



BROOKE USA'S
SUNSET POLO™
& WHITE PARTY

FRIDAY, MARCH 20TH
5:30 PM – 11:00PM

THE WANDERERS CLUB | WELLINGTON, FLORIDA
EVENTS@BROOKEUSA.ORG



BROOKEUSAEVENTS.ORG

SPONSORSHIP PACKET

THE SOIREE OF THE SEASON

The Brooke USA's Sunset Polo™ & White Party is a leading event on the South Florida winter social calendar. The Wanderers Club in Wellington, Florida paints a scene that is nothing short of idyllic with white cabanas lining the edge of the oversized pool and overlooking the tournament-sized polo field as the sun sets and the exhibition polo match begins.

With over 1,000 people in attendance each year, the one-of-a-kind event features a bona fide who's who of the South Florida, Palm Beach and Wellington social scenes. The previous Sunset Polo & White Party events have raised a cumulative \$1.5 million to benefit Brooke USA, directly improving the welfare of working horses, donkeys and mules and the people they serve throughout Asia, Africa, the Middle East, the Americas and the Caribbean by raising funds and responsibly directing them to the areas of greatest need.

Returning to The Wanderers Club on Friday, March 20, 2020, Brooke USA's Sunset Polo™ & White Party organizers have spent months planning a special celebration with a fully slated schedule and enhanced activities featuring:

- Sunset Polo Game
- Touch of Orange Dinner
 - Gourmet Chef-Attended Fine Dining Stations
- VIP Cabanas featuring bottle service and delectable appetizers
- Luxury Travel & Silent Auctions
- Poolside White Party
- Celebrity Entertainment
- Miniature Horses
- And much more ...

EVENT ACCESS

General Admission:

Includes access to the Brooke USA's Sunset Polo™ & White Party and buffet dinner.

- Early Access: \$85
- March 1, 2020: \$100
- At the Door: \$125
- Children: \$50 – Includes dinner and soft drinks

VIP Cabanas:

Includes access to the Brooke USA's Sunset Polo™ & White Party and buffet paella dinner. VIP Cabanas offer contemporary beauty, comfort and privacy alongside the swimming pool or polo field. Cabanas seat 8 people and ensure bottle service and upgraded hors d'oeuvres.

- Cabana for Eight: \$3,000

Touch of Orange Dinner:

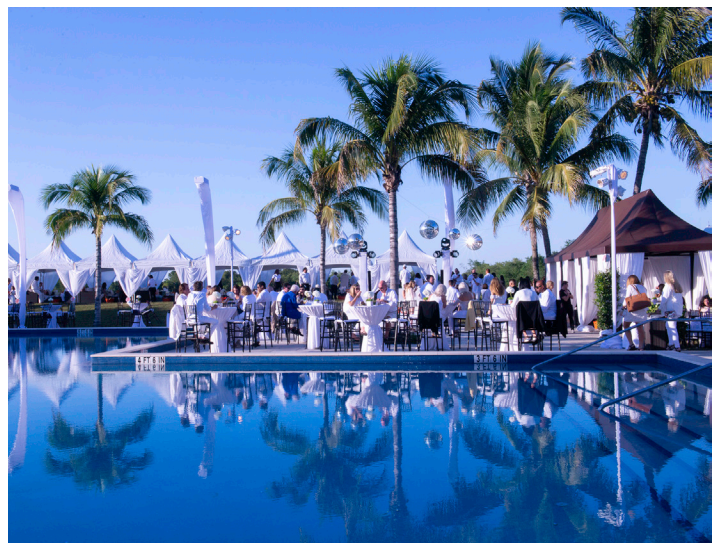
Tables of 8 or individual tickets are available. Includes access to the Brooke USA's Sunset Polo™ & White Party, as well as the Touch of Orange Dinner. Tickets include an open bar, gourmet dining, exciting entertainment and unique engagement opportunities.

- Table: \$5,000
- Individual: \$625

Bundle – White Party & Touch of Orange Dinner:

This option is the premium experience, offering the best of both worlds with a VIP Cabana for 8 guests, as well as an accompanying table for 8 at the Touch of Orange Dinner.

