



SPONSOR  
CHESHIRE POLO CLUB  
2026

# TITLE SPONSOR

## P.O.A

- 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.

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## 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.

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## **Silver sponsorship: Price - £850 + 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 - £1250 + 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 - £1,500 +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.

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## 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





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

**General enquiries:** [info@cheshirepoloclub.co.uk](mailto:info@cheshirepoloclub.co.uk)  
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