



Sponsorship Opportunities

OCTOBER 24, 2020

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 evening of exciting polo with silent and live auctions, entertainment, and great food. Join us for a splendid night of 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 24, 2020, 4:00pm—10:00 pm





Attacking from every angle

In Florida

Here are just a few examples of how we are attacking cancer in Florida and beyond.



Attacking as Activists

The American Cancer Society mobilizes grassroots activists and community leaders to lead the fight against cancer.

- **ACS CAN**, the Society's nonpartisan sister organization, works to make cancer a national, state and local public policy priority.
- **18 million** people nationwide benefiting from expanded access to health insurance.
- Currently, in partnership with more than **325 hospitals and treatment facilities** to help support cancer patients' needs, quality of life and survivorship.
- Congress approved increased funding for the National Institutes of Health, including **\$475 million** for the National Cancer Institute for FY 2017.



Attacking with Breakthroughs

The American Cancer Society launches innovative research and develops revolutionary approaches to reduce the cancer burden for everyone.

- Currently funding **\$410 million** in research grants, including **\$9 million** at Florida institutions.
- Invested more than **\$4.6 billion** over the years in cancer research and funded **47** eventual Nobel Prize recipients.



Attacking with Communities

The American Cancer Society is mobilizing communities to make sure patients can get to the treatment they need and raising awareness and funds through community efforts like Making Strides Against Breast Cancer, Relay For Life and more.

- Providing more than **41,000 nights** of free and reduced-cost lodging to Florida patients.
- Providing more than **43,000 rides** to treatment appointments to Florida patients.



Attacking with Direction

The American Cancer Society is empowering people with our 24/7 helpline and website, patient navigators and science-based guidelines and advice.

- Handled more than **1.34 million** calls and live chats in 2017.
- Our website, cancer.org, had more than **106 million** visits in 2017 for the latest information on virtually all cancer topics.
- Partnering with more than **288 Florida health systems and clinics** to increase screenings and/or HPV vaccination rates.

2018 projections unless otherwise noted



The Villages Pink Polo Classic Sponsorship Levels

\$15,000 Presenting Sponsor

(Limit one sponsor)

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.

Tables: Admission for 2 tables with 8 seats each (16 seats total) and preferred seating with signage at reserved tables acknowledging your Presenting Sponsorship.

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. Limit of 3 Platinum Sponsors.

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.

Table: Admission for 1 table with 8 seats and preferred seating with signage at your reserved table acknowledging your Platinum Team Sponsorship.

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.

Table: Admission for 1 table with 8 seats and preferred seating with signage at your reserved table acknowledging your Gold Sponsorship.

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.

Table: Admission for 1 table with 8 seats and preferred seating with signage at your reserved table acknowledging your Champagne Divot Stomp and “Best Hat” Sponsorship.

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.

Table: Admission for 1 table with 8 seats and signage at your reserved table acknowledging your Hospitality Sponsorship.

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.

Table: Admission for 1 table with 8 seats and signage at your reserved table acknowledging your Tailgate Sponsorship.

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.

Table: Admission for 1 table with 8 seats and signage at your reserved table acknowledging your Silver Sponsorship.

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.

\$1,500 Table 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 8 tickets for the polo match.

Table: Admission for 1 table with 8 seats and signage at your reserved table.

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

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



\$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.

Table: Reserved table with 4 seats and signage acknowledgement of sponsorship.

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.

Table: Reserved table with 4 seats and signage acknowledgement of sponsorship.

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.

Table: Reserved table with seating for 2.

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.

Table: Open table seating.

\$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.