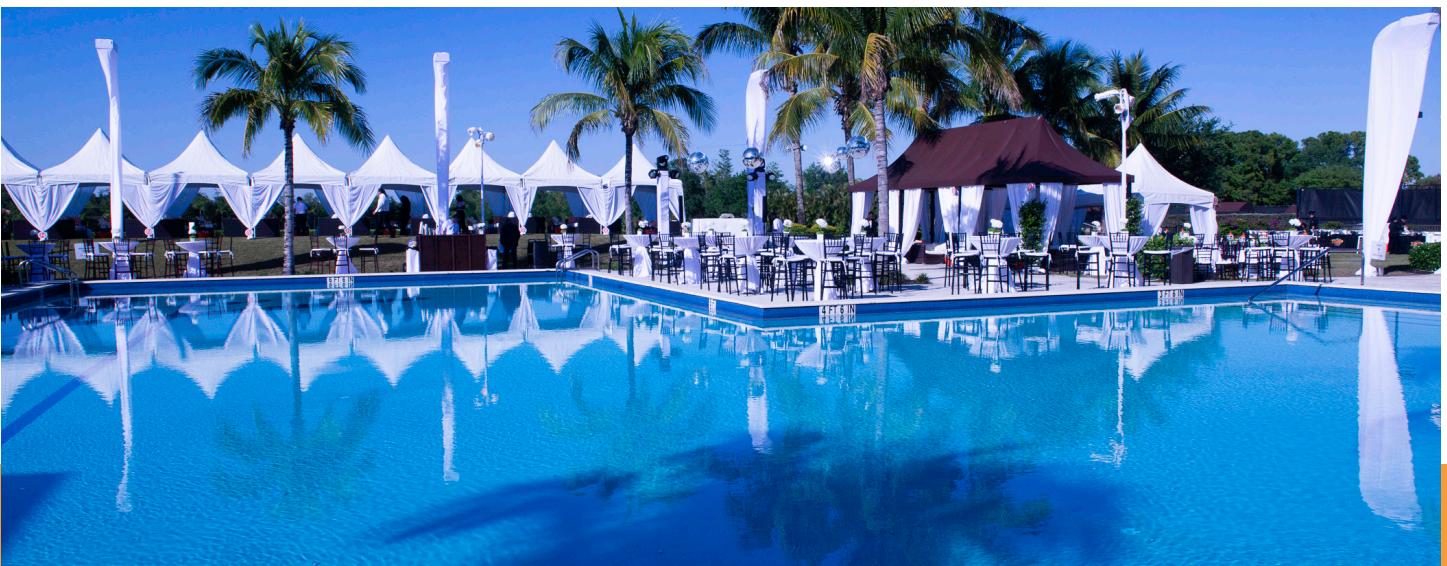
- Bundle for Eight: \$7,500



THE TARGET AUDIENCE

The Brooke USA's Sunset Polo™ & White Party is a veritable gathering of who's who in the Wellington equestrian world, from polo players to dressage and show jumping enthusiasts. The "can't miss" event of the season offers something for everyone with poolside dancing and music for emerging trendsetters and style-blazers, and a private celebration for luminaries and Wellington influencers. Sponsors may choose to appeal to one or both groups of Brooke USA's extraordinary supporters.

The equestrian industry is one of Palm Beach County's most signature economic sectors. No other place in the world can claim to have the highest concentration of sport horses in the world – some 7,000 during the polo and equestrian season. According to the 2014 Winter Equestrian Festival Economic Impact Study, surveyed respondents in the Wellington area were 61.8% female, with an average age of 48.9 years, 58.4% college educated or higher, 13.6% classified "professional" by career designation, earning on average \$211,758 in household income (HHI) and 78.9% "Caucasian."



THE SUNSET POLO

Each year, players are cultivated for a one-night-only exhibition match. The sporting event kicks off at 6:00 p.m. with the traditional singing of the National Anthem, as well as the **coin toss** and **throw-in**.

Spectators, adorned in white, sit field-side to watch the exciting round robin polo action unfold while Brooke USA equine friends and miniature horse social media sensations Star & Huck stop for meet and greets.

Once the game concludes, the winning team is presented with the newly designed Brooke USA Sunset Polo trophy.

The **Awards Sponsor**, along with the Brooke USA Young Leaders Initiative, presents the trophy and specialty gifts for each of the riders. Other awards include the **Most Valuable Player** and **Best Playing Pony**.

Available Sponsorships:

- Awards Sponsor - \$5,000
- Team Sponsors (3) - \$5,000
- Most Valuable Player - \$2,500
- Best Playing Pony - \$2,500
- Player Bags - \$2,000
- Coin Toss Sponsor - \$1,000
- Throw-in Sponsor - \$1,000



THE WHITE PARTY

Beginning immediately after the Brooke USA's Sunset Polo™ Awards, the **White Party** comes to life. From the handpicked silent auction to the luxury travel auction, and the buffet dinner to live entertainment, the White Party offers something for everyone.

