



Sponsorship Opportunities

October 16, 2021

WWW.PINKPOLOCLASSIC.ORG



The Pink Polo Classic

To benefit the American Cancer Society

WHAT: The Pink Polo Classic is a distinguished fundraising event featuring an afternoon of exciting polo with silent and live auctions, entertainment, and great food. Join us for some splendid fun!

WHY: At this special event, The Villages and Central Florida come together to fundraise and bring awareness to the importance of cancer research and the programs and Services provided through the American Cancer Society. Our mission is to save lives, celebrate lives, and eliminate cancer.

WHERE: The Villages Polo Club has provided an unforgettable polo experience for thousands of spectators and hundreds of polo players from around the world. Located in the heart of Florida's Friendliest Hometown®, one hour north of Orlando and thirty minutes south of Ocala. Between the beautiful horses and the elegant ambiance, we invite you to join us for a fun and memorable evening.

WHEN: October 16, 2021, 2:00pm - 6:00 pm

**The safety of participants, volunteers, cancer survivors, and staff is always our top priority. We regularly assess potential for in-person events and strictly adhere to all federal and local health department guidance including event size. Thank you for your partnership in this endeavor.*



What Does The American Cancer Society Do?

- ◆ Our mission is to save lives, celebrate lives, and lead the fight for a world without cancer.
- ◆ As we all know, when cancer strikes, it hits from all sides. That's why we're attacking cancer from every angle.
- ◆ We're attacking cancer from every angle with breakthrough research, and so much more - things like our 24/7 cancer helpline, free rides to chemo, and free lodging near treatment.
- ◆ We save lives by empowering communities everywhere to take steps that can help reduce their cancer risk.
- ◆ We promote healthy lifestyles by issuing cancer guidelines for early detection, helping people avoid tobacco, and reducing barriers to healthy eating and exercise.
- ◆ Together, we are a united force against all cancers. We fight for every life threatened by every cancer, in every community.
- ◆ Our toll-free information line (1-800-227-2345) and website (cancer.org) are available 24 hours a day, seven days a week, offering crucial patient services to everyone touched by cancer.
- ◆ Since 1946, the American Cancer Society has invested more than \$4.6 billion in cancer research and is the largest private, nonprofit source of cancer research funds in the United States.
- ◆ We work with lawmakers everywhere to make our world a healthier place to live, and we rally communities around the globe to support our lifesaving mission.



The Villages Pink Polo Classic Sponsorship Levels

\$15,000 Presenting Sponsor

(Limit one sponsor) **SOLD**

Partnership: Partnership with the American Cancer Society and ability to co-brand in the fight against cancer through our most distinguished event in The Villages.

Exposure: Recognition as the Presenting Sponsor of the American Cancer Society's Pink Polo Classic. All materials and press releases will refer to the event as the American Cancer Society's Pink Polo Classic presented by (Your Company Name).

Media Coverage: Company leadership/logo (when applicable) will be highlighted in all media and press releases – including radio announcements, print ads and feature stories.

Promotional: Your company logo will be included in all promotional materials including print and electronic media, mailings, and event posters. Your company will receive naming rights of HOME TEAM, participate in starting the polo match, and trophy presentation at the close of the event.

Admission: Your company will receive 16 tickets for the VIP private viewing area during polo match.

Social Media: 6 exclusive social media posts on the Pink Polo Classic and ACS Florida Facebook pages with logo and link to company website in addition to standing recognition on the Pink Polo Classic's Facebook page cover photo.

Website: Recognition as the Presenting Sponsor on the event website.

Program: Recognition as the Presenting Sponsor in the Pink Polo Classic's program.

Gift Item: We welcome you to supply the American Cancer Society with one company logo item to be given to event attendees.

Announcements: Recognition as the Presenting Sponsor during event announcements.

Signage: Prominent signage with logo will be displayed at the event advertising status as the Presenting Sponsor.



