



NORTHERN VIRGINIA THERAPEUTIC RIDING PROGRAM POLO CLASSIC

*Honorary Chair Sheila C. Johnson
Co-Hosted by Will Thomas and Sherrie Beckstead*

SATURDAY, SEPTEMBER 24, 2022 | GREAT MEADOW, THE PLAINS, VA



SPONSORSHIP OPPORTUNITIES



NVTRP POLO CLASSIC

The NVTRP Polo Classic is a lovely afternoon of polo, food, wine, beverages, entertainment and auctions in the Virginia countryside. NVTRP's largest annual fundraiser, the Polo Classic raised almost \$250,000 in 2021.

In addition to the promotional and marketing benefits, many sponsors enjoy the opportunity to host clients and employees at the Polo Classic. Sponsorships range from \$1,000-\$15,000, which include tickets to the event, a reserved seating location and a variety of promotional benefits.



Founded over 40 years ago, NVTRP provides equine-assisted services to hundreds of people with disabilities, recovering military personnel, and youth from marginalized communities, with the goal of helping each rider reach his or her fullest potential. Each week, over 110 riders come to NVTRP's 17-acre farm in Clifton, VA to ride and pursue a range of physical, emotional and social goals, such as:

- Gaining the core strength needed to sit independently
- Overcoming debilitating anxiety
- Learning to interact with peers appropriately
- And, perhaps most importantly, having fun and basking in a sense of possibilities

Our donors' generous support means that military riders and youth from marginalized communities ride at NVTRP at no cost to themselves, and other riders pay fees equal to one third of the actual cost of their sessions.



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SPONSOR BENEFITS

Sponsor packages range from \$1,000-\$15,000 and include a variety of promotional and hospitality benefits. This event attracts a crowd of leading executives and professionals from The Plains, Middleburg, Warrenton, Fairfax, Arlington, McLean and other areas across the DC Metropolitan Area.

PROMOTIONAL BENEFITS

With hundreds of people in attendance from across Northern Virginia, your company logo will be seen by many. Possible promotional benefits include:

- Logo on NVTRP website and promotional emails sent to over 5,800 addresses and promotion on NVTRP Facebook page with over 3,000 followers
- On-site product display, tasting or other branding opportunity
- Advertisement in printed event program
- Announcements on loudspeaker throughout event
- Logo on step & repeat banner featured during award ceremony
- Company banner inside polo arena
- Naming rights to one polo team, including player jerseys with selected team name
- Logo on Staff and Volunteer t-shirts

HOSPITALITY BENEFITS

Many sponsors use this unique event to treat clients or employees to an exciting afternoon in the Virginia countryside. Hospitality benefits include:

- Event tickets for you and your guests (tickets include food, beverages, parking and all entertainment)
- Premier reserved seating in a railside box



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AVAILABLE SPONSOR PACKAGES

All sponsorship packages include event tickets, reserved seating, premier parking, and exceptional hospitality, including a private bar.

	PRESENTING \$15,000 (1 available)	PLATINUM \$10,000	DIAMOND \$7,500	GOLD \$5,000	SILVER \$2,500
Company name linked to the event name	X				
Opportunity to speak during the event program (3 minutes)	X				
Opportunity to have a booth at the event	X				
Company highlighted in one promotional email leading up to the event	X Opportunity to include a quote				
Naming rights to one polo team, to include player jerseys with selected team name	X	X			
Company logo on Step & Repeat Banner	X Large Logo	X Large Logo	X Medium Logo	X Small Logo	
Company banner inside polo arena* *company to provide	X Priority Placement	X	X	Optional Add-On (\$500)	Optional Add-On (\$500)
Private tent with seating for 10 guests; 3-course meal	X 1 tent (option to add additional guests)	X 1 tent (option to add additional guests)	X 1 tent	X 1 tent	Private railside box with seating for 8, with gourmet boxed meal.
Logo on Staff & Volunteer T-Shirts	X Name & Large Logo	X Large Logo	X Medium Logo	X Small Logo	X Name Only



AVAILABLE SPONSOR PACKAGES (con't)

	PRESENTING \$15,000 (1 available)	PLATINUM \$10,000	DIAMOND \$7,500	GOLD \$5,000	SILVER \$2,500
Logo on event website	X Logo linked to company website	X Logo linked to company website	X Logo Only	X Logo Only	X Name Only
Company logo included on every promotional email leading up to event (4 minimum)	X Logo linked to company website	X Logo linked to company website	X Logo Only	X Logo Only	X Name Only
Recognition in Social Media posts with tag and link to company website	X 2 posts per week for 4 weeks leading up to event	X 1 post per week for 4 weeks leading up to event	X 1 post per week for 3 weeks leading up to event	X 1 post per week for 2 weeks leading up to event	X 1 post prior to event
Advertisement in Printed Event Program	X Full Page	X Half Page	X Half Page	X Quarter Page	X Quarter Page

To create your custom sponsor package, contact Marisa Alonso at (703) 764-0269 or polo@nvtrp.org.
Sponsor payment must be received by August 1st to be listed in the event program.

