



GAY POLO LEAGUE™

celebrating **10** *years*

10th Annual Land Rover Palm Beach International Gay Polo Tournament

SPONSORSHIP OPPORTUNITIES

APRIL 4 - 7, 2019



DISCOVER GAY POLO

Founded in 2006 by Chip McKenney

Producing LGBTQ polo
tournaments around the world

Premier luxury LGBTQ
sporting and social event

USPA Sanctioned Tournament

Nearly 5,000 in attendance in 2018
(est. 35% out-of-state;
65% in-state)

Host of world-famous
tailgate competition

Four polo teams

Four FABULOUS days!

GPL Polo Club is a 501(c)3 tax-exempt
organization. Your donation is tax-deductible
within the guidelines of U.S. law.

CONTACT: CHIP MCKENNEY
323.712.3514 chip@gaypolo.com



MARK BENNETT (USA) AND DANIEL BAIN (CAN)



GUS LARROSA (ARG) WINS THE MVP DISCO Mallet
PERPETUAL TROPHY



2018 TAILGATE COMPETITION'S BEST IN SHOW: "BLUSH AND BASHFUL"



Sara Cole 2018

BRUCE SCHRIEBER (USA), NACHO BADIOLA (ARG) AND JED PEARSALL (USA)

BUILDING A GLOBAL NETWORK OF LGBTQ POLO PLAYERS

Algeria
Argentina
Australia
Brazil
Canada
China
England
France
Hungary
Italy
New Zealand
South Africa
United States



TEAMS AT THE 9TH ANNUAL INTERNATIONAL GAY POLO TOURNAMENT



Sand Cole 2018

TAILGATE SPECTATORS AT THE 9TH ANNUAL INTERNATIONAL GAY POLO TOURNAMENT



JED PEARSALL (USA)

4 DAYS OF LUXURY

THURSDAY, APRIL 4

Exclusive private VIP party

FRIDAY, APRIL 5

GPL Preliminary Polo Matches

GPL Polotini Party (open event)

SATURDAY, APRIL 6

GPL Finals and Consolation Matches

Location: International Polo Club, Wellington, FL

SUNDAY, APRIL 7

GPL Brunch

Location: International Polo Club Mallet Grille (open event)

GPL Polo Club is a 501(c)3 tax-exempt organization. Your donation is tax-deductible within the guidelines of U.S. law.



Sara Cole 2018

DANIEL BAIN (CAN) AND BRUCE SCHREIBER (USA)

THE ASSEMBLY

AVERAGE DEMOGRAPHIC



female



38 - 45 years old



employed



married

EQUESTRIAN INDUSTRY BY THE NUMBERS



30.5%

of U.S. households contain
a **horse enthusiast**



36%

of horse owners have an
annual income of **\$75,000+**



28%

have a net worth
over **\$2 million**



30%

own more than
one **home**



58%

own three or more
vehicles



65%

travel more than
three weeks

LGBTQ COMMUNITY SNAPSHOT

78% state they are more likely to support companies that sponsor LGBTQ events and fundraisers

77% own a valid passport and 53% used their passport to travel in the last year

36% earn more than \$100,000 annually

Sources: 2017/2018 CMI Gay Consumer Index



GPL PRESIDENT AND
FOUNDER, CHIP MCKENNEY



Sara Cole 2018

MATT COPPOLA (USA)

MEDIA & AWARDS

The International Gay Polo Tournament has been featured in many LGBTQ and mainstream media outlets, including:

Compete Magazine	PoloZone.com
Edge Media Network	reFresh Magazine
EPeak News	Sidelines Magazine
EquestrianLife.com	South Florida Gay News
The Equinery	Sports Destination Management
Hurlingham Polo Magazine	Sun Sentinel
Palm Beach Daily News	Washington Post
Palm Beach Post	Wellington Magazine
Palm Beach Illustrated	Sun Sentinel
Palm Beach Florida Weekly	The Town Crier
Passport Magazine	Wellington the Magazine
POLO: Players Edition	Local and regional Television/Radio
Polo International Magazine	
Polo SA Magazine	
Polo Times	And many more!