\$10,000 Platinum Sponsor (Limit three sponsors)

Partnership: Partnership with the American Cancer Society and ability to co-brand as a Platinum Sponsor in the fight against cancer through our most distinguished event in The Villages.

Media Coverage: Your company will be highlighted in media advertising including print and radio.

Admission: Your company will receive 8 tickets for the private VIP viewing area during polo match.

Social Media: 3 exclusive social media posts with logo and link to website.

Website: Recognition as a Platinum Sponsor on the event website.

Program: Recognition as a Platinum Sponsor in the Pink Polo Classic's program and all event print materials.

Promotional: Your company logo will be included in all promotional print and digital materials.

Announcements: Recognition as a Platinum Sponsor during event announcements.

Signage: Prominent signage with logo will be displayed at the event advertising sponsorship level.



\$5,000 Gold Sponsor (Limit three sponsors)

Partnership: Partnership with the American Cancer Society and ability to co-brand as a Gold Sponsor in the fight against cancer through our most distinguished event in The Villages.

Admission: Your company will receive 8 tickets for the private VIP viewing area during polo match.

Social Media: 2 exclusive social media posts with logo and link to website.

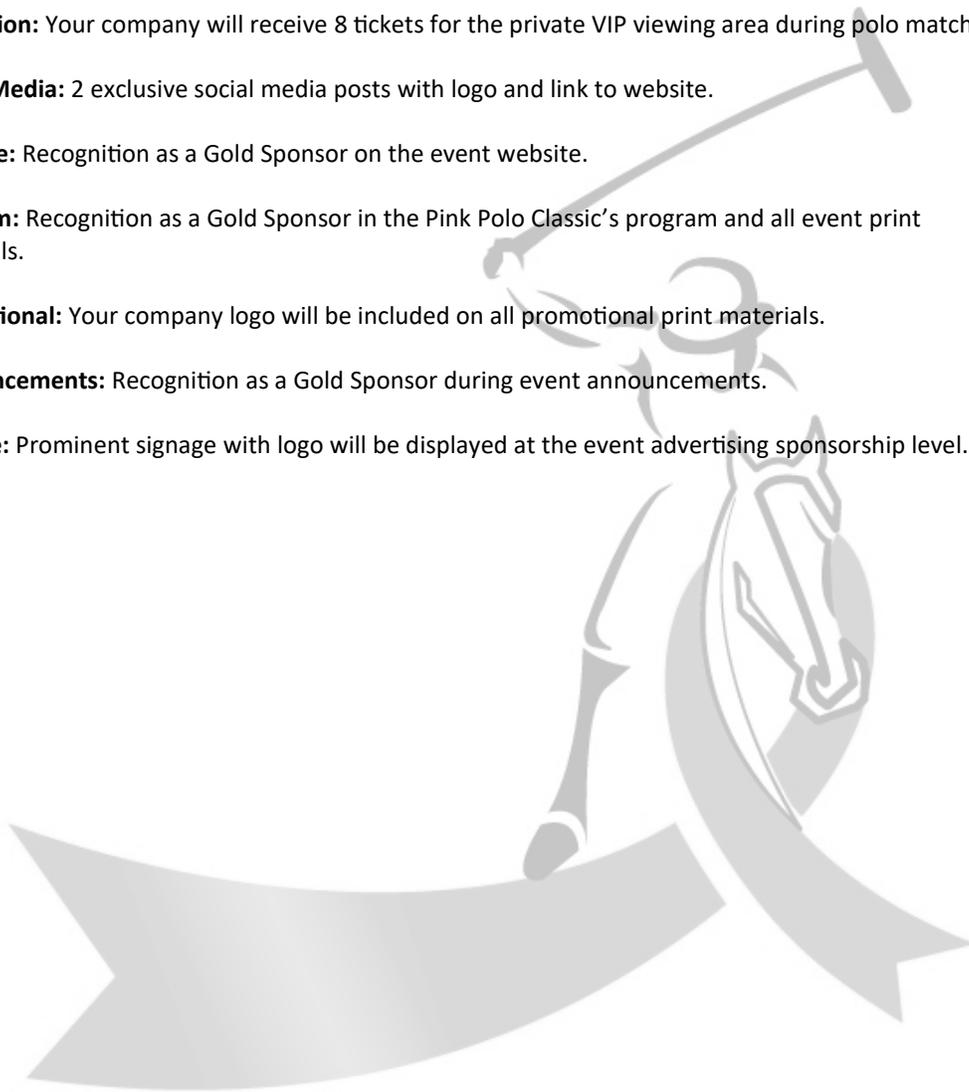
Website: Recognition as a Gold Sponsor on the event website.

