



Santa Barbara Polo & Racquet Club Sponsorship Program



About Santa Barbara Polo & Racquet Club

Nestled between the Pacific Ocean and the foothills of the Santa Ynez Mountains, Santa Barbara Polo & Racquet Club is the jewel of the American Riviera. Established in 1911, the club is the third oldest polo facility in the U.S., and is world-renowned for hosting prestigious international competitions. Situated on 87 manicured acres, the grounds are home to three playing fields, a stick-and-ball field, and state-of-the-art stables—along with a graded arena and exercise track. In addition to the historic clubhouse, members enjoy tennis and aquatic amenities, as well.

Our Sponsorship Program

Santa Barbara Polo & Racquet Club offers a variety of sponsorship packages that provide luxury brands with a marketing partnership alongside one of the most distinguished polo clubs in the world. As a category-exclusive sponsor, you can have access to, and strategically align with, Ultra High Net Worth players, as well as members and spectators. Each sponsorship package is customized to meet your unique goals and deliver a successful Return on Investment. This opportunity is very limited, so we are especially pleased to invite you to join us in rallying behind polo, the sport of kings.





Our Season

Santa Barbara Polo & Racquet Club is the premier destination for polo on the West Coast. Players and patrons from across the globe call Santa Barbara their home for the summer, bringing world-class polo to the Southern California coast. Our elongated season lasts from May to October, with matches scheduled every Friday and Sunday afternoon. With a wide range of guest and hospitality seating, the matches are open to the public, so both serious supporters and new fans can partake in the exhilarating experience watching skilled riders atop thundering ponies in heart-pumping action.



Santa Barbara Polo & Racquet Club Stats - 2017

Number of High-Goal Tournaments: 4

Number of Tournaments: 15

16 Goal Tournaments: Mayors Cup, Robert Skene Trophy, USPA America Cup, & Pacific Coast Open

Number of High-Goal (16 Goal) Teams: 6

High-Goal Teams: Farmers & Merchants Bank, Klentner Ranch, Lucchese, Restoration Hardware, Santa Clara & Sol do Agosto

Sold out Weekends: 14

Number of Attendees - 2017 Season: 104,000+

Sponsors: Gulfstream Aerospace, Engel & Volkers Santa Barbara, Karma Automotive, Belmond El Encanto, Lucchese, Ramsey Asphalt, Summerland Winery, Von Dornberg, and Stick & Ball Company.



