



CHESTER
POLO

Chester Polo



Set on the centre of the Oldest Racecourse in the World, the 'Roodee'. The heart of Chester's vibrant city in the county of Cheshire. Home to the North West's most affluent postcodes and significant business growth nationally and internationally.

- Exhibition series of top-class polo at the Roodee
- Firmly established on the British polo circuit
- Attracts highly skilled teams and players from around the world
- Recognised as a premier social event in the North West
- Premium hospitality options
- Pitch side location
- Thrilling entertainment
- Expert commentary
- Brand and marketing opportunities
- Dual event on Finals Day, also providing family activities

Chester Polo



Boodles Roodee Challenge Cup 2024



Thursday 5 September

Exclusive event ahead of the Chester Polo Series weekend. Headline sponsor is Boodles (single day rights).

By invitation only – Sponsor's guests only, with a small number of personally selected guests of Chester Race Company.

Up to 200 guests attend – Hospitality package as per Friday 6 September.

BOODLES
1798



Chester Polo Series 2024



Polo Semi-Finals Day – Friday 6th September

For those looking for an afternoon of luxury, the Chester Polo Club Hospitality Marquee offers guests an extra special VIP experience. On arrival, guests will be provided a brief introduction to the game of Polo, followed by a delicious luncheon. After dining, guests can take their place on the outdoor veranda and enjoy a front row position to all of the action on the pitch as well as live music to end the day.

The perfect opportunity to entertain clients and enjoy premium corporate hospitality and entertainment.

Hospitality Package

- Admission badge
- Table reserved in the marquee all day
- Outside veranda to watch the games
- Laurent-Perrier Champagne reception
- Three course lunch
- ½ bottle wine per person
- Polo programme
- Live music

Price per person: £162+VAT





Chester Polo Series 2024



Polo Finals Day - Saturday 7 September

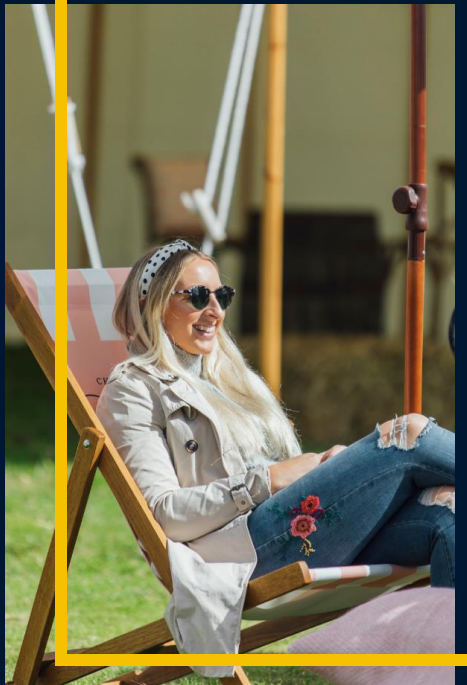
Chester Polo bring family-focussed activities and bespoke food & drink offerings to a dual event hosted beside the polo pitch.

Hospitality Package

- Admission badge
- Table reserved in the main marquee all day
- Outside veranda to watch the games
- Reception drink (one glass per person)
- Two-course Buffet Lunch
- Polo programme
- Cash bar

Price per person: £99+VAT





Sky Sports Racing Feature



Media Coverage



REWIND FESTIVAL NORTH
 Where? Donnington Hall, Sandringham, Cheshire, SK7 5JF
 What? Sept 18-19
 Why visit? To enjoy an 800+ music offer and see over 1000 artists. One of the UK's largest festivals has opened over the weekend. It's a chance to check in to see your favourite bands enjoy the sounds of the Village People, Sister Sledge, Amy Winehouse, The Undertones, The Jam, The Police, Bowie and Pink and many more. Don't miss the chance to see the new album 'The Love Train' by the band The Roots. Tickets are available to purchase here: www.rewindfestival.com

Knutsford Music Festival
 When? June 23rd-25th
 Where? Various venues
 Why go? Be in at the beginning. This will be the first music festival held in the town with the aim of celebrating local talent and bringing to the area. Expect a whole range of music from jazz to choral and classical, the town centre will be alive.



