

# *Bethpage* POLO AT THE PARK



SUNDAYS HAVE MET THEIR MATCH

BETHPAGE STATE PARK  
SEASONAL POLO CABANAS

JUNE 4TH-OCTOBER 8TH  
SPONSORSHIP OPPORTUNITIES



IT'S A RACE! LET'S GET TO BETHPAGE POLO AT THE PARK



# Bethpage POLO AT THE PARK

VIP TENT & CABANAS  
CORPORATE EVENTS  
WEDDINGS  
BIRTHDAYS  
FUNDRAISERS





# PARTNERSHIPS AT BETHPAGE POLO AT THE PARK

*An opportunity to be a part of something unique, exhilarating yet elegant...*

Played for over 2000 years, Polo- also recognized as "The Sport of Kings" is one of the only sports that is celebrated and played worldwide, **with millions of spectators in the United States alone**. Over any other sport, polo not only attracts hard-to-reach affluent decision makers, but families with children, trendsetters, entrepreneurs and businesses owners as well.

Bethpage Polo at the Park takes place in the heart of Nassau County, which is known as one of the wealthiest demographics in America. One of the primary Sponsorship benefits of Bethpage Polo at the Park is the unprecedented access to the VIP Gold Coast attendees as well as the thousands that come by train from Manhattan and surrounding areas. If you are looking for a unique way to promote your business, or for an "outside of the box" type of venue for your next company event, Bethpage Polo at the Park can custom-tailor a sponsorship package, or create an entertainment solution to meet your needs.

Since many have never seen or felt the excitement of a competitive polo match, this type of event is a unique way to entertain your existing client base or to market your brand and business to a rare and highly-coveted demographic. Once your guests have watched a polo match up close and personal, other sporting events will seem uneventful. Watching a game within inches of horses and players going at top-speed, while you and your guests relax in an elegant, luxurious setting truly makes for a special experience like no other.

Whether you are looking for full-service branding exposure, client entertainment or a more hands-on experience with potential clients, there is something here for you. As support for Bethpage Polo at the Park has grown, we are able to offer a variety of sponsorship opportunities that offer excellent exposure and benefits such as branding, media placement and access to industry leaders in Long Island. All options may be customized to suit the sponsor's needs and the specific event. Rest assured that we will be there to walk you through each step of the way so you get the most out of the BIGGER and BETTER than ever Bethpage Polo at the Park Experience.

**Contact us today for more information on sponsorships and special event details:**

## Couture Concepts NY-

Email: [POLO@CoutureConceptsNY.com](mailto:POLO@CoutureConceptsNY.com)

Phone: (631) 239-5142

## Bob Ceparano,

Field Manager/CEO

Polo Player, Clinics, and Private Lesson Information:

Phone: (516) 633-9500 Phone: (516) 514-POLO

Email: [INFO@BethpagePolo.com](mailto:INFO@BethpagePolo.com)







LOOKING FOR A UNIQUE EXPERIENCE?  
Polo makes a spectacular backdrop  
for a wide variety of events.

Corporate Outings      Weddings

Birthdays      Fundraisers

Rent our VIP tent for your events

# Bethpage POLO AT THE PARK




Rent your cabana now for the best field view

Private seasonal cabanas  
for your clients, friends  
and families.

On premise catering  
available.







*Bethpage*

# POLO AT THE PARK

JUNE 4TH THRU OCTOBER 8TH

## SPONSORSHIP OPTIONS FOR 2017 SEASON

CHOOSE FROM ANY SINGLE OPTION OR CREATE A CUSTOM SPONSORSHIP  
THAT FITS YOU, YOUR FAMILY OR YOUR COMPANIES INDIVIDUAL NEEDS

### VIP TENT EVENTS

POLO CABANAS: 10FT X 10FT ON VIP OR GRANDSTAND SIDE OF FIELD (10 OR MORE GUESTS EACH WEEK)

PROMINENT FIELDSIDE SIGNAGE UP TO 6-2FT X 8FT DOUBLE SIDED SIGNS ALONG THE SIDE OF THE FIELD (SUNDAYS)

