



SPONSOR
CHESHIRE POLO CLUB
2026

TITLE SPONSOR

P.O.E

- Naming rights (e.g. “[Brand] Cheshire Polo”)
- Main pitch branding and pitch named on all programmes
- VIP hospitality (20-50 guests per event)
- Digital + social media exposure
- Event speaking opportunities
- Product placement for the 2026 season
- A dedicated polo day with full use of CPC hospitality space
- Two high goal teams playing in front of your guests



Wirral Cup Hospitality

Sunday 1st June | 11:30-6pm

Cheshire Polo Club Marquee
Longstone Lane, Tarporley, CW6 9ES

Sponsored by:



FRASER
YACHTS



HEADLINE TOURNAMENT EVENT SPONSORSHIP

Price: £5,000 + vat

Please note: As the Tournament Sponsor you are asked to provide prizes to present to the teams of both the Final and Subsidiary Final Games and also BPP rugs for both games.

Headline Tournament Sponsorship Package

- Naming rights as Headline Tournament Sponsor
- Hospitality Sponsors Table for 10 people at the finals luncheon with VIP drinks package
- VIP outside viewing area to watch the tournament
- Branding within the marquee venue dressing and tables.
- Publicity opportunities during presentation of Tournament Cup and Prizes
- Match Commentary provides Company exposure throughout the day
- Business video /advert on our clubhouse in-house TV with a scrolling banner during the tournament luncheon and throughout the season
- Named as Headline Sponsor on Social Media Posts/ videos and Marketing Press Releases
- Logo Branding on Sponsors Page of the Cheshire Polo Clubs brochure (if booked preprint)
- Exposure on Cheshire Polo Club's website as a headline sponsor with a link to your company's website
- Free Day Membership for your VIP guests if they wanted to attend any run up tournaments

This Package also includes the following Branding Ad-Ons:

Presentation Stand Branding

- Offering prominent branding opportunities for your business and additional publicity benefits.
- Multiple branding opportunities on the main presentation stand. With trophies presented after every tournament, the photos taken against this backdrop provide your company with high visibility.

Polo Ground Signage

Offering brand exposure throughout the polo season

- Two - 4' x 2' signs with your company's name, logo and contact details placed in a prime location around the marquee - on Grounds 3 & 4
- One - 4' x 2' sign branded with company details as above - at Ground 1
- One - 3' x 2' - Double sided A Frame sign along the gallops drive

Ground Boards Logos (3 & 4)

Opportunities to market your business to spectators

- Playing area touchline boards surrounding grounds including opposite marquee and members club house showcasing company logo
- Eight Boards / 4 per ground
- Size: 8ft by 8inch sections -Various Logo placement on sections

TOURNAMENT PACKAGES – 2026 SEASON

Enhance your brand by sponsoring an existing tournament or a tournament under your own name. This is an opportunity to host the presentation of the tournament trophy that offers additional publicity opportunities.

Please note: As the Tournament Sponsor, you are asked to provide prizes to present to the teams of both the Final and Subsidiary Final games, as well as BPP rugs for both games.

Silver sponsorship: Price - £350 + vat

- Tournament named after your own Company
- Presentation of Cup and Prizes
- Logo on CPC website with a redirecting link to your company's website
- Company Logo in the CPC Brochure on the Sponsors Page (if booked preprint)

Gold sponsorship: Price - £750 + vat

- Tournament named after your own Company
- Presentation of Cup and Prizes
- Logo on CPC website with a redirecting link to your company's website
- Company Logo in the CPC Brochure on the Sponsors Page (if booked pre-print)
- PLUS: Polo Ground Signage- Offering brand exposure throughout the polo season

Two - 4'x 2' signs with your company's name, logo and contact details placed in a prime location around the marquee - on Grounds 3 & 4

One - 3' x 2' - Double sided A Frame sign along the gallops drive
One - 4'x 2' sign branded with company details as above - at Ground 1 (displayed over 12 months)

Platinum sponsorship: Price - £1,000 +vat

- Tournament named after your own Company
- Presentation of Cup and Prizes
- Logo on CPC website with a redirecting link to your company's website
- Company Logo in the CPC Brochure on the Sponsors Page (if booked pre-print)
- Polo Ground Signage / as in Gold option
- PLUS: Meet & Greet / VIP Viewing Area

Arrival drinks for 10/15 Guests in a Meet & Greet/VIP Viewing Area.

Display POS printed material & display own pop up banners for others to see.

Attendees will also receive a CPC Brochure and Tournament Play Sheet.

Match Commentary also provides exposure of the Sponsor throughout the day.

Please Note: This sponsorship can be up-graded with increased numbers and have marquee hospitality at an additional cost - POA





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ADVERTISING PACKAGES – 2026 SEASON

Cheshire Polo Club offers a variety of prominent marketing & advertising locations around the grounds, on our website and in our Club brochure. Your company brand will be seen by hundreds of guests and visitors throughout the season.

Option one: Price: £700 + vat

Polo Ground Signage

- Two - 4' x 2' signs with your company's name, logo and contact details placed in a prime location around the marquee - on Grounds 3 & 4.
- One - 4' x 2' sign branded with company details as above - at Ground 1 (displayed over 12 months).
- One - 3' x 2' - Double sided A Frame sign along the gallops drive.

Option two: Price: £1,500 + vat

Polo Ground Signage: described in Option One Plus: Ground Boards (3 & 4)

- Opportunities to market your business to spectators.
- Playing area touchline boards surrounding grounds including opposite marquee and members club house showcasing company logo.
- Eight Boards / 4 per ground
- Size: 8ft by 8inch sections -Various Logo placement on sections





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