

**UK Ladies POLO**

**2012 season**

**Team Sponsorship Proposal**

# Vision - The Team

- \* Ladies polo popularity is growing around the world at a break-neck pace
- \* Britain besides US and Argentina has the strongest ladies polo contingent
- \* Our vision is to create a world class team based in the UK. We will field the strongest possible 2-goal team (equivalent ladies handicap) that has a great chance of winning tournaments and achieving visibility for our sponsor. Our team features previous winners of major tournaments
- \* Unlike most ladies teams that are put together specially for one tournament, our team will play with the same players all season long and will have a dedicated coach
- \* We are offering sponsorship opportunities for a number of strategically selected tournaments aligned with marketing strategy

# Polo Trends in the UK

- \* 3600 registered players in the UK and growing in popularity
- \* highest % of **AB1** affluent households of any sport
- \* more than 50% newcomers to the sport are **women**. Typical female newcomers are in the 30-35 age bracket and tend to be discerning fashion consumers with spending power
- \* large number of newcomers to London area clubs are from continental Europe and are in a highly paid professional occupation (banker, lawyer, hedge fund) and have been previously involved in another highly competitive sport
- \* many amateur polo players are involved in another outdoor pursuit such as golf, hunting, or shooting and spend a sizeable amount on luxury goods, fashion, holidays, and home improvements
- \* polo attracts aspirational audience with taste for high quality products irrespective of price
- \* sponsoring a polo team throughout the season provides companies with the opportunity to target a large responsive and affluent audience cost effectively

# Team Sponsorship Strategy

- \* Bringing you only hand-picked fixtures at prestigious venues that attract large affluent audiences
- \* Polo matches that attract press coverage due to special angle: national or international challenges, alongside a special event, alongside a high-goal match, snow polo
- \* Opportunities to advertise at preferential rates when combined with event press coverage
- \* Available to support the sponsor at events, trade shows, fashion shows, product launches
- \* Publicity and press release distribution to lifestyle press
- \* Assist in brand marketing strategy in the UK and provide polo industry expertise. We bring to your attention other unique polo-related marketing opportunities as they arise
- \* Maximising potential return for the sponsorship fee. Achieving same exposure as sponsoring higher goal tournaments with lower overall costs

# Sponsorship Package Proposal

- \* **Sponsor receives:**

- \* Team naming rights (we will be referred as “Team XYZ” in all press coverage)
- \* Company branding on cars and clothing
- \* Team to act as brand ambassadors to targeted audiences during the tournament
- \* Team availability for marketing events

- \* **Sponsor contributes to the following fully-audited expenses:**

- \* Tournament entry fees, cost of professional umpires, coaching, transport, pony hire
- \* Playing fees for professional players mounted on own ponies
- \* Field hire for team practices
- \* Cost of producing branded items

# UK Fixtures 2012

- \* **Our main objective is to win the “triple crown” of UK ladies polo:**
  - \* **Late June 2012: Coworth Park** International Ladies Challenge - 2 goal. Part of Ladies World Polo Tour
  - \* **7-8 July 2012:** UK ladies national tournament at **Ascot Park Polo Club**. Over 30 entries from ladies teams UK-wide. Winning team is profiled in Polo Times and Polo Magazine
  - \* **18-21 July 2012:** UK ladies British Open at **Cowdray Park Polo Club** - the country’s most important ladies tournament at the spiritual home of British polo
- \* The rest of the programme is to be confirmed and will include low goal tournaments at various UK clubs against mixed teams, more ladies fixtures, and special event or charity matches (Heritage Cup at Royal Military Academy Sandhurst, Army/Honorary Artillery) with coverage in local, fashion, and country life specialist press. Exposure to a wide audience of players and spectators to maximise geographical coverage.