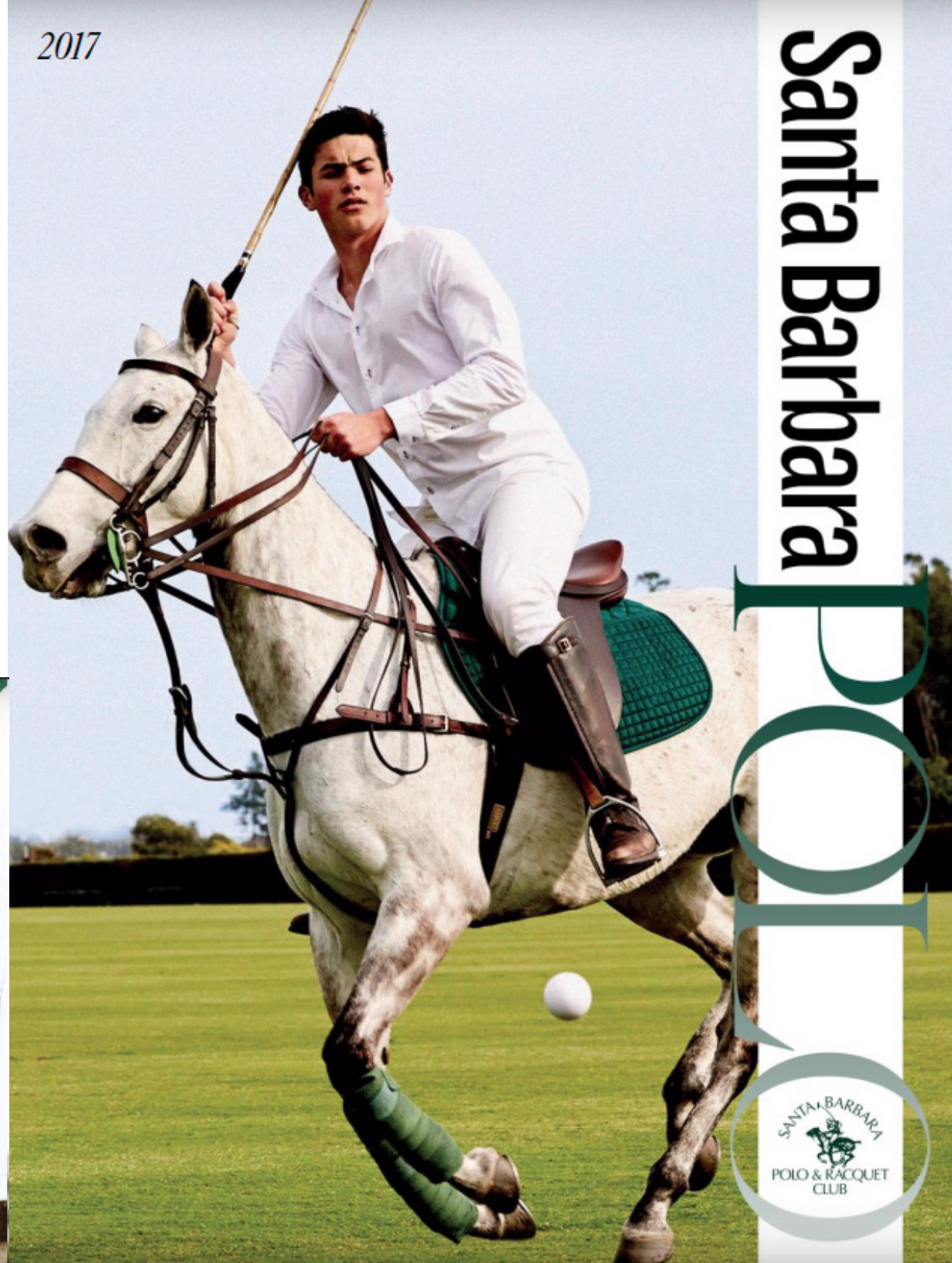
Santa Barbara Polo Magazine

Eight thousand (8,000) copies of Santa Barbara Polo & Racquet Club's Polo Magazine, the official publication of the Santa Barbara Polo & Racquet Club, are distributed throughout the season to an average readership of one hundred and four thousand (104,000) polo fans.

This includes:

- 1,000 copies were distributed internationally via Polo Club
- 1,000 copies were distributed by the U.S. Polo Association
- Digital version of SB Polo Magazine.

2017

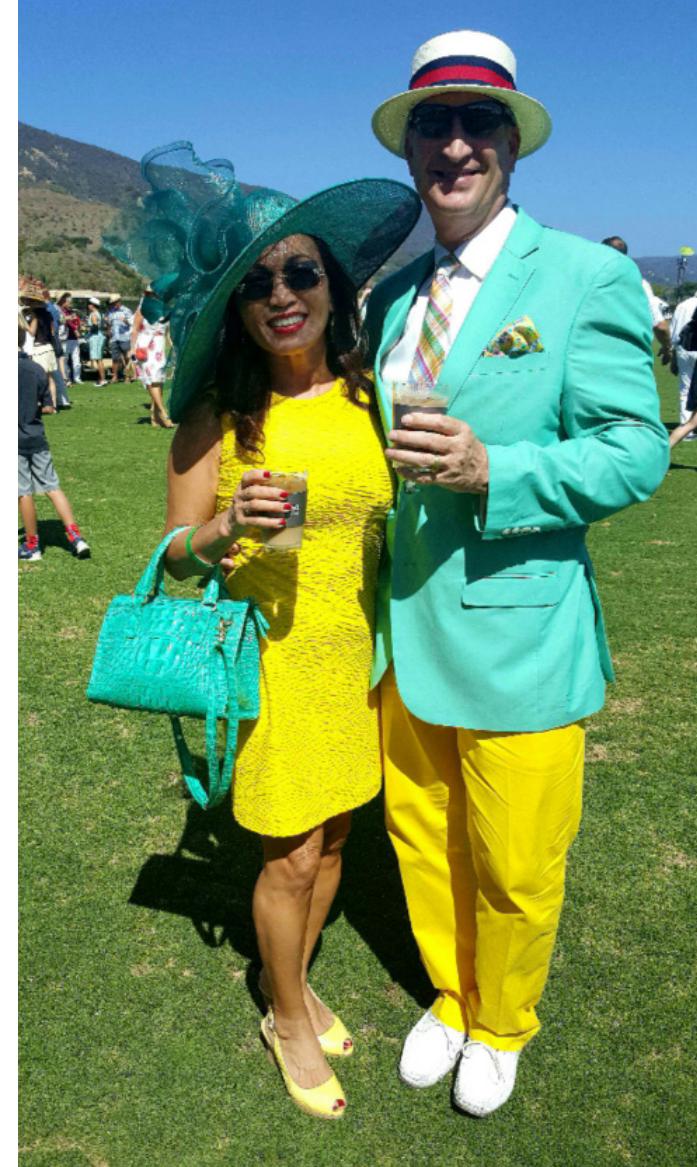


Santa Barbara



Our Audience

48	Average age of polo riders and enthusiasts
\$500,000+	Average household income of polo spectators
\$5 million	Average net worth of polo spectators
12	Average number of business travel per year
6	Average number of vacation travel per year
90%+	College educated
50%+	Fly first class
75%+	Stay in five-star hotels and resorts





2017 Website & Social Media

Website: 739,345 Visitors | sbpolo.com

Facebook: 9,125 Likes (up 7%) | [@santabarbarapoloclub](https://www.facebook.com/santabarbarapoloclub)

Instagram: 2,740 Followers (up 110%) | [#therealsbpolo](https://www.instagram.com/therealsbpolo)

Twitter: 3,269 Followers (up 5%) | [@sbprc](https://twitter.com/sbprc)

Social Media Tactics

- Daily postings of photos and videos to Facebook, Instagram and Twitter throughout the season.
- Enlisting social media influencers to promote weekly polo matches and polo social activity on their social media feeds.





Idea Works Global, our sponsorship agency, is a boutique marketing and brand-development firm focused on facilitating strategic partnerships between heritage brands to reach the most affluent connoisseurs of art, autos, fashion, travel, jewelry, spirits and sports.

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