2018 WINNERS OF THE SENATOR CUP: SEMINOLE CASINO COCONUT CREEK
MATT COPPOLA (USA), GUS LARROSA (ARG), CHIP MCKENNEY (USA) AND STACIE SIMPKINS (USA)



2017 LGBTQ Sporting Event of the Year by Connect Sports



DANIEL BAIN (CAN) AND CHIP MCKENNEY (USA) SHAKING HANDS AT GPL UK 2018

SPONSOR OPPORTUNITIES

10th Annual International Gay Polo Tournament

April 4 - 7, 2019

TITLE SPONSOR

35,000



GPL Polo Club is a 501(c)3 tax-exempt organization. Your donation is tax-deductible within the guidelines of U.S. law.

CONTACT: CHIP MCKENNEY
323.712.3514 chip@gaypolo.com

Exclusive Rights

Category Exclusivity

Title rights to Event (e.g. "10th Annual [Sponsor Name] International Gay Polo Tournament"), includes all printed and digital materials (*Press releases, website, posters, advertisements, email blasts, etc.*)

Sponsor Benefits

Opportunity to address audience during Awards Ceremony

Principal logo inclusion on entry signage

Recognition during Tournament via Public Address System

Sponsor logo on all Team Jerseys

Sponsor logo and company profile on the GPL website with links to the sponsor website

Sponsor name on all Winners' Trophies

Dedicated Press Release announcing Title Sponsorship

Pre-match photo opportunity with Event Chairs and Polo Teams

Two (2) Full-Page Four-Color advertisements in Event Program (*camera ready copy to be provided by sponsor*)

Opportunity for additional banner placement where appropriate

Invitation to Exclusive Private VIP Party

VIP seating for twelve (12) guests in VIP Tent at center field - *Saturday only*

Eight (8) Polotini VIP tickets

Six (6) GPL Brunch VIP tickets

Forty (40) General Admission Tickets (*available upon request*)

Dedicated Event Host to ensure you and your guests are cared for during the event



GUS LARROSA (ARG) AND GORDON ROSS (CAN) AT GPL UK 2018

SPONSOR OPPORTUNITIES

10th Annual International Gay Polo Tournament

April 4 - 7, 2019

PRESENTING SPONSOR

25,000



GPL Polo Club is a 501(c)3 tax-exempt organization. Your donation is tax-deductible within the guidelines of U.S. law.

CONTACT: CHIP MCKENNEY
323.712.3514 chip@gaypolo.com

Exclusive Rights

Category Exclusivity

Presenting rights to Event (e.g. "10th Annual [Title Sponsor Name] International Gay Polo Tournament Presented by (Presenting Sponsor Name)", includes all printed and digital materials (Press releases, website, posters, advertisements, email blasts, etc.)

Sponsor Benefits

Opportunity to address audience during Polotini Party
Logo inclusion on entry signage

Recognition during Tournament via Public Address System

Sponsor logo on all Team Jerseys

Sponsor logo and company profile on the GPL website with links to the sponsor website

Dedicated Press Release announcing Presenting Sponsorship

Pre-match photo opportunity with Event Chairs and Polo Teams

One (1) Full-Page Four-Color advertisement in Event Program (camera ready copy to be provided by sponsor)

Opportunity for additional banner placement where appropriate

Invitation to Exclusive Private VIP Party

VIP seating for twelve (12) guests in VIP Tent at center field - Saturday only

Six (6) Polotini VIP tickets

Six (6) GPL Brunch VIP tickets

Thirty (30) General Admission Tickets (available upon request)

Dedicated Event Host to ensure you and your guests are cared for during the event

2018 TITLE SPONSOR
LAND ROVER PALM BEACH
LEADS TEAMS ONTO THE FIELD



2018 TITLE SPONSOR LAND ROVER PALM BEACH LEADS TEAMS ONTO THE FIELD

SPONSOR OPPORTUNITIES

10th Annual International Gay Polo Tournament

April 4 - 7, 2019

**G O L D
SPONSOR**
15,000

GPL Polo Club is a 501(c)3 tax-exempt organization. Your donation is tax-deductible within the guidelines of U.S. law.