# Sponsor Brands with Exposure to Polo

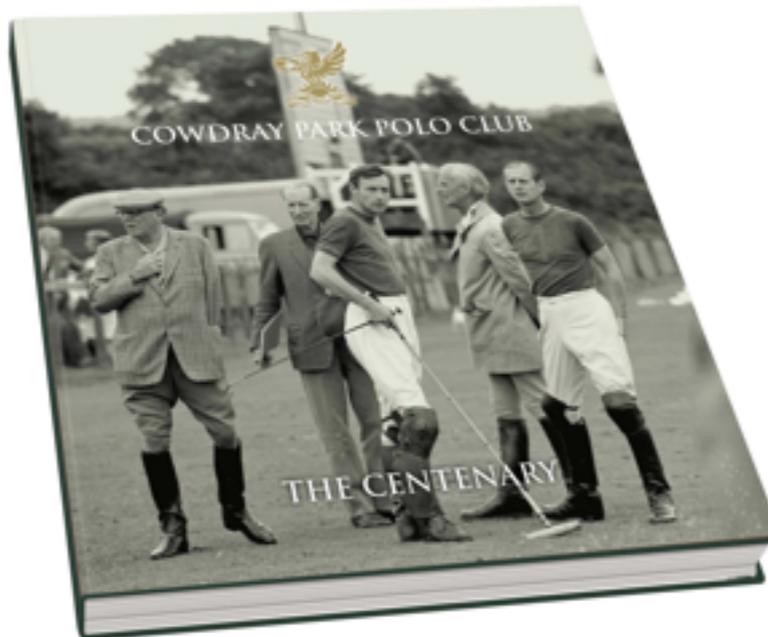
- \* **You will benefit by association with other luxury and high-quality brands who support polo**
- \* Companies that believe in the polo sponsorship potential worldwide include:
  - \* Jaeger Le Coultre (ladies and mixed teams)
  - \* Audi (England team, England ladies team)
  - \* EFG Bank (Heritage Cup, 40-goal challenge US)
  - \* Loro Piana (Gold Cup team)
  - \* Citibank (Ellerstina polo team)
  - \* Cartier (Queen's Cup, St Moritz Snow Polo)
  - \* BMW (South Africa Open, Courchevel Snow Polo)
  - \* Hublot (Gstaad Polo Cup)
  - \* Landrover (Sponsors of England national team)
- \* Venues at which we play will include names such as Cowdray Park, Dorchester Collection, Royal Country of Berkshire Polo Club. There is potential for Europe-wide exposure in the future seasons, through venues such as Monte Argentario, Klosters, Sotogrande, St. Tropez

# Tournament Venue - Cowdray Park Polo Club



 British Ladies Open Championships Winners 2010 Audi 

- \* Known as the “home of British polo” recently celebrated its 100 anniversary ([www.cowdraypolo.co.uk](http://www.cowdraypolo.co.uk))
- \* Situated in West Sussex countryside, is the largest and most competitive club in the country
- \* Hosts the most prestigious high goal UK tournament - The Veuve Cliquot Gold Cup
- \* Venue for the British Ladies Open, the most prestigious all-female tournament in the UK



# Venue - Coworth Park (Dorchester Collection)

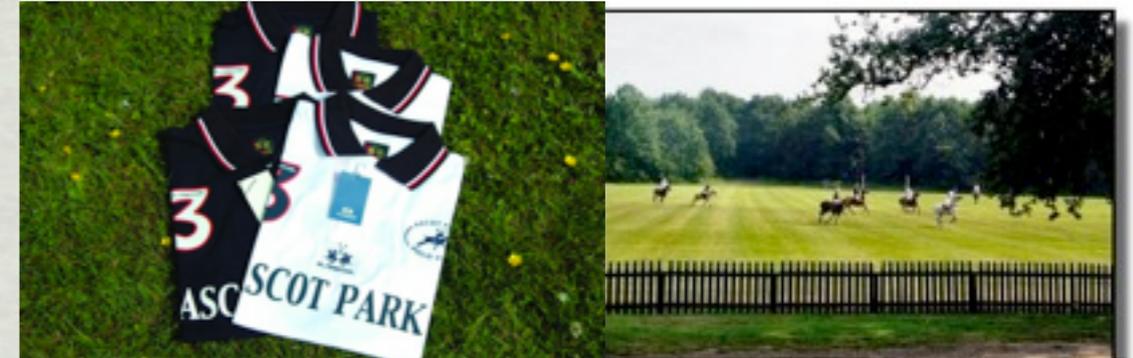
- \* Newly opened luxury 5 star hotel and spa with polo club close to Ascot and Windsor Great Park, 45 minutes from London
- \* Leading venue for corporate entertainment, medium goal tournaments, and well-attended celebrity exhibition matches
- \* Riding school for hotel guests, opportunities for cross-marketing
- \* Hosts Ladies International Championships in June each year, part of Women's World Polo Tour, attracting players from the UK, Argentina, Thailand, and mainland Europe



# Tournament Venue - Ascot Park Polo Club



- \* Host of UK ladies polo nationals (arena and outdoor), home of International Women Polo Association



