

FEDERATION OF INTERNATIONAL POLO



FIP STRATEGIC PARTNERSHIP

It's been referred to as
“The Sport of Kings” and
“The Game of Thrones.”

Winston Churchill once observed:

“A polo handicap is your passport to the world.”

The Federation of International Polo (FIP)

was founded to promote the sport of polo and unite the polo associations of many countries under one federation and set of international rules. Today, FIP represents more than 88 countries around the world, from Argentina to Zimbabwe.



As an international federation recognized by the IOC, FIP is in good company—alongside some of the world’s most beloved sports that count millions of fans as followers.



Fédération Internationale de Football Association



Fédération Internationale de l'Automobile



FIFA WORLD CUP
Brasil



Federation of International Polo



And if marketing your brand internationally, to the most affluent connoisseurs of art, travel, fashion, jewelry, spirits and sport is of keen interest to you, herein lies a unique opportunity.

FIP recently enlisted Idea Works to identify and negotiate select partnership agreements with a handful of best-of-the-best luxury brands.

This opportunity allows you to market your brand through a sport that is beloved by the most connected, powerful and wealthy individuals on the planet.

Benefits of FIP Partnership

In addition to building rapport and establishing relationships with ultra high-net-worth individuals, the business development benefits in aligning with FIP are as privileged as the federation's members.

Opportunities to promote your brand include...

- A category-exclusive opportunity for your business with an international presence via FIP
- The opportunity to select countries where you'd like a FIP tournament named for your company/brand
- Signage at international tournaments
- Product placement and tents/tables at tournaments and related FIP events
- Limited-use access to the covetable FIP-member email list
- Attend, issue invites and network at a series of memorable and experiential events hosted by FIP, across the globe
- Advertising presence within live streaming, by drones, of international matches (for additional fees)
- Right of first refusal for renewal
- Align with proven premier event marketing firm, Idea Works, whose past and present clients include America's Cup, Super Bowl, Santa Barbara Polo, Rolls Royce, Maserati USA, Fraser Yachts, Gulfstream Aerospace, Louis XIII, Ferrari North America, and Sotheby's and Christie's International Real Estate—to name a few.

Brief overview of the proposed partnership to be facilitated by Idea Works:

- Category exclusive rights to develop partnerships with FIP-associated polo clubs in 88 countries, with 19,000+ members—many of whom are ultra high-net-worth individuals.
- Opportunity to form strategic alliances with FIP's best-in-class brand partners in automotive, aviation, yacht, jewelry and other select luxury categories.
- Events where FIP can no doubt build excitement for your brand, slated for 2016 and beyond, include: the XI European Championship in Berlin, Germany, September 1-4; XI World Polo Championship in Sydney, Australia, September or October 2017; Ambassadors Cup – USA; Ambassadors Cup – Argentina; MENACA (Middle East, North Africa, Central Asia) Tournament; South East Asian Games and XII European Championship.
- Additionally, a Snow Polo World Cup and Super Nations Cup will take place in China, and FIP hopes to participate in the Pan American Games, in Peru, in 2019.

Polo: Players, Followers and Spectators

Polo has often been referred to as “The Sport of Kings” for a reason. Primary attendees and team owners are typically *ultra* high-net-worth individuals. It’s no secret that participating in polo requires an impressive level of wealth.

Not surprisingly, FIP boasts an international membership (19,000 and growing) that includes royals, generals, sultans, sheikhs, doctors, lawyers, heirs and heiresses from 88 countries around the world.

FIP Special Event tournaments can be staged with your company name as Title Sponsor in the following cities/countries:

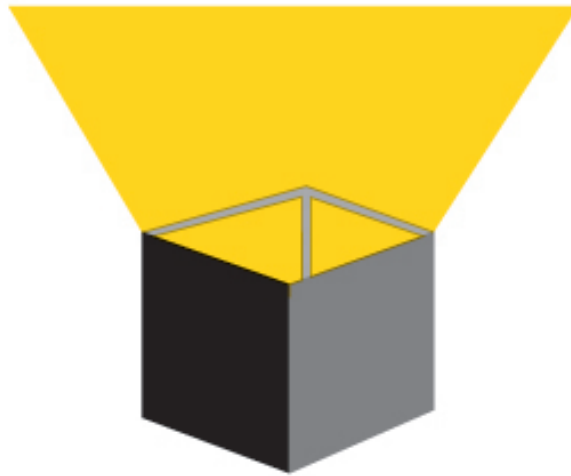
- Palm Beach, Florida; Palm Springs, California; Santa Barbara, California
- London, England; Paris, France; Sotogrande, Spain; Rome, Italy; Chantilly, France; St. Moritz, Switzerland; Berlin, Germany; Hamburg, Germany
- Tehran, Iran; Baku, Azerbaijan
- Buenos Aires, Argentina; Santiago, Chile; São Paulo, Brazil
- Brisbane, Australia; Sydney, Australia; South Africa, New Zealand



In closing...

The fact is, fashion brands such as Ralph Lauren have invested millions to capitalize on the prestige and aspirational appeal of polo. The social atmosphere, players and mystique have proven to be an enviable marketing hook.

Now your brand can benefit from the groundwork laid before you. Seize the opportunity and align yourself with the Federation of International Polo. It is a marketing match that's destined to end in a win/win.



I D E A W O R K S

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