LARGE OUTFIELD SIGNAGE 6FT X 20FT

YOUR LOGO INCLUDED ON SOME OR ALL BETHPAGE POLO AT THE PARK PRINTED AND DIGITAL MATERIALS-1.2 MILLION VIEWS PER DAY

MANHATTAN TV PACKAGE ON CNN, MSNBC, FOX BUSINESS, FOX NEWS, HLN, WEATHER CHANNEL-600K VIEWS PER DAY

MTA GETAWAY PACKAGE EXPOSURE INCLUDED WITH SOME BETHPAGE POLO AT THE PARK SPONSORSHIPS-600K VIEWS PER DAY

MTA PACKAGE INCLUDES: 15 SEC VIDEO IN PENN STATION EVERY 10 MINUTES ON BIG SCREEN MONITORS

300 POSTERS DISTRIBUTED IN ALL LIRR TRAIN STATIONS

200 PLATFORM CARDS 60" X 46" DISTRIBUTED ON ALL LIRR TRAIN PLATFORMS

50,000 FLYERS IN LIRR MAIL AND RIDE FOR AUGUST

4FT X 8FT BANNERS IN 3 TRAIN STATIONS; HICKSVILLE, RONKONKOMA AND LONG BEACH

ANNOUNCEMENTS AT ALL GAMES

WEBSITE PRESENCE

STEP AND REPEAT BACKDROP

VIP & CABANA TENT PACKAGES

TEAM NAMING

PHYSICAL PRESENCE AT POLO MATCHES

GAME BALL THROW IN

AWARD STAND TROPHY PRESENTATION

SOCIAL MEDIA PRESENCE

### SPECIAL EVENTS:

WEDDINGS, SHOWERS, FUNDRAISERS, CORPORATE EVENTS, BIRTHDAYS



FIELD SIDE SIGNAGE EXPOSES COMPANIES TO A DIFFICULT TO REACH CULTURED AUDIENCE



# Bethpage POLO AT THE PARK



OUR LARGEST SIGNAGE (6' X 20') IS DISPLAYED YEAR ROUND





BRANDING

*Bethpage*

**POLO** AT THE **PARK**





Your Own Team Jerseys

Team Naming

Game Ball Throw-In

Announcements for your  
company at all games  
throughout the season



Bethpage Polo at the Park offers a wide variety  
of sponsorship opportunities allowing engagement  
with a superb audience of affluent decision makers while  
providing sponsors an opportunity to promote their brands



Perfect for Personal Concierge Services,  
Event Planners, Corporate Events

*EACH CLIENT WILL RECEIVE AN EXCLUSIVE TOUR TO  
INCLUDE THE PLAYERS AND OF COURSE THE HORSES*

Offer your clients, friends and family a beautiful Sunday  
afternoon at Bethpage Polo at the Park. Purchase a picnic  
basket and spend the day with our social members beneath  
their exclusive social members tent.



*Bethpage*  
**POLO** AT THE **PARK**

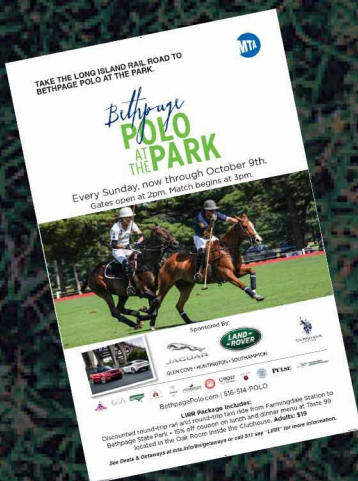




# Long Island Rail Road DEALS & GETAWAYS


300-21" X 33" POSTERS  
IN ALL TRAIN STATIONS

50,000-3" X 8" FLYERS IN  
AUGUST MAIL & RIDE



200-60" X 46" PLATFORM CARDS ON ALL LIRR TRAIN PLATFORMS



4' X 8' BANNERS HUNG IN THREE TRAIN STATIONS  
HUNTINGTON, RONKONKOMA, LONG BEACH

TAKE THE LONG ISLAND RAIL ROAD TO BETHPAGE POLO AT THE PARK. 