RESERVE YOUR SPONSORSHIP TODAY AT VISIT WWW.NVTRP.ORG/POLO



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UNDERWRITING OPPORTUNITIES

Underwriting opportunities include promotional benefits only. Tickets may be purchased separately, if desired.



\$5,000 OPPORTUNITIES

- BAR SPONSOR
- ENTERTAINMENT / SOUND SPONSOR



\$2,500 OPPORTUNITIES

- TECHNOLOGY SPONSOR
- MILITARY COLOR GUARD SPONSOR
- CLIENT DEMO SPONSOR
- HEALTH & SAFETY SPONSOR
- PHOTOGRAPHY / VIDEOGRAPHY SPONSOR



\$1,000 OPPORTUNITIES

- HAT CONTEST SPONSOR
- VOLUNTEER TENT SPONSOR
- AWARDS TABLE SPONSOR

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PRIVATE PARTY PACKAGES

	\$7,500 <i>Large Private Party</i>	\$4,000 <i>Private Tent</i>	\$4,000 <i>Small Private Party</i>	\$2,000 <i>Railside Box</i>
Number of Tickets	24	10	12	8
Seating Location	seating in private, shaded railside deck, with gourmet boxed meal	Seating in a private tent with a hot 3-course meal, plus access to a shared railside area.	Seating in one half of a private, shaded railside deck, with a gourmet boxed meal.	Reserved table in railside box (unshaded) with a gourmet boxed meal.
Private Self-Serve Bar	X	X	X	X
Priority Parking	X	X	X	X
Advertisement in printed event program	X Half Page	X Quarter Page	X Quarter Page	<i>Optional Add-On</i>

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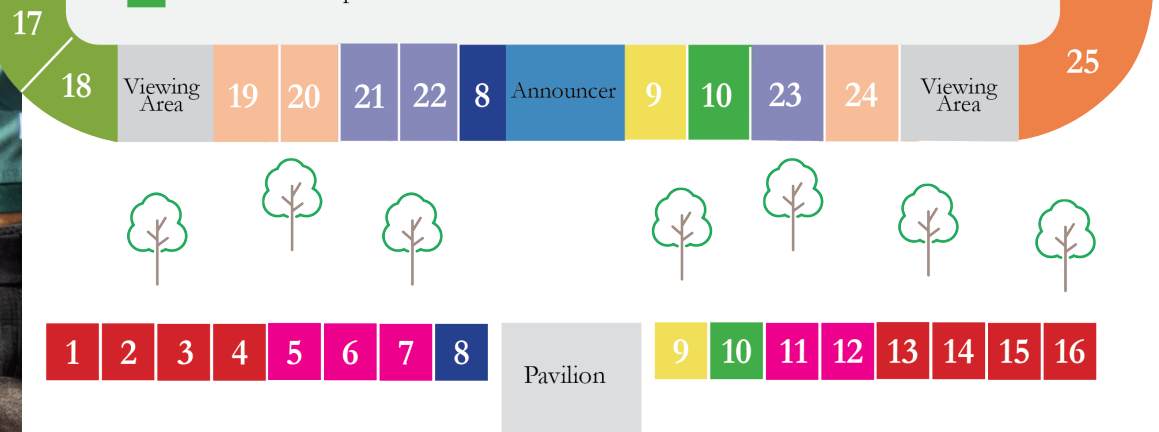




GREAT MEADOW VENUE MAP

POLO ARENA

- | | |
|-----------------------------|-----------------------------|
| 1-4 & 13-16 = Private Tents | 17-18 = Small Private Party |
| 5-7 & 11-12 = Gold Sponsors | 19-20 & 24 = Railside Box |
| 8 = Presenting Sponsor | 21-23 = Silver Sponsor |
| 9 = Platinum Sponsor | 25 = Large Private Party |
| 10 = Diamond Sponsor | |



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