CONTACT: CHIP MCKENNEY
323.712.3514 chip@gaypolo.com

Sponsor Benefits

Sponsor logo and company profile on the GPL website with links to the sponsor website

Logo inclusion on all print and digital marketing materials (*poster, advertisements, e-blasts, etc.*)

Logo inclusion on entry signage

Dedicated Press Release announcing Gold Sponsorship

Recognition during Tournament via Public Address System

Pre-match photo opportunity with Event Chairs and Polo Teams

One (1) Full-Page Four-Color advertisement in Event Program (*camera ready copy to be provided by sponsor*)

Invitation to Exclusive Private VIP Party

VIP seating for six (6) guests in VIP Tent at center field - *Saturday only*

Four (4) VIP tickets to Polotini Party

Four (4) GPL VIP Brunch tickets

Twenty (20) General Admission Tickets (*available upon request*)

Dedicated Event Host to ensure you and your guests are cared for during the event



SPONSOR OPPORTUNITIES

10th Annual International Gay Polo Tournament

April 4 - 7, 2019

SILVER SPONSOR

10,000

GPL Polo Club is a 501(c)3 tax-exempt organization. Your donation is tax-deductible within the guidelines of U.S. law.

CONTACT: CHIP MCKENNEY
323.712.3514 chip@gaypolo.com

Sponsor Benefits

Sponsor logo and company profile on the GPL website with links to the sponsor website

Logo inclusion on all print and digital marketing materials (*poster, advertisements, e-balsts etc.*)

Logo inclusion on entry signage

Dedicated Press Release announcing Gold Sponsorship

Recognition during Tournament via Public Address System

Pre-match photo opportunity with Event Chairs and Polo Teams

One (1) Full-Page Four-Color advertisement in Event Program (*camera ready copy to be provided by sponsor*)

Invitation to Exclusive Private VIP Party

VIP seating for six (6) guests in VIP Tent at center field - *Saturday only*

Four (4) VIP tickets to Polotini Party

Four (4) GPL VIP Brunch tickets

Fifteen (15) General Admission Tickets (*available upon request*)

Dedicated Event Host to ensure you and your guests are cared for during the event



MATT COPPOLA (USA) AND TIFFANY BUSCH (USA)

SPONSOR OPPORTUNITIES

10th Annual International Gay Polo Tournament

April 4 - 7, 2019

TEAM SPONSOR 7,500

Exclusive Rights

One (1) tented tailgate with six (6) General Admission tickets

Custom polo team shirts

Sponsor Benefits

Logo inclusion on GPL website and email blasts

Logo inclusion on all print marketing materials (*team shirts, poster, advertisements etc.*)

Recognition during Tournament via Public Address System

One (1) Half-Page Color advertisement in Event Program (*camera ready copy to be provided by sponsor*)

Two (2) GPL Polotini Party tickets

Two (2) GPL Brunch tickets

10th Annual International Gay Polo Tournament

April 4 - 7, 2019

GRAND SPONSOR 5,000

Sponsor Benefits

Sponsor logo and company profile on the GPL website with links to the sponsor website

Logo inclusion on all print and digital marketing materials (*poster, advertisements, e-blasts, etc.*)

Recognition during Tournament via Public Address System

One (1) Half-Page color advertisement in Event Program (*camera ready copy to be provided by sponsor*)

Two (2) GPL Polotini Party tickets

Two (2) GPL Brunch tickets

Four (4) General Admission Tickets (*available upon request*)



CONTACT: CHIP MCKENNEY
323.712.3514 chip@gaypolo.com

GPL Polo Club is a 501(c)3 tax-exempt organization. Your donation is tax-deductible within the guidelines of U.S. law.







GAY POLO LEAGUE™

THANK YOU

GPL Polo Club is a 501(c)3 tax-exempt organization. Your donation is tax-deductible within the guidelines of U.S. law.

CONTACT: CHIP MCKENNEY | 323.712.3514 | chip@gaypolo.com