



Hawaii Polo - Sponsorship Proposal

Where "Surf Meets the Turf"

Presented by: Event Attainment Hawaii



You can easily say..."polo is back in Hawaii." The 2010 season was perhaps the best the sport has seen, since being founded in 1965. Opening day was over 1300, closing day was well over 1500 and the sport just keeps growing in popularity here on Oahu.

Every Sunday starting in March and through August 2011, come spend a day on the North Shore of Oahu where you will find the first of it's kind Haleiwa Farmers Market; a totally sustainable event from 9 am – 1 p.m. then over to the majestic Mokuleia Polo Fields, where you will enjoy two polo games, plenty of food and libation, live entertainment and family fun on **the most beautiful polo field in the world!**

Gates open at noon and spectators can arrive early for a swim in the ocean from the beach on the makai side of the polo field, set up a tailgate party, and sit back, relax and watch the activities. Sun, sea, surf, and horses, all add up to make the perfect day in the country for the entire family. The fun doesn't stop there! After the polo matches, the bar remains open and the band begins to play with dancing until the sunsets. Players mingle with everyone and a fine time is had by all.

Local business involvement and community support is the main underlying theme at every event. 'Not-for-profit' organizations will be offered the opportunity to raise funds. Other corporations wanting to bring awareness to their products and services and utilize the exposure provided by those attending the event are also welcomed to participate with sponsorship.

We are building on the successes of last year's season with a vigorous media campaign that will include print and radio. Key to the event's continued success will be a strong, dominating internet presence and a viral grass roots campaign that will include targeted e-mail blasts, social networking sites, message texting and word of mouth. In 2011 we plan for more growth and will have many new food and beverage vendors, exciting half-time entertainment as well as plenty of family fun. Bring the kids, bring the dog and enjoy a wonderful 'Day in the Country'.

Our objective is to develop solid sponsorship programs that include traditional deliverables as well as social networking opportunities for your corporation, clients and associates which will bring your business face to face with our targeted audience.

Please review the following packages for the 2011 polo season, as a guideline for developing the best opportunity for your business or organization. Keep in mind we have identified a range of benefits you will receive as one of our treasured sponsors, however, we are also available to brainstorm & negotiate the perfect blend of 'value added' to enhance your sponsorship investment.

DEMOGRAPHIC: Men & Women 35 to 65, affluent, brand and family oriented and adventurous!



Hawaii Polo Club 10-GOAL sponsorship:

- Top tier sponsor for the 2011 season... (only one in this category.)
- Full-page prime ad in the 2011 Polo Magazine... (in the planning phases now.)
- Included as prime sponsor on K108 Polo Promo daily and one live spot per week.
- Premier logo footprint on over 600 location postering program done three times a season.
- Branded scoreboard for all to see and in all photo shots across the field.
- Branded 30'x40' membership tent.
- Banner fronting the announcers' tower.
- For all Hawaii Polo Club collateral pieces and press releases, sponsor name and/or logo to be included, i.e. "2010 Polo Season brought to you by _____"
- Opportunity to sponsor and brand a visiting team international series match. Branded private VIP signage and hospitality area.
- You have a polo team! Sponsors team featured monthly and worked into the season schedule. (shirts provided by sponsor.)
- Top tier size and position on all print and broadcast advertising.
- Reserved front row clubhouse table seating to host your guests and clients in the members area.
- 300 complimentary tickets for 2011 HPC Season.
- Sponsor product showcase & merchandising opportunity at each event.
- Tie in with "Haleiwa Farmers Market" and booth to showcase your company. (Must be a sustainable company.)
- Cross promoting opportunity with Skydive Hawaii.
- Sponsorship of pre-game or half-time show entertainment.
- Announcements about your company or products from Polo Tower announcers' booth during event and during live entertainment.
- Trophy presentation privileges for photo opportunities.
- Logo on all partners web sites with links to your company web site.
- Mention on social network listings including HNLNow.com, Star Advertiser, Facebook and more.
- Mention in all E-Blasts to 5000+ corporations, businesses and targeted individuals per month.
- Logo displayed on 10,000 club card flyers for distribution throughout the season.

TOTAL INVESTMENT: \$12,000

(For the full season including all lead up and follow up promotion and advertising...)



Hawaii Polo Club GOLD CUP sponsorship:

- 1/2-page ad in the 2011 Polo Magazine... (in the planning phases now.)
- Logo on over 600 location postering program done three times season.
- Included as sponsor on K108 Polo Promo daily and one live spot per month.
- Banner fronting the announcers' tower.
- Opportunity to sponsor and brand a visiting team international series match. Branded private VIP signage and hospitality area.
- Logo and mention on all print and broadcast advertising.
- Sponsor product showcase & merchandising display at each event.
- Reserved clubhouse table seating to host your guests and clients in the clubhouse area.
- Press releases and media advisories to promote your company name.
- 200 complimentary tickets for 2011 HPC Season.
- Tie in with "Haleiwa Farmers Market" and booth to showcase your company. (Must be a sustainable company.)
- Cross promoting opportunity with Skydive Hawaii.
- Announcements about your company or products from Polo Tower announcers' booth during event and during live entertainment.
- Logo on all partners web site with links to your company web site.
- Mention in all E-Blasts to 5000+ corporations, businesses and targeted individuals per month.
- Logo displayed on 10,000 club card flyers for distribution throughout the season.

TOTAL INVESTMENT: \$6,000

(For the full season including all lead up and follow up promotion and advertising...)



Hawaii Polo Club SILVER CUP sponsorship:

- 1/4-page ad in the 2011 Polo Magazine... (in the planning phases now.)
- Logo on over 600 location postering program done three times season.
- Logo and mention on all print and broadcast advertising.
- Reserved seating to host your guests and clients in the clubhouse area.
- 100 complimentary tickets for 2011 HPC Season.
- Sponsor product showcase & merchandising opportunity at each event.
- Tie in with “Haleiwa Farmers Market” and booth to showcase your company. (Must be a sustainable company.)
- Announcements about your company or products from Polo Tower announcers’ booth during event and during live entertainment.
- Logo on all partners web sites with links to your company web site.
- Mention in all E-Blasts to 5000+ corporations, businesses and targeted individuals per month.
- Logo displayed on 10,000 club card flyers for distribution throughout the season.

TOTAL INVESTMENT: \$3,000

(For the full season including all lead up and follow up promotion and advertising...)

Please contact us to discuss specific sponsorship elements and opportunities:

- Glenn Mercante glenn@eventattainment.com (808) 343-4788.



PRESTIGE, GLAMOR, DANGER, SPEED...POLO HAS IT ALL!