Party goers don their best white attire, and dance the night away under the stars while sipping on signature cocktails, relishing in a buffet dinner and enjoying the care-free atmosphere, finishing the winter season with a night to remember.

For the social media mavens, luxury cars, meet and greet opportunities and photo booths will be available to capture the festivities. With our SnapChat geo-filters and social media hashtags, guests will be able to share their memories for everyone to see.

Available Sponsorships:

- White Party Presenting Sponsor - \$15,000
Includes Brooke USA's Sunset Polo™ Sponsorship
- Entertainment Sponsor - \$7,500 or In-Kind
- Luxury Car Sponsor - \$5,000
- Photo Booth Sponsor - \$3,500 or In-Kind **(SOLD)**
- Beer Garden Sponsor - \$3,000 or In-Kind
- Swag Bag Sponsor - \$2,500



THE TOUCH OF ORANGE DINNER

Elevate your experience with the inaugural Touch of Orange Dinner, the crème de la crème of the event. From VIP parking and a private entrance to a luxurious fine dining experience complete with chef-attended action stations. The Touch of Orange Dinner adds an air of elegance to the White Party, with a pop of orange.

The sprawling veranda and The Stables of The Wanderers Club will transform into a spectacular scene of sophistication overlooking the poolside White Party. The Touch of Orange Dinner attendees will have early access to the Brooke USA's Sunset Polo, with a private cocktail reception, as well as reserved golf carts for transportation to and from the main event. Invitees will also enjoy an open bar, and a private cocktail reception with passed hors d'oeuvres.

The evening's sit-down dinner will commence immediately upon the conclusion of the polo awards. Guests will have the best bird-eye view of the party and be able to revel in the sounds of the entertainment on the veranda, or tucked inside The Stables Restaurant where they can enjoy a quiet evening of five-star cooking, libations and music.

Bundle the Touch of Orange Dinner with the White Party, and this all-inclusive experience will make the Brooke USA's Sunset Polo™ & White Party a night to remember.



Available Sponsorships:

- Touch of Orange Dinner Presenting Sponsor - \$10,000
- Fashion Show Sponsor - \$5,000
- Swag Bag Sponsor - \$2,500
- Craft Beer Tasting Sponsor - \$3,000

Additional Sponsorships:

- Kick-Off Party Sponsor - \$10,000 **(SOLD)**
- Video Sponsor: \$5,000
- Valet Parking Sponsor: \$2,500
- Social Media Sponsor - \$2,500
- Photography Sponsor: \$2,500

Custom Sponsorships available.

All sponsorships must be claimed and paid no later than March 15, 2020. Should payment of sponsorship not be received, sponsor will not retain title and benefits.

PREMIER SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS

WHITE PARTY
\$15,000

TOUCH OF ORANGE
DINNER
\$10,000

ENTERTAINMENT
\$7,500

TEAM
SPONSOR
\$5,000

SWAG
SPONSOR
\$2,500

VIP TABLE @ TOUCH OF ORANGE	●	● ●			
LUXURY VIP CABANA	● ●	●	●		
4 VIP TIX @ TOUCH OF ORANGE				●	
8 GENERAL ADMISSION TIX					●

PRE-EVENT RECOGNITION

SOCIAL MEDIA PROMOTION	●	●	●	●	●
WEBSITE PRESENCE	●	●	●	●	●
PRESS RELEASE	●	●	●	●	
EVENT FLYER	●	●			
LOGO INCLUSION IN EMAIL BLASTS	●	●	●	●	●

ON-SITE RECOGNITION

PROGRAM INCLUSION	●	●	●	●	●
STEP & REPEAT	●	●	●		
ANNOUNCEMENTS	●	●	●	●	●
LOGO ON TEAM JERSEYS & HATS	●			●	
AWARDS PRESENTATION	●			●	
BRANDED DINNER MENU		●			
WHITE PARTY SIGNAGE	●		●		
GIFT IN SWAG BAGS	●	●		●	●
SOCIAL MEDIA	●	●	●	●	●

POST-EVENT RECOGNITION

OUTGOING PRESS RELEASES	●	●	●	●	
E-NEWSLETTER	●	●	●	●	●
THANK YOU EMAIL BLAST	●	●	●	●	●

SUNSET POLO & WHITE PARTY SPONSORSHIPS

Brooke USA's Sunset Polo™ & White Party Presenting Sponsor - \$15,000

Two Luxury VIP Cabanas | One Touch of Orange Dinner Table | Step & Repeat | Event Flyer | Presentation of Polo Awards | Event Website | Individual Press Release | Event Announcements | Branded Player Jerseys & Hats | E-Newsletter | Gifting | Social Media