- \* Active low goal polo club in London area catering to newcomers, most people start polo at Ascot Park



- \* Host of City Polo Championships attracting corporate audiences

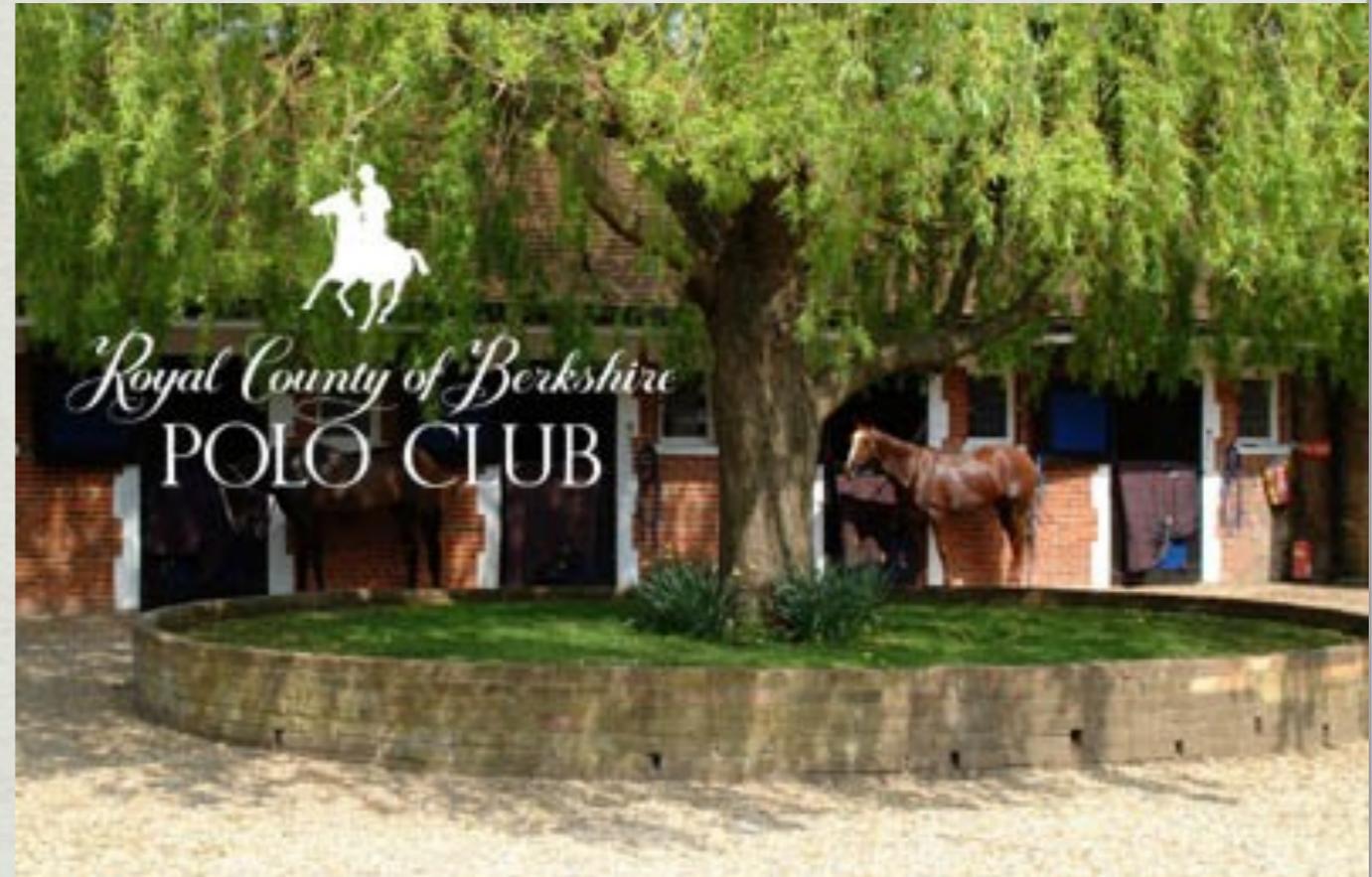
- \* Regular merchandise tents and opportunities to sponsor prizes

- \* Active low goal polo club in London area catering to newcomers, many people start polo at Ascot Park