Program: Recognition as a Gold Sponsor in the Pink Polo Classic's program and all event print materials.

Promotional: Your company logo will be included on all promotional print materials.

Announcements: Recognition as a Gold Sponsor during event announcements.

Signage: Prominent signage with logo will be displayed at the event advertising sponsorship level.



\$5,000 Champagne Divot Stomp and “Best Hat” Sponsor (Limit one sponsor)

Partnership: Partnership with the American Cancer Society and ability to co-brand as the Divot Stomp sponsor in the fight against cancer through our most distinguished event in The Villages.

Admission: Your company will receive 8 tickets for the private VIP viewing area during polo match.

Social Media: 2 exclusive social media posts with logo and link to website.

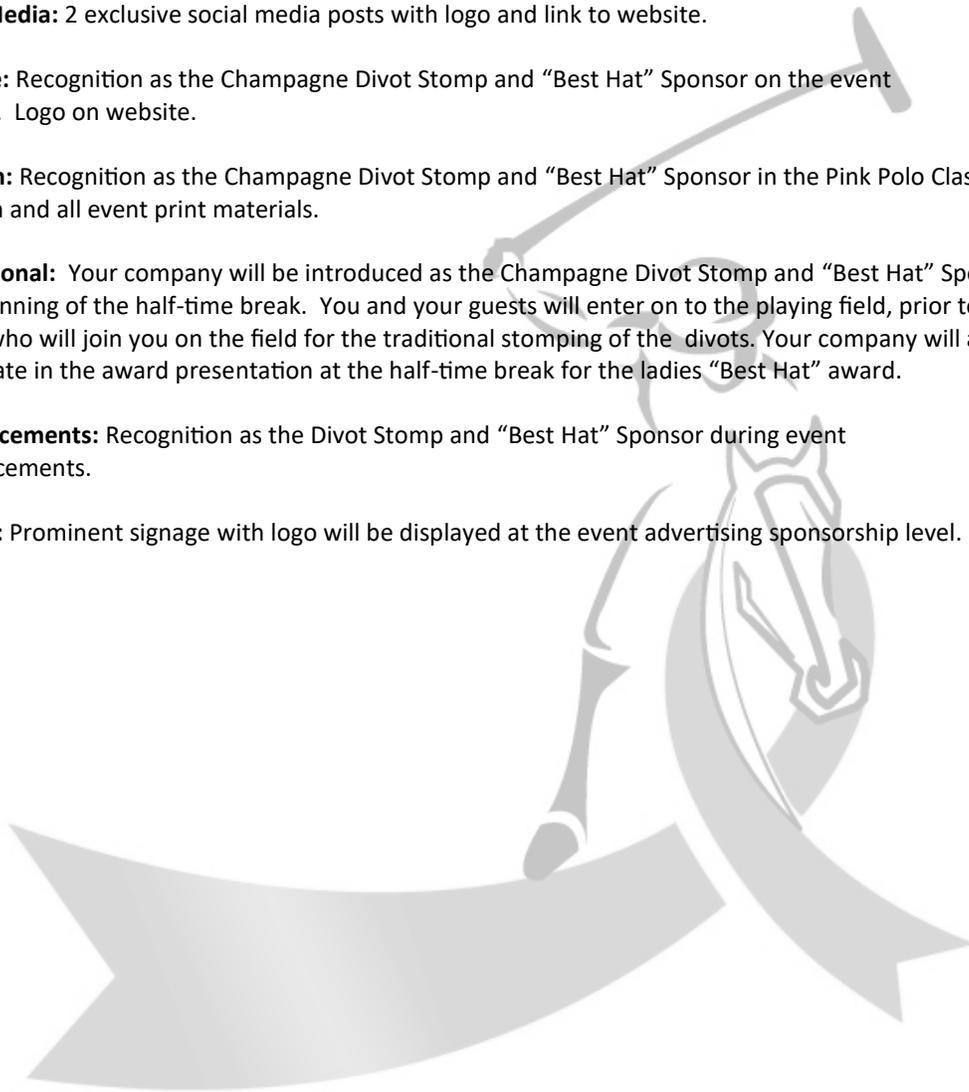
Website: Recognition as the Champagne Divot Stomp and “Best Hat” Sponsor on the event website. Logo on website.

Program: Recognition as the Champagne Divot Stomp and “Best Hat” Sponsor in the Pink Polo Classic’s program and all event print materials.

Promotional: Your company will be introduced as the Champagne Divot Stomp and “Best Hat” Sponsor at the beginning of the half-time break. You and your guests will enter on to the playing field, prior to general guests who will join you on the field for the traditional stomping of the divots. Your company will also participate in the award presentation at the half-time break for the ladies “Best Hat” award.

Announcements: Recognition as the Divot Stomp and “Best Hat” Sponsor during event announcements.

Signage: Prominent signage with logo will be displayed at the event advertising sponsorship level.



\$2,500 Hospitality Sponsor

(Limit one sponsor)

Partnership: Partnership with the American Cancer Society and ability to co-brand as the Hospitality Sponsor in the fight against cancer through our most distinguished event in The Villages.

Admission: Your company will receive 8 tickets for the polo match.

Social Media: 1 exclusive social media post with logo.

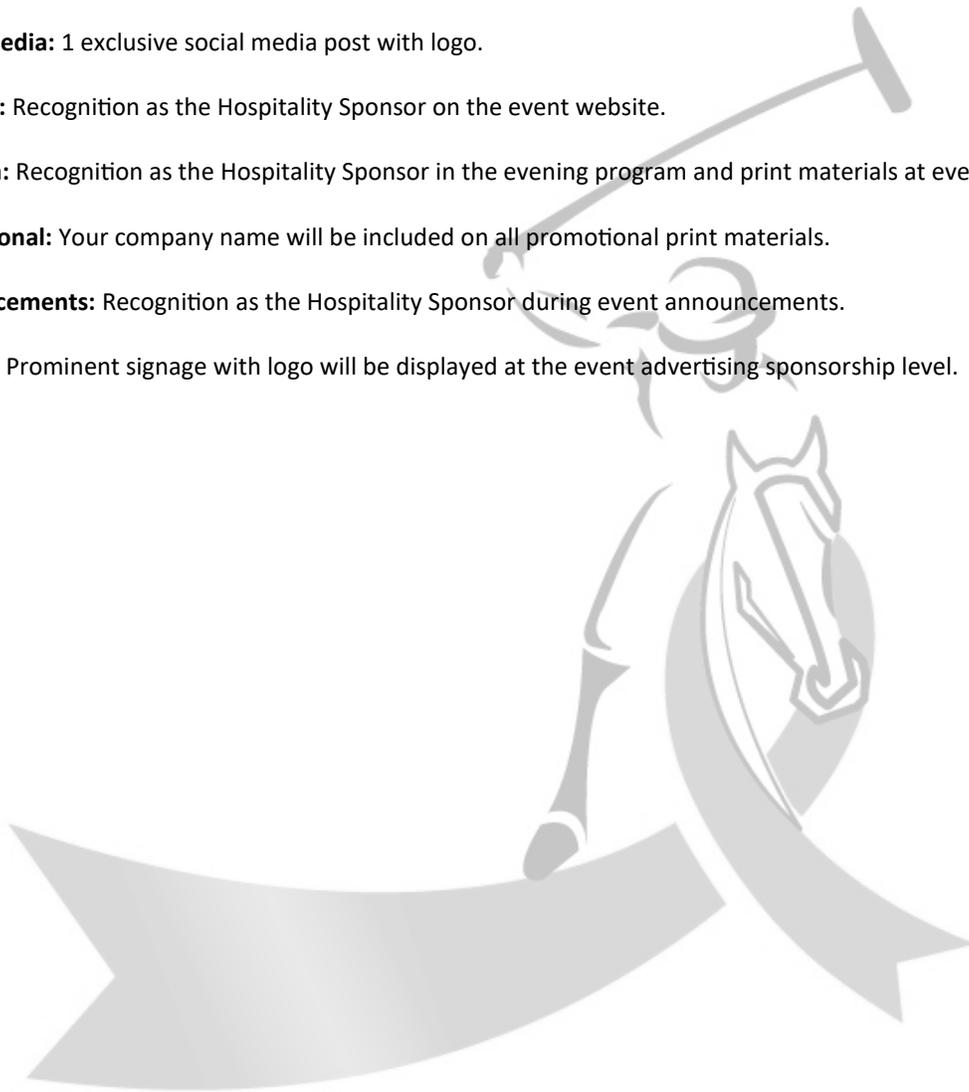
Website: Recognition as the Hospitality Sponsor on the event website.

Program: Recognition as the Hospitality Sponsor in the evening program and print materials at event.

Promotional: Your company name will be included on all promotional print materials.

Announcements: Recognition as the Hospitality Sponsor during event announcements.

Signage: Prominent signage with logo will be displayed at the event advertising sponsorship level.



\$2,500 Tailgate Sponsor

(Limit one sponsor)

Partnership: Partnership with the American Cancer Society and ability to co-brand as the Tailgate Sponsor in the fight against cancer through our most distinguished event in The Villages.

Admission: Your company will receive 8 tickets for the polo match.

Social Media: 1 exclusive social media post with logo.

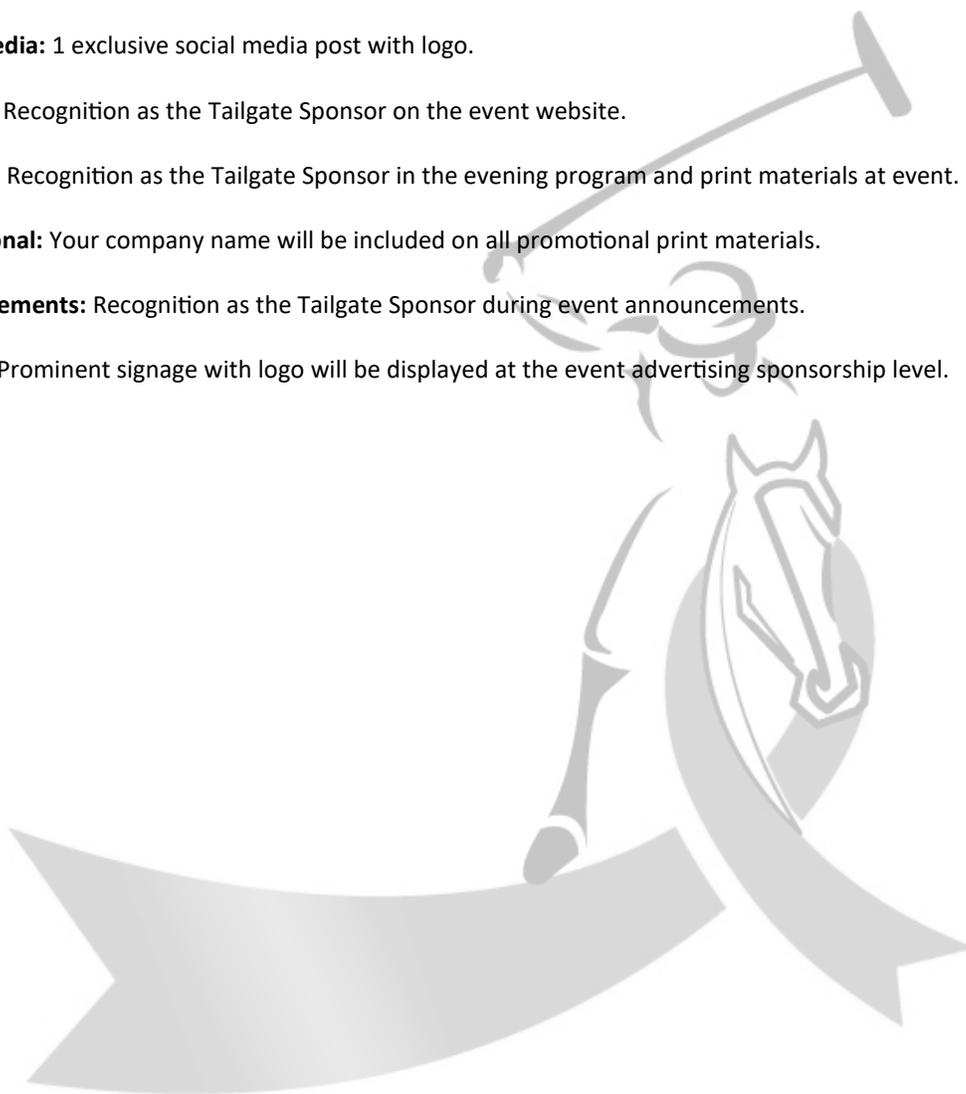
Website: Recognition as the Tailgate Sponsor on the event website.

