



SPONSORSHIP PROPOSAL



2009 / 2010

DUBAI POLO & EQUESTRIAN CLUB



Introduction

The Dubai Polo & Equestrian Club is an International World Class Polo & Equestrian complex specializing and catering to all disciplines of Polo, Show Jumping, Dressage and Leisure Riding.

In Arab Culture, the horse symbolizes noble values of grace, endurance, friendship and courage. Throughout history, the Arabian horse has been integrated into every facet of Arabian life and culture. Henceforth, Arabian horse breeding, training activities and Large Scale Polo and Equestrian events are expanding and enormously popular in the UAE.

Launched officially in April 2006, the Dubai Polo & Equestrian Club is the heart of equestrian activity in Dubai. Being the home to one of the longest Annual Polo Seasons in the World, the Club is most commonly recognized for its populous Polo events on both Local and International scales.

Equally reputable leisure riding facilities attract large crowds throughout the season. The riding, show jumping, and dressage arenas have sandblast surfaces considered to be the finest in the region accommodating the newest concept in town "Arena Polo". Additionally, the Dubai Polo & Equestrian Club is home to 336 air-conditioned stables and an International standard exercise track where all horses are kept in top form.

The Club House, characterized by a distinctive Spanish theme, provides members and guests with a wide variety of dining, leisure, business and entertainment options. It is the perfect setting for cultivating a common bond of interest in equestrian pursuits, whilst enjoying the exclusive lifestyle unique to the world of horses.

With two exclusive lounges and bars, and our traditional Argentinean restaurant, the Club has something for every mood and occasion. All this and more is waiting for you at Dubai Polo & Equestrian Club.

Check out the website - www.poloclubdubai.com



Website Coverage

The website for Dubai Polo & Equestrian Club (DPEC) - www.poloclubdubai.com attracts in excess of 275,000 hits and over 2,000 unique visitors a month. Our website showcases all the facilities and services we offer at the Club, in addition to featuring our upcoming annual events calendar and in-house promotions.

Under this sponsorship agreement with DPEC, **Sponsor** will be featured on our company web site.

Corporate Sponsorships

Imagine that stunning backdrop overlooking the majestic Polo Fields or finest Riding Arena for your next corporate entertainment. Offering unique and inspiring surroundings, that are second to none in Dubai, The Dubai Polo & Equestrian Club has an ideal selection of corporate sponsorship options on hand to suit every requirement.

Start with champagne and canapés, or a traditional afternoon tea whilst enjoying that highly competitive polo match as the sun sets into the horizon. At the conclusion of the match, be entertained as the traditional stamping on the divots takes place before stepping back onto the Club House Terrace for a glorious evening under the stars. An exclusive experience set to truly impress.



Option 1 – Corporate 4 day Polo Tournament @ Dhs. 85,000/-

Sponsorship Package includes:

- Competitive Polo Tournament put together by our experienced Polo Coordinator.
- Branding opportunities on 4 days of the tournament.
- Company branded polo shirts with sponsor's logo and DPEC logo which will be worn by all Polo players during the Tournaments (color and design may be chosen by the sponsor in line with the sponsor's corporate brand guidelines).
- Umpires to wear company branded polo shirts.
- All prizes to carry sponsor's company logo; 1 large trophy for the winning team, 4 small trophies for the winners, 4 small trophies for the runners up, 4 small trophies for 3rd place and 4 medals for the 4th place.
- Medal of appreciation for the referees (to carry sponsor's company logo).
- Commentator on all 4 days of the tournament.
- 8 company branded tobleronos on the polo field.
- Opportunity of product placement on the club house terrace or the polo field.
- Company naming rights of the Polo Tournament (E.G. The Annual Coldwell Bankers Polo Tournament).
- Company branded backdrop with company logo and Cup Title alongside the DPEC logo.
- Opportunity for company representative to present the trophies at conclusion of match. Club photography from presentation and event will be featured on DPEC website.
- Opportunity to distribute flyers or give-aways to the audience on the club house terrace or polo field.
- VIP table on the terrace, in a prime location overlooking the polo field. This will include a traditional afternoon tea with 2 bottles of champagne, 2 bottles of white or red house wine, 20 Coronas, and soft drinks/ mineral water for the duration of the match.
- Polo green fee.
- Asado dinner with ½ bottle of wine per person for 100 guests (including the polo players and referees) at conclusion of polo challenge match.
- 25 company branded polo shirts with sponsor's logo. Color and design may be chosen by the sponsor in line with the sponsor's corporate brand guidelines and will be for sale in our Club House merchandise store.
- Exclusive networking opportunity with the Polo players after the final match on the last day of the tournament.
- Website coverage and advertising of the tournament on the DPEC website and quarterly tournament calendar. Photo album of the event on the DPEC website.
- Invitation to local media for Corporate Polo Tournament on final day.
- News article complete with photographs of all winners will be sent to the local media for publication.



Option 2 – Corporate Polo Challenge Match @ Dhs. 75,000/-

Sponsorship Package includes:

- Competitive polo match (total 2 teams) put together by our experienced Polo Coordinator.
- 8 company branded polo shirts with sponsor's logo and DPEC logo which will be worn by all Polo players during the match (color and design may be chosen by the sponsor in line with the sponsor's corporate brand guidelines).
- 2 Umpires to wear company branded polo shirts.
- 8 small trophies and 1 large trophy for the winner (to carry sponsor's company logo).
- Medal of appreciation for the 2 referees (to carry sponsor's company logo).
- 1 experienced commentator.
- 8 company branded tobleronés on the polo field.
- Opportunity of product placement on the club house terrace or the polo field.
- Company naming rights of the Polo Challenge Match (E.G. The Coldwell Bankers Polo Challenge Match).
- Company branded backdrop with company logo and Cup Title alongside the DPEC logo.
- Opportunity for company representative to present the trophies at conclusion of match. Club photography from presentation and event will be featured on DPEC website.
- Opportunity to distribute flyers or give-aways to the audience on the club house terrace or polo field.
- VIP table on the terrace, in a prime location overlooking the polo field. This will include a traditional afternoon tea with 2 bottles of Gosset champagne, 2 bottles of white or red house wine, 20 Coronas, and soft drinks/ mineral water for the duration of the match.
- Polo green fee.
- Asado dinner with ½ bottle of wine per person for 100 guests (including the polo players and referees) at conclusion of polo challenge match.
- 25 company branded polo shirts with sponsor's logo. Color and design may be chosen by the sponsor in line with the sponsor's corporate brand guidelines and will be for sale in our Club House merchandise store.
- Exclusive networking opportunity with the Polo players after the match.
- Website coverage and advertising of the Challenge match on the DPEC website and quarterly tournament calendar. Photo album of the event on the DPEC website.
- Invitation to local media for Corporate Polo Challenge Match.
- News article complete with photographs of all winners will be sent to the local media for publication.



Option 3 – Polo Exhibition Match @ Dhs. 35,000/-

Four (4) chukkas played by members and/or club professionals with no trophies at stake. Polo exhibition matches are popular networking and team building initiatives, whilst the perfect plea for watching the sport traditionally known as the "Sport of Kings". With full commentary, guests will be given an introduction to the sport, introduced all the players, rules, and be truly captivated and entertained throughout the entire match. Options have been made available to have that perfect afternoon coincide with a luncheon, cocktail party or even an afternoon tea. This sponsorship package is only available on weekdays.

Sponsorship Package includes:

- Competitive polo match (total 2 teams) put together by our experienced Polo Coordinator.
- 2 Umpires.
- 8 company branded polo shirts with sponsor's logo and DPEC logo which will be worn by all Polo players during the match (color and design may be chosen by the sponsor in line with the sponsor's corporate brand guidelines).
- 2 company branded banners by the club house terrace.
- Company naming rights of the Polo Exhibition Match (E.G. LG Polo Exhibition Match).
- Polo green fee.
- 1 experienced commentator.
- Opportunity of product placement on the club house terrace or the polo field.
- Additionally, the following can be organized:
 - Lunch buffet from Dhs. 180/- per person
 - Afternoon tea @ Dhs 75/- per person
 - Cocktail menu from Dhs. 70/- per person
 - Company branded t-shirts for every invitee as a give away at an additional cost (same as the polo players).

Option 4 - Display Cabinet Sponsorship @ Dhs. 25,000/- per year

Period of lease will be 12 months and will include 25 company branded polo shirts. Color and design may be chosen by the sponsor in line with the sponsor's corporate brand guidelines and will be for sale in our Club House merchandise store.



Option 5 – Polo Shirt Sponsorship @ Dhs. 5,000/- for 50 polo shirts

Feature your company logo exclusively on a Dubai Polo & Equestrian Club Polo Shirt. Color and design may be chosen by the sponsor in line with the sponsor's corporate brand guidelines. This sponsorship is inclusive of the cost of 50 polo shirts and all associated printing. All polo shirts will be for sale in our Club House merchandise store.

Option 6 – Polo Field Toblerone @ Dhs. 12,500 each

Our Polo Field Toblerones provide for the perfect company exposure at both local and international polo matches throughout the entire season. Package is inclusive of 1 company branded banner (1.2m x 3m) which will be printed and fixed to a toberlone and placed around the Polo Field for the duration of 1 year.

Note: Artwork to be supplied by sponsor. Printing and positioning by DPEC.

Two weeks processing time from point of confirmation and payment to placement on field.

Option 7 – Riding Arena Banner @ Dhs. 12,500 each

Our Riding Arena Banners provide for the perfect company exposure surrounding our main riding arena.

Package is inclusive of 1 company branded banner (4.8m x 1.2m) which will be printed and fixed to the Arena Fencing for the duration of 1 year.

Note: Artwork to be supplied by sponsor. Printing and positioning by DPEC.

Two weeks processing time from point of confirmation and payment to placement in the arena.