**Bethpage POLO AT THE PARK**

Every Sunday, now through October 9th.  
Gates open at 2pm. Match begins at 3pm.



Sponsored By:

   
GLEN COVE - HUNTINGTON - SOUTHAMPTON

BethpagePolo.com | 516-514-POLO

**LIRR Package Includes:** Discounted round-trip rail and round-trip taxi ride from Farmingdale Station to Bethpage State Park  
• 15% off coupon on lunch and dinner menu at Taste 99 located in the Oak Room inside the Clubhouse. **Adults: \$19**

See Deals & Getaways at [mta.info/lirr/getaways](http://mta.info/lirr/getaways) or call 511 say "LIRR" for more information.



IN ADDITION

YOUR 15 SECOND MARKETING VIDEO CAN RUN IN PENN STATION ON  
ALL LIRR BIG SCREEN MONITORS EVERY 10 MINUTES FOR 5 MONTHS  
WANT YOUR LOGO ON ALL MTA PRINTED MATERIALS?

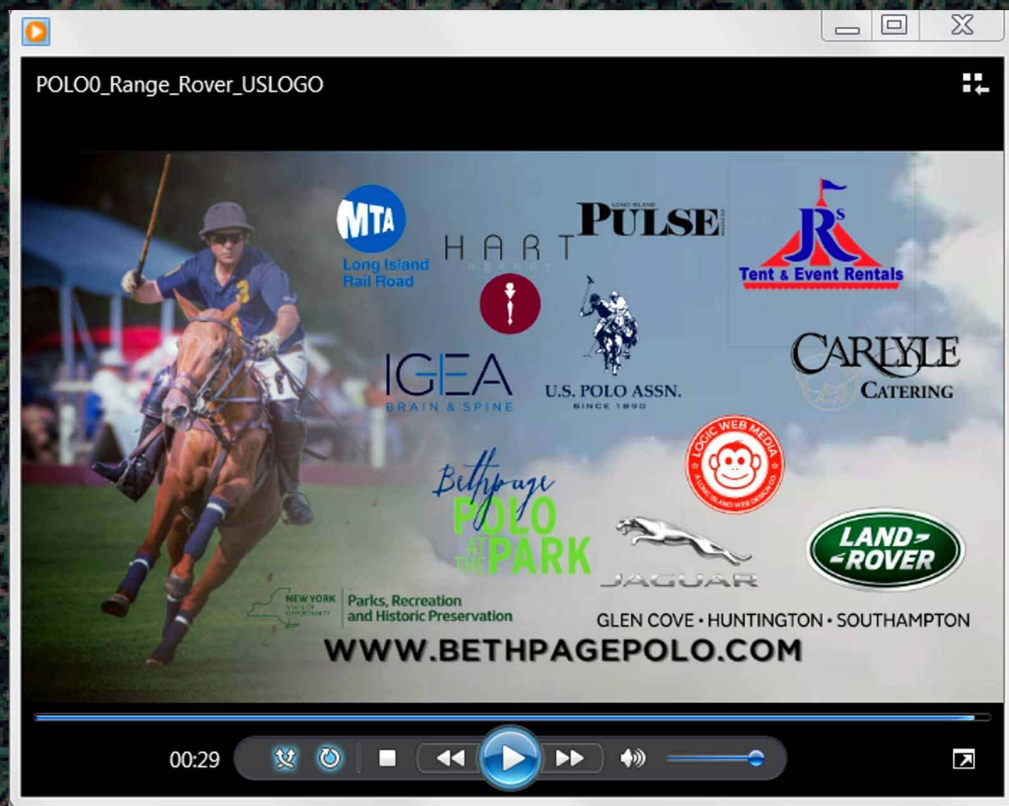


# TV PACKAGES

## Manhattan & Long Island

We purchase 1500-30 second spots on Bloomberg TV, CNN, MSNBC, Fox Business, Fox News, HLN, The Weather Channel and News 12

Sample videos available upon request



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**POLO** AT THE **PARK**





# COUTURE

## CONCEPTS

NEW YORK



Sundays have met their match

[Polo@CoutureConceptsNY.com](mailto:Polo@CoutureConceptsNY.com)

**(631) 239-5142**

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