Program: Recognition as the Tailgate Sponsor in the evening program and print materials at event.

Promotional: Your company name will be included on all promotional print materials.

Announcements: Recognition as the Tailgate Sponsor during event announcements.

Signage: Prominent signage with logo will be displayed at the event advertising sponsorship level.



\$2,500 Silver Chukker Sponsor (Limit two sponsors)

Partnership: Partnership with the American Cancer Society and ability to co-brand as a Silver Chukker Sponsor in the fight against cancer through our most distinguished event in The Villages.

Admission: Your company will receive 8 tickets for the polo match.

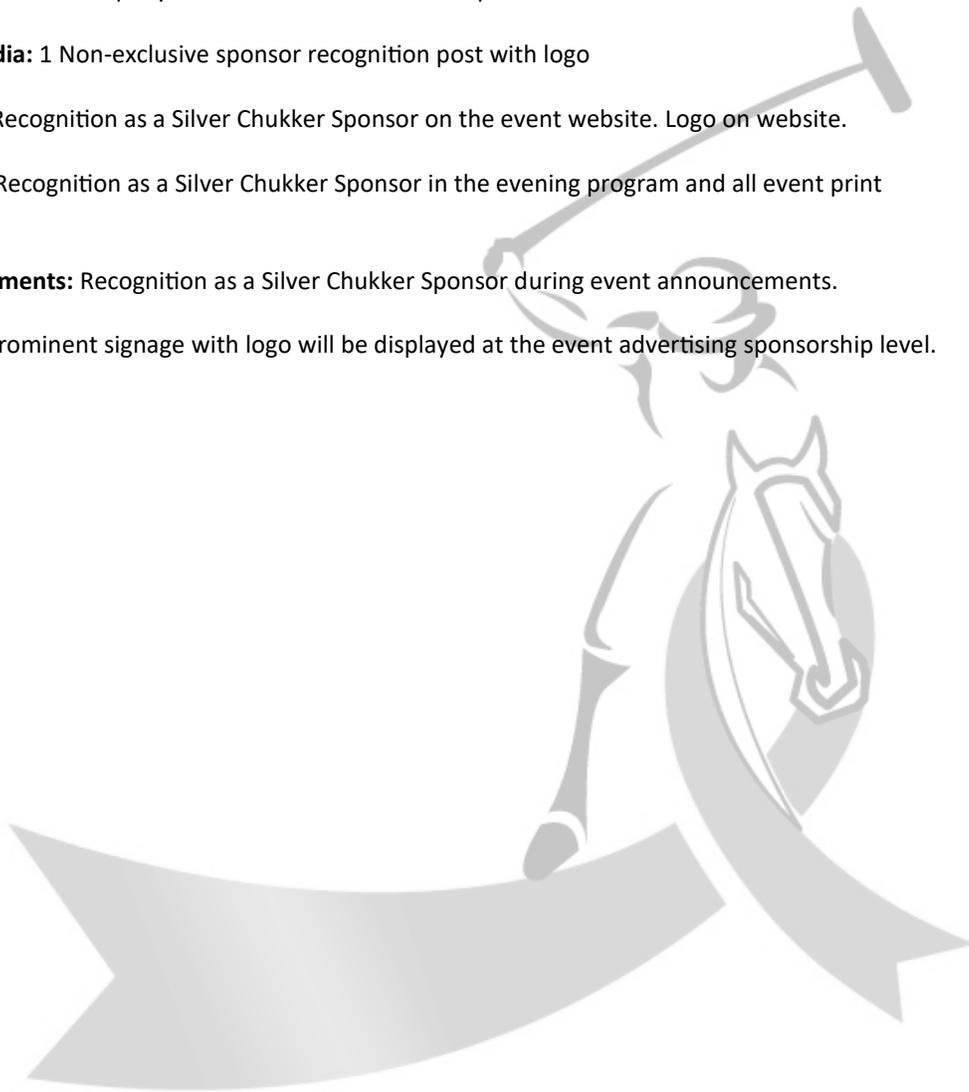
Social Media: 1 Non-exclusive sponsor recognition post with logo

Website: Recognition as a Silver Chukker Sponsor on the event website. Logo on website.

Program: Recognition as a Silver Chukker Sponsor in the evening program and all event print materials.

Announcements: Recognition as a Silver Chukker Sponsor during event announcements.

Signage: Prominent signage with logo will be displayed at the event advertising sponsorship level.



\$500 MVP Player Sponsor

(Limit one sponsor)

Partnership: Partnership with the American Cancer Society in the fight against cancer through our most distinguished event in The Villages.

Admission: Your company will receive 4 tickets for the polo match.

Website: Recognition as the MVP Player Sponsor on the event website.

Promotional: Your company will participate in the award presentation at the close of the event.

Program: Recognition as the MVP Player Sponsor in the Pink Polo Classic's program.