# Venue - Royal County of Berkshire Polo Club

- \* Leading all-round high, medium, and low goal club in Windsor/Ascot area for 25 years with excellent facilities and a large social membership
- \* Hosts National Arena championships in the winter and Polo Festival in the summer, attracting a large number of national clubs
- \* Arranges a large number of hospitality events throughout the year

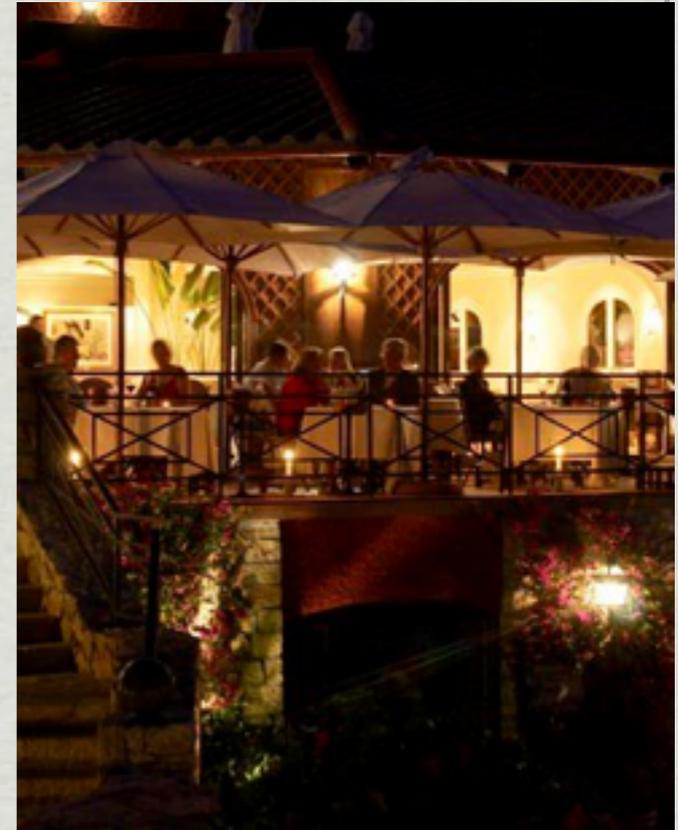


Royal County of Berkshire  
POLO CLUB

# Venue - Monte Argentario Polo Club, Italy



- \* Premier polo club in Italy ([www.argentariopoloclub.com](http://www.argentariopoloclub.com))
- \* European Ladies cup sponsored by 5\* Il Pellicano hotel, voted top 6th in the world's top 100 hotels by Conde Nast Traveller Magazine, 2008
- \* The only ladies tournament in Italy and part of Ladies World Polo Tour, often in the same week as the highest level Italian men's polo tournament
- \* Participants from Italy, Argentina, UK, Germany, France, Holland



# Team Biographies

- \* **Heloise Lorentzen (Handicap 1)** a well-known lady player with Brazilian and British joint nationality, fluent in Spanish and Portuguese. Heloise has been playing polo for over 10 years since the age of 13. She is a strong all-round athlete and a qualified HPA-instructor. Heloise represented Great Britain ladies in first ever international tournament, is a previous winner of Coworth Park Ladies and Ladies Gold Cup at Hurtwood, multiple winner of Heritage Cup at RMAS. Regularly plays mixed-team polo up to 15 goals. Is often named “most valuable player”
- \* **Natalia Danilochkina (Handicap -2)** up and coming amateur player, Russian and British dual national. Came to England to study at the LSE, economist by profession. Past captain of UBS and JP Morgan employee polo teams. Gave up competitive sailing to play polo. Winner of Heritage Cup with Heloise in 2011 and several low goal mixed tournaments in the UK. An extremely good value for her handicap, Natalia is required to keep the total team handicap down to 2 to be eligible to enter a maximum number of tournaments
- \* **TBC (Handicap 1)** a homegrown British player who regularly represents England ladies, winner of several highest handicap ladies tournaments in Argentina
- \* **TBC (Handicap 2)** a British professional player who regularly competes in ladies and mixed summer and winter polo, previous winner of Ascot Park ladies and British Ladies Open, nominated for Audi Polo awards as most valuable ladies player

# Contact Details

- \* **Thank you for viewing this proposal. We are looking for commitment by April 2012 for summer 2012 season**
- \* For additional information contact **Natalia Danilochkina** on tel. (+44) 7939 006630, email [natussic@yahoo.com](mailto:natussic@yahoo.com)
- \* Photos of Heloise and Natalia in action:

