



S P O N S O R S H I P O P P O R T U N I T I E S



chukkersforcharity.net

WHY SUPPORT CHUKKERS

CHUKKERS FOR CHARITY ESTABLISHED 1996
TENNESSEE'S LARGEST AND HIGHEST GROSSING CHARITY POLO MATCH

BENEFITING ROCHELLE CENTER AND SADDLE UP!
SERVING PEOPLE WITH DISABILITIES IN MIDDLE TENNESSEE

OVER \$2.8 MILLION RAISED SINCE 1996

ROCHELLE CENTER

In 1968, long time area educator W.R. Rochelle began the foundation of the agency to offer supports for adults with intellectual and developmental disabilities. These supports would enhance the skills necessary to become as independent as possible in our community. Today Rochelle Center continues that mission.

SADDLE UP!

Saddle Up!'s mission is to provide children and young adults with disabilities the opportunity to grow and develop through therapeutic, educational and recreational activities with horses.





PRESENTING SPONSOR

\$35,000

AN EXCLUSIVE SPONSORSHIP

Naming rights of event

Company signage placement throughout event site

Name recognition during match announcements

Product placement on site (if applicable)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, trophy presentation backdrop, score board, the event website and event program

Two full page premium color recognition placements in the event program, the inside front and back covers

Trophy Presentation backdrop featuring Presenting Sponsor logo, Chukkers logo, charity beneficiary logos

Polo Pony to circle the field with company flag at opening ceremony

Participation in the start of the polo match and in trophy presentation at the close of the event

Two private cabanas at center field with seating for 20 guests

Gourmet dinner and open cocktail bars provided

The desirable demographics of attendees present an ideal opportunity to enhance name or brand recognition and goodwill within the community.

Social media and media outreach
(PR managed by The Andrews Agency)

\$25,000

AN EXCLUSIVE SPONSORSHIP

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Fieldside signage recognition and at Goal Post

Name recognition during match announcements

Two private cabanas with premium placement and seating for 20 guests

Gourmet dinner and open cocktail bars provided

One full page b&w recognition placement in the event program

The desirable demographics of attendees present an ideal opportunity to enhance name or brand recognition and goodwill within the community.

Social media and media outreach (PR managed by The Andrews Agency)

GOAL
SPONSOR





MATCH AND VIP TENT SPONSORS

\$15,000 EACH

AN EXCLUSIVE SPONSORSHIP

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

One private cabana with premium placement and seating for 10 guests

Gourmet dinner and open cocktail bars provided

One full page b&w recognition placement in the event program

The desirable demographics of attendees present an ideal opportunity to enhance name or brand recognition and goodwill within the community.

Social media and media outreach
(PR managed by The Andrews Agency)

FIELD SPONSOR (EXCLUSIVE)

\$10,000

Displaty sign board at event registration

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Opening match ball to be bowled in from the vehicle

Sponsor logo on the event scoreboard

Name recognition during match announcements

One private cabana with premium placement and seating for 10 guests

Gourmet dinner and open cocktail bars provided

One full page b&w recognition recognition placement in the event program

HORSEPOWER SPONSOR (EXCLUSIVE)

\$10,000

Display vehicles near polo field for public view

Sponsor vehicle to circle the field during the Opening Ceremony, immediately behind the lead polo ponies with flags, leading the two teams onto the field

Opening match ball to be bowled in from the vehicle

Vehicles featured on field at Half Time and deliver ice cream

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

One private cabana with premium placement and seating for 10 guests

Gourmet dinner and open cocktail bars provided

One full page b&w recognition placement in program



The desirable demographics of attendees present an ideal opportunity to enhance name or brand recognition and goodwill within the community.

Social media and media outreach
(PR managed by The Andrews Agency)



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Social media and media outreach
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PATRONS SPONSOR (EXCLUSIVE)

\$10,000

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

Place company swag on tables in cabanas along with other approved items

One private cabana with premium placement and seating for 10 guests

Gourmet dinner and open cocktail bars provided

One full page b&w recognition placement in the event program

SHUTTLE SPONSOR (EXCLUSIVE)

\$10,000

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

Sponsor logo on golf cart (sponsor to provide signage)

Decorate golf carts to theme

One private cabana with premium placement and seating for 10 guests

Gourmet dinner and open cocktail bars provided

One full page b&w recognition placement in the event program

LIMITED AVAILABILITY SPONSORSHIPS

ALL SPONSORS RECEIVE:

The desirable demographics of attendees present an ideal opportunity to enhance name or brand recognition and goodwill within the community.

Social media and media outreach
(PR managed by The Andrews Agency)



TEAM SPONSORS

\$8,000 (LIMITED TO TWO)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Team logo displayed on scoreboard

Logo recognition on team jerseys

Participation in Trophy Presentation

Name recognition during match announcements

One private cabana with premium placement and seating for 10 guests

Gourmet dinner and open cocktail bars

One full page b&w recognition placement in the event program

MALLET SPONSORS

\$7,500 (LIMITED TO TWO)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Participation in the Trophy Presentation

Name recognition during match announcements

One private cabana with premium placement and seating for 10 guests

Gourmet dinner and open cocktail bars

One full page b&w recognition placement in the event program

TAILGATING SPONSORS

\$8,000 (LIMITED TO TWO)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

Participation in judging the Cabana Decorating contest

One private cabana with premium placement and seating for 10 guests

Gourmet dinner and open cocktail bars

10ft x 20ft tailgating tent at center field for 20 guests (20 wristbands)

One full page b&w recognition placement in the event program

AUCTION SPONSORS

\$5,000 (LIMITED TO THREE)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Logo featured on the online auction website

Company banner/signage at the auction tent

Name recognition during match announcements

One private cabana and seating for 10 guests

Gourmet dinner and open cocktail bars

One half-page b&w recognition placement in the event program



BEST PLAYING PONY SPONSORS

\$5,000 (LIMITED TO TWO)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

Name on Best Playing Pony Award

Sponsor representative to present award at conclusion of match

One private cabana with seating for 10 guests

Gourmet dinner and open cocktail bars

One half-page b&w recognition placement in the event program

HALF TIME SPONSORS

\$5,000 (LIMITED TO THREE)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

Name recognition at Half Time

One private cabana with seating for 10 guests

Gourmet dinner and open cocktail bars

One half-page b&w recognition placement in the event program

MOST VALUABLE PLAYER SPONSORS

\$5,000 (LIMITED TO THREE)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event webs site and event program

Name recognition during match announcements

Name on Most Valuable Player Award

Sponsor representative to present award at conclusion of match

One private cabana with seating for 10 guests

Gourmet dinner and open cocktail bars

One half-page b&w placement in the event program

VOLUNTEER SPONSORS

\$5,000 (LIMITED TO THREE)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

Logo recognition on back of volunteer t-shirt

One private cabana with seating for 10 guests

Gourmet dinner and open cocktail bars

One half-page b&w recognition placement in the event program

STICK HORSE RACE SPONSORS

\$5,000 (LIMITED TO THREE)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

Participation in the Stick Horse Race at Half Time

One private cabana with seating for 10 guests

Gourmet dinner and open cocktail bars

One half-page b&w placement in the event program

CHUKKERS SPONSORS

\$3,500 (UNLIMITED)

Name and logo recognition on all printed and promotional materials, including on-site signage, the entryway sponsor billboard, the event website and event program

Name recognition during match announcements

One private cabana with seating for 10 guests

Gourmet dinner and open cocktail bars

One half-page b&w placement in the event program

THANK YOU FROM
ROCHELLE CENTER + SADDLE UP!