\$500 Best Playing Pony Sponsor

(Limit one sponsor)

Partnership: Partnership with the American Cancer Society in the fight against cancer through our most distinguished event in The Villages.

Admission: Your company will receive 4 tickets for the polo match.

Website: Recognition as the Best Playing Pony Sponsor on the event website.

Promotional: Your company will participate in the award presentation at the close of the event.

Program: Recognition as the Best Playing Pony Sponsor in the Pink Polo Classic's program.



\$250 Hope Sponsor

Partnership: Partnership with the American Cancer Society in the fight against cancer through our most distinguished event in The Villages.

Admission: You will receive 2 tickets for the polo match.

Website: Recognition as a Hope Sponsor on the event website.

Program: Recognition as a Hope Sponsor in the Pink Polo Classic's program.

\$75 Individual General Admission Tickets

Partnership: Partnership with the American Cancer Society in the fight against cancer through our most distinguished event in The Villages.

Admission: You will receive 1 ticket for the polo match.

\$40 Tailgate Ticket (per vehicle)

Partnership: Partnership with the American Cancer Society in the fight against cancer through our most distinguished event in The Villages.

Admission: You will receive admission for 1 vehicle (car or golf cart) for the polo match in the tailgating area. Maximum 4 people.

Details: Guests are able to park along the far side of the field in the tailgating section. Guests can tailgate in a car or golf cart, and are welcome to bring food, drinks, and chairs. Please NO TENTS.