- Circa 25 pieces of coverage per event
- 1.5 million online readership
- 30,000 estimated coverage views
- Mixture of local, regional, and national media coverage



The great British summer made an appearance on the British polo calendar for the ILDF International Polo Weekend at Donnington Hall, Sandringham, Cheshire, SK7 5JF. The polo weekend for the public, which has been in Chester Polo Club's hands since 1998, is set to be a weekend of polo and a weekend of polo.

The weekend event will be the first polo event for Chester Polo Club in over 100 years. The polo weekend will be a weekend of polo and a weekend of polo. The polo weekend will be a weekend of polo and a weekend of polo.

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Socials

GROUP ACTIVITY OVERVIEW

SOCIAL IMPRESSIONS **232,687** ENGAGEMENTS **5,627** REACH **116,448**



FACEBOOK
Reach **98,610**
Engagements **2,808**

FACEBOOK PAGE LIKES
3.2K

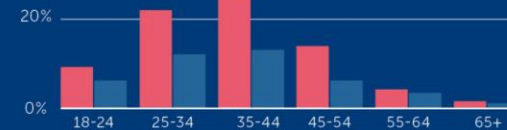
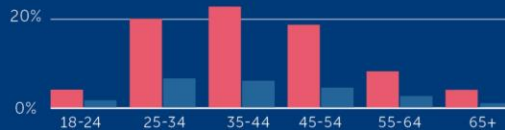
INSTAGRAM FOLLOWERS
2.4K

INSTAGRAM
Reach **17,838**
Engagements **679**

♂ 22.1% 77.9% ♀

♂ 35.5% 64.5% ♀

TWITTER
Reach **111,060**
Engagements **2,140**



EMAIL

UNIQUE OPENS
5,278

AVERAGE OPEN RATE
53,78%

AVERAGE CTR
2.61%

TWITTER FOLLOWERS

♂ 22% 77% ♀

Age Group	Male (%)	Female (%)
18-24	~5	~15
25-34	~15	~20
35-44	~10	~25
45-54	~5	~18
55-64	~2	~10
65+	~1	~5



Team Sponsorship



- Naming rights to a Polo Team
- Branding on front of team shirt
- Signed team shirt
- Opportunity to Meet & Greet Polo Teams with your guests
- Pitch side backboard branding*
- Presentation backdrop branding
- Inclusion in press and media in relation to event
- Single page advert in polo programme
- Website branding with hyperlink
- PA announcements and interview opportunities
- Promotional display and data collection opportunities*
- Social media engagement and digital opportunities
- Hospitality table for 4 in shared VIP marquee, each day

Investment fee: £8,500 plus VAT for the 3 days of the event

Packages also available from £3,000 plus VAT for Friday & Saturday

**Activation / production / staffing fees are at cost of the sponsor*

Divot Stomping Sponsorship



The longest-standing and most important of traditions in Polo. As the whistle blows at half time ladies and gents take to the field to smooth out the divots from the horses' hooves.

A silver cork is buried amongst the divots and the finder is presented with a bottle of Laurent-Perrier Champagne or bespoke gift from the sponsor.

- Pitch side backboard branding
- Presentation backdrop branding
- Present a bottle of Laurent-Perrier to whoever finds the silver cork
- Inclusion in press and media in relation to event
- Single page advert in polo programme
- Website branding with hyperlink
- PA announcements and interview opportunities
- Promotional display and data collection opportunities
- Social media engagement and digital opportunities
- Opportunity to Meet & Greet Polo Teams with your guests

Investment fee:

Thursday Only £3,000 plus VAT

Friday & Saturday £2,500 plus VAT

All three days £5,000 plus VAT

With hospitality in the VIP Marquee charged as taken



Sponsorship Packages



Sponsorship of:

- The Umpires - SOLD OUT
- Best Playing Pony
- Most Valuable Player - SOLD OUT
- Polo Contributor Partner – categories include, but are not limited to: Champagne, Chauffeur, Media, Fashion, Hotel, Aviation, Luxury Car, Gifting, Floristry, Entertainment, Fragrance, Accessories, Luxury Homes

From £1,500 plus VAT each (*with hospitality in the VIP Marquee charged as taken*). Further details of packages available on request.

A variety of sponsorship and hospitality options can be bundled to create one bespoke package across the event – pricing and full details on application. Please email Nicola Myers, Business Development Manager nmyers@chester-races.com for further information.





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