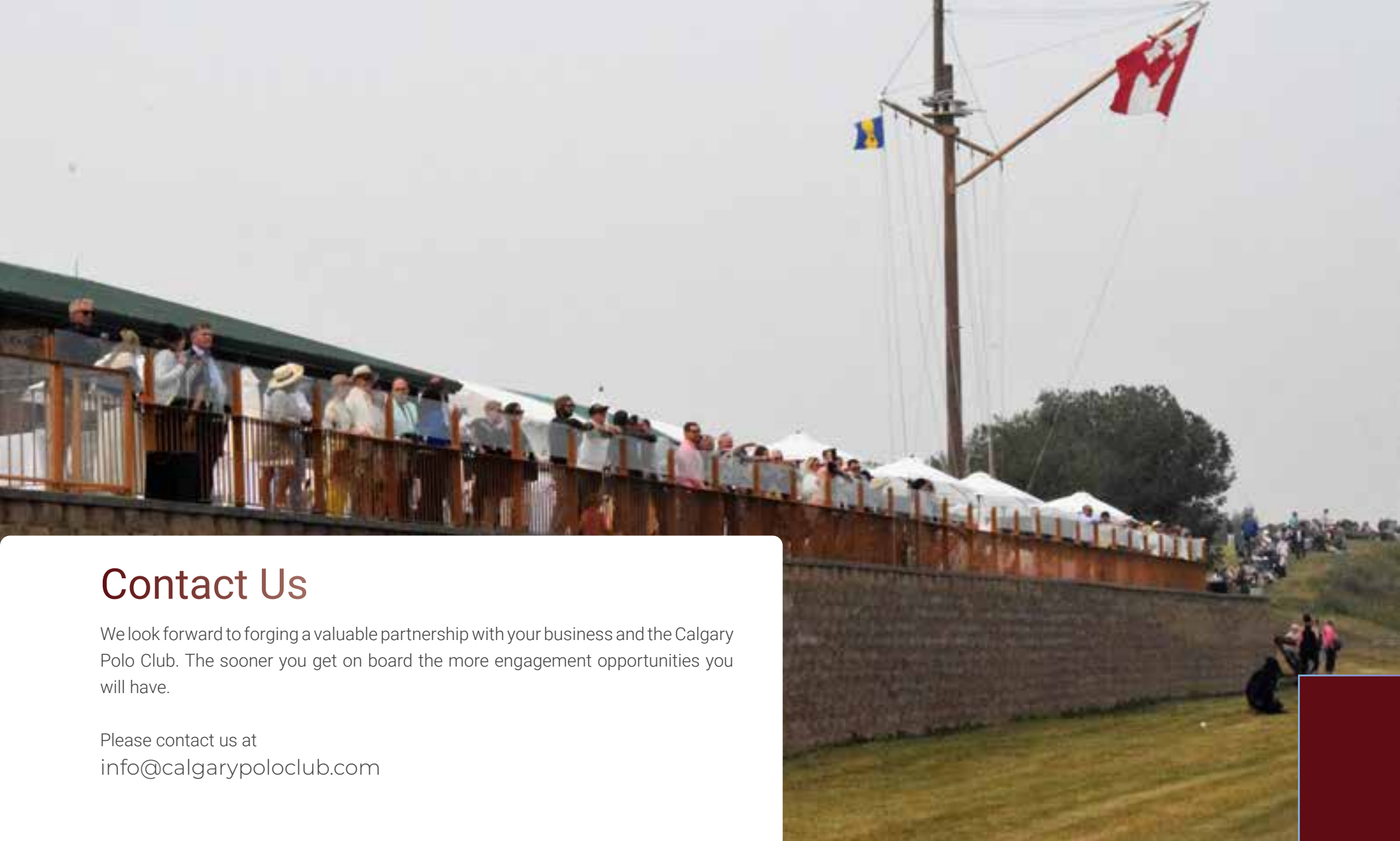
Silver

Print - Digital

Junior Polo

.....  
Total Amount

.....  
Signature:



## Contact Us

We look forward to forging a valuable partnership with your business and the Calgary Polo Club. The sooner you get on board the more engagement opportunities you will have.

Please contact us at  
[info@calgarypoloclub.com](mailto:info@calgarypoloclub.com)

The Calgary Polo Club  
24041 306 Ave W, Okotoks, AB T1S 1A2.

Phone  
403-973-6707

Website:  
[www.calgarypoloclub.com](http://www.calgarypoloclub.com)