Entertainment Sponsor - \$7,500 or In-Kind

One Luxury VIP Cabana | Step & Repeat | Individual Press Release | Event Announcements | Gifting Opportunity | Stage Signage | Social Media | Event Website | E-Newsletter

Team Sponsors (3) - \$5,000

4 VIP tickets to the Touch of Orange Dinner | 8 General Admission Tickets | Presentation of Awards | Press Release | Branded Player Jerseys & Hats | Team Naming | Event Announcements | E-Newsletter | Event Website | Social Media

Awards Sponsor - \$5,000

4 VIP tickets to the Touch of Orange Dinner | 8 General Admission Tickets | Presentation of Awards | Logo on Jumbotron | Step & Repeat | Press Release | Logo in E-blasts | Event Website | E-Newsletter | Social Media

Luxury Car Sponsor - \$5,000

4 VIP tickets to the Touch of Orange Dinner | Premier Placement of Four Cars | 8 General Admission Tickets | Step & Repeat | Press Release | Logo in E-blasts | Social Media

Cocktail Reception Sponsor - \$3,500 or In-Kind

Branded Bars | 8 General Admission Tickets | Press Release | Logo Inclusion in E-blasts | Social Media

Photo Booth Sponsor - \$3,500 or In-Kind (SOLD)

8 General Admission tickets | Press Release | Logo Inclusion in E-blasts | Social Media

Beer Garden Sponsor - \$3,000 or In-Kind

Branded Beer Garden | 4 General Admission Tickets | Logo Inclusion in E-blasts | Social Media

Swag Sponsor - \$2,500 or In-Kind

4 General Admission Tickets | Branded Party Swag for 1,000 Guests | Logo Inclusion in E-blasts | Social Media

Most Valuable Player - \$2,500

Presentation of the Award | 4 General Admission Tickets | Game Announcements | Branded Award | Logo in E-blasts | Social Media

Best Playing Pony - \$2,500

Presentation of the Award | 4 General Admission Tickets | Game Announcements | Branded Horse Blanket | Logo in E-blasts | Social Media

Player Bags - \$2,000

4 General Admission Tickets | Branded Player Bags | Logo in E-blasts | Game Announcements | Social Media

Coin Toss Sponsor - \$1,000

Game Announcements | 4 General Admission Tickets | Logo Inclusion in E-blasts | Social Media

Throw-in Sponsor - \$1,000

Game Announcements | 4 General Admission Tickets | Logo Inclusion in E-blasts | Social Media

Ball Sponsor - \$1,000

Branded Polo Balls | 4 General Admission Tickets | Logo in E-blasts | Social Media

TOUCH OF ORANGE DINNER SPONSORSHIPS

Touch of Orange Dinner Presenting Sponsor - \$10,000

Two Touch of Orange Dinner Tables | One VIP Cabana for 8 | Step & Repeat | Branded Dinner Menus | Event Flyer | Event Website | Individual Press Release | Event Announcements | E-Newsletter | Gifting | Social Media

Swag Sponsor - \$2,500 or In-Kind

2 Tickets to the Touch of Orange Dinner | 4 General Admission Tickets | Branded Party Swag for 1,000 Guests | Logo Inclusion in E-blasts | Social Media

ADDITIONAL UNDERWRITING OPPORTUNITIES

Signature Drink Sponsor - \$3,000

8 General Admission Tickets | Branded Drink Ticket Event Website | Logo in E-blasts | Social Media

Video Sponsor - \$3,000

8 General Admission Tickets | Logo in Video post-event | Logo in E-blasts | Social Media

Valet Parking Sponsor: \$2,500

4 General Admission Tickets | Branded Swag Placement in all Cars | Logo in E-blasts | Social Media

Social Media Sponsor - \$2,500

4 General Admission Tickets | Logo on all Geo-filters (Snapchat) | Story Interview on Instagram and Facebook | Logo in E-blasts | Social Media

Photography Sponsor: \$2,500

Gallery post-event with logo | 4 General Admission Tickets | Logo in E-blasts | Social Media

Printing Sponsor: \$2,500

4 General Admission Tickets | Logo in E-blasts | Social Media

Alcohol Sponsors – In-kind

Signage at the bars | 4 General Admission Tickets | Logo in E-blasts | Social Media

Interested in a Sponsorship?

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