

2018 SPONSORSHIP OPPORTUNITIES

ARGENTINE ASADO • MINI PONIES • WHITE PARTY

NIC ROLDAN'S 3rd ANNUAL SUNSET POLO & WHITE PARTY



FRIDAY MARCH 23

5:30 - 11:00 PM

THE WANDERERS CLUB
WELLINGTON, FLORIDA

EVENTS@BROOKEUSA.ORG

WWW.BROOKEUSAEVENTS.ORG

SUNSET POLO GAME • LIVE & SILENT AUCTION & MORE

HOSTED BY MARK & KATHERINE BELLISSIMO
TO RAISE AWARENESS & FUNDS FOR BROOKE USA



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NIC ROLDAN'S 3RD ANNUAL SUNSET POLO & WHITE PARTY HOSTED BY MARK & KATHERINE BELLISSIMO TO BENEFIT BROOKE USA

Since its inception in 2016, the Nic Roldan's Sunset Polo & White Party has quickly become the event of the season. The second edition of the event welcomed over 1,000 people to The Wanderers Club in Wellington, Florida, a veritable who's who of the Palm Beach and equestrian scene. Over \$300,000 was raised to benefit Brooke USA, whose mission is to raise funds that will alleviate the suffering of working equines in the world's most disparaged countries. We are now working on the 2018 event, which will be even bigger and better, and we hope that you will join us in making this event a true success with your participation.

Now in its third year, the event will return to Wellington on Friday, March 23, with a fully slated schedule featuring:

- Sunset Polo Game
- VIP Experience with a five-course gourmet dinner
- Premium Cabanas with bottle service and passed appetizers
- Miniature Horses
- Argentine Asado
- Live & Silent Auction
- Poolside White Party

Who: Top American Polo Player Nic Roldan, Mark & Katherine Bellissimo, Brooke USA

What: Nic Roldan's 3rd Annual Sunset Polo & White Party

Where: The Wanderers Club, Wellington, Florida

When: 5:30 - 11pm Friday, March 23, 2018

Why: To raise both awareness and funds for Brooke USA

Beneficiary: Brooke USA



THE TARGET AUDIENCE



US Equine Industry:

- 9.2 millions horses in the US 72% of these are show and recreation horses
 - 4.6 million people own and ride horses in the US
- 5,000+ horse competitions including horse shows and polo matches
(Source: American Horse Council; US Equestrian Federation)

The Polo Audience:

- The average age is 47
 - 68.3% married
- The average household income of a polo spectator is
 - Above USD \$500,000 annually
 - Over 90% are college educated
 - Over 50% fly first class
 - Over 80% stay at four- and 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
(Source: Polo Magazine, Polo Players Edition)

ABOUT NIC ROLDAN

- Fueled by talent, charisma and passion, Nic Roldan is the present leading American polo player with an impressive 8-goal handicap rating. He is also the youngest polo player in the world to win the prestigious U.S. Open Polo title at the age of 15 and is currently Captain of the U.S. Polo Team.
- Winning victoriously on all 5 continents at every goal level, Nic continues to gain worldwide acclaim. His goals are to increase awareness and participation for the sport at all levels, reach the highest accolade 10-goal status, play the Argentine Open, claim a second U.S. Open Polo title, add more worldwide Polo trophies to his cabinet and help America reclaim the infamous Westchester Cup.
- Nic is a keen philanthropist and proud to be an ambassador to Brooke USA
- His commitment to popularize the sport he loves with a wider audience of younger players and new spectators reflects his passionate dedication to Polo.



ABOUT THE WANDERERS CLUB & WELLINGTON, FLORIDA



The Wanderers Club is in the heart of North America's premier equestrian community and located within three Minutes of Palm Beach International Equestrian Center and International Polo Club. It's a family-friendly private club that offers golf, tennis, polo, fitness and dining activities and is a welcome retreat for every member of the family. It's a perfect blend of the sporting lifestyle and family and proved a perfect fit for this event.



Highlights include:

- No tee times, championship golf course, state of the art practice and game improvement facilities.
- Catering available in newly renovated ball-room and in house award winning chef.
- Newly renovated fitness and wellness center



WELLINGTON, FLORIDA

The winter season attracts the equestrian elite to Wellington, Florida, from Show Jumping to Dressage and Polo.

The Winter Equestrian Festival at the Palm Beach International Equestrian Center (PBIEC) is a 12-week circuit and is world-renowned for its size, scope, and caliber of competition. more than \$9 million in prize money will be given away, and while the best equestrians in the world have made Wellington their winter home (a welcome break from all the travelling), WEF also welcomes everyone from the local communities to enjoy all that PBIEC has to offer. WEF is the largest and longestrunning circuit in horse sport with riders from 33 countries and all 50 American states represented. WEF hosts the nation's premier events for children, juniors, adults and amateurs; for riders aged from two to 70-yearsold. The "Saturday Night Lights" series of grand prix events bring thousands of spectators to PBIEC every week to see the best show jumping in the world.

Adequan Global Dressage Festival (AGDF) is one of the world's largest international and national dressage circuits featuring seven FEI Dressage events, including a 5* and the only FEI Nations' Cup Series CDIO in North America. The AGDF offers more than \$700,000 in prize money for the seven international competitions, making it one of the richest circuits in the world. Many dressage riders have followed the show jumpers by coming to winter here, including the bronze medalist 2016 Olympic Dressage Team..The local community and equestrians have embraced the "Friday Night Lights" series of FEI Grand Prix Musical Freestyle competition, where horses and riders perform choreographed tests to music ranging from Top 40 pop hits to classical arrangements.

Polo enthusiasts descend upon Wellington each winter season to enjoy their love of the sport of polo in the most prominent and well-equipped polo facilities worldwide. The highest level of the sport is played from January to April, with 17 weeks of exciting games, with the USPA 114th U.S. Open Polo Championship® culminating the thrilling schedule of action.



ABOUT BROOKE USA



Brooke USA was founded with the goal of introducing Americans to the plight of working equines and raising money to support international equine welfare programs. Brooke's unique approach to sustainable equine welfare has ensured Brooke USA's support with the infusion of enthusiasm and resources. In a short time, Brooke USA has become a major contributor toward alleviating the suffering of animals, benefitting many of the world's poorest people.

ABOUT BROOKE

Brooke's scientifically proven, practical and sustainable solutions to enormous welfare challenges improve the lives of working equines and the people who depend on them across Africa, Asia and Central America. More than 100 million working equines support 600 million people in developing countries. These animals earn money to help put food on the table, pay fees for children to attend school and build better futures for themselves and their families. Last year alone, Brooke reached 2 million horses, donkeys and mules, benefitting 12 million people.

SPONSORSHIP OPPORTUNITIES

PLATINUM SPONSOR - \$25,000

- Table and five-course dinner for 8 on the VIP Terrace
- Premium VIP Cabana
- Presenting Sponsor status for the event, prominently featured in all communications.
- Logo in post-event acknowledgement ad in The Chronicle of the Horse, reaching close to 1.5 million equestrians.
- Logo on signage on polo field
- Logo on video loop during party
- Logo on step & repeat at event entrance
- Logo in Hall of Sponsors display in the VIP area
- Logo on event memento photos
- Products and/or promotional materials displayed/distributed in VIP Terrace and Premium VIP Cabanas.
- Acknowledgement during event program
- Logo on Team Jersey
- Name and logo included in news releases distributed to both equestrian and South Florida media.
- Access via email to close approximately 100,000 contacts.
- Logo in event save the date, electronic invitations and posters placed throughout Wellington equestrian venues and events.
- Social media distribution to event partners, including committee members and Brooke USA.
- Logo inclusion with link to corporate website for one year as a Brooke USA partner on website and social media.
- Prominent placement on event website.
- Gifting opportunities, if applicable.

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$15,000

- Premium VIP Cabana for 8 fieldside/poolside
- 10 General Admission tickets
- Logo in post-event acknowledgement ad in The Chronicle of the Horse, reaching close to 1.5 million equestrians.
- Logo on signage on polo field
- Logo on video loop during party
- Logo on step & repeat at event entrance
- Logo in Hall of Sponsors display in the VIP area
- Polo trophy presentation
- Logo on event memento photos
- Products and/or promotional materials displayed/distributed in VIP Terrace and Premium VIP Cabanas.
- Acknowledgement during event program
- .Logo on Team Jersey
- Name and logo included in news releases distributed to both equestrian and South Florida media.
- Access via email to close approximately 100,000 contacts.
- Logo in event save the date, electronic invitations and posters placed throughout Wellington equestrian venues and events.
- Social media distribution to event partners, including committee members and Brooke USA.
- Logo inclusion with link to corporate website for one year as a Brooke USA partner on website and social media.
- Prominent placement on event website.
- Gifting opportunities, if applicable.

SPONSORSHIP OPPORTUNITIES

SILVER SPONSOR - \$10,000

- Premium VIP Cabana for 8 fieldside/poolside
- Logo in post-event acknowledgement ad in The Chronicle of the Horse, reaching close to 1.5 million equestrians.
- Logo on signage on polo field
- Logo on video loop during party
- Logo on step & repeat at event entrance
- Logo in Hall of Sponsors display in the VIP area
- Name included in news releases distributed to both equestrian and South Florida media.
- Acknowledgement during event program
- Prominent placement on event website
- Gifting opportunities, if applicable



SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR - \$7,500



- Premium VIP Cabana for 8 fieldside/poolside
- Logo on video loop during party
- Logo on step & repeat at event entrance
- Logo in Hall of Sponsors display in the VIP area
- Name included in news releases distributed to both equestrian and South Florida media.
- Acknowledgement during event program
- Prominent placement on event website
- Gifting opportunities, if applicable



SPONSORSHIP OPPORTUNITIES

TEAM SPONSOR - TWO AVAILABLE - \$5,000

- 10 General Admission Tickets
- Logo in post-event acknowledgement ad in The Chronicle of the Horse, reaching close to 1.5 million equestrians.
- Logo on Team Jersey
- Logo on video loop during party
- Logo on step & repeat at event entrance
- Corporate signage opportunity
- Team photo with sponsor
- Social media campaign mention
- Acknowledgement in media efforts
- Acknowledgement during event program
- Prominent placement on event website
- Logo inclusion with link to corporate website for one year as a Brooke USA Partner on website and social media.



ADDITIONAL SPONSORSHIP OPPORTUNITIES



Best Playing Pony: \$2,500

- Presentation of blanket with logo
- 4 general admission tickets
- Logo on video loop during party
- Acknowledgement during event program
- Prominent placement on event website

Most Valuable Player: \$2,500

- Presentation of trophy with logo
- 4 general admission tickets
- Logo on video loop during party
- Acknowledgement during event program
- Prominent placement on event website



Entertainment: \$5,000

- Signage on event stage
- Acknowledgement in media efforts
- 10 general admission tickets
- Logo on event website

Gift Bag Samples

- Product to your target market, in kind donations
- Acknowledgement on social media

Photography/Video: \$2,000

- 6 general admission tickets
- Logo on event website
- Logo on Video Loop

In-Kind Products

- Acknowledgement on social media
- Logo on event page
- Signage at site of in-kind donation