



BENTLEY

SCOTTSDALE

Pala Championships


HORSES & HORSEPOWER™


PRESENTED BY



TALKING STICK
RESORT™

America's Most Attended Polo Event




BENTLEY SCOTTSDALE
Polo Championships
12 *The Annual*
Presented By

TALKING STICK
RESORT.

For Everyone. With Everyone.

4 POLO MATCHES

2022 Teams Included:

Aspen Valley Polo Club

Arizona Polo Club

Royal County of Berkshire Polo Club

Switzerland Polo Team

USA Women's Team

Wales Polo Team

Ask us about naming rights to a 2023 match





PAST PLAYERS

Nacho Figueras

Julio Arellano

Jeff Hall

Jason Crowder

Nic Roldan

Mark & Melissa Ganzi

Work to Ride

Ashley Busch

Gay Polo Team

Wales Polo Team

Tommy Biddle, Jr.

The Townsend Cup (England vs USA)

Sarah Alexandra Wiseman

Caroline Anier

...And many more

Play to a Huge Crowd



The Bentley Scottsdale Polo Championships
is the most attended polo event in the United States

Exclusive VIP **TENTS & TABLES**



PRIME by Neiman Marcus, Maple & Ash,
Barrett-Jackson, & Bentley Scottsdale



Molina Fine Jewelers VIP Lounge



Barrett Jackson Champagne & Jazz Lounge




MOLINA
FINE JEWELERS



Luxury Brand
**PARTNERS
& ACTIVATIONS**



The World's "Longest" Catwalk Fashion Show



Million Dollar Mingle



The Canine Coutour

GLITZ & GLAMOUR

Phoenix Symphony



Suns Dancers



Ali Tomineek and the Phoenix Opera,



SPECIAL PERFORMANCES

ART DISPLAYS



INNOVATIVE ELEMENTS

Live Stunts



Athletic Competitions



Field Side Performances



Post Event Concert

Exclusive Friday Night
WELCOME RECEPTION



Hosted at Molina Fine Jewelers



WHY SPONSOR?

An aerial photograph of a polo event. A long row of white, peaked tents is set up on a grassy field. To the right of the tents is a large, green polo field. In the foreground, there are more white tents, a blue tent with a Red Bull logo, and many people walking around. Several cars are parked on the grass. The background shows a line of trees and a hillside.

"The Best Polo Event in the World"

-Ricky Cooper, Wales Polo Team Captain

THE VENUE

WestWorld of Scottsdale

*Premier, internationally recognized,
equestrian events facility*

*Home of the world-famous Barrett-
Jackson Classic Car Auction &
Scottsdale Arabian Horseshow*

WESTWORLD
OF SCOTTSDALE



THE CROWD

Attendance & Demographic

Over 13,000 fans attended in 2022.

Record breaking year for ticket sales in 2022.

56% female. 44% male.

Attendees by Location

Arizona: 80% (Scottsdale: 50%, Phoenix: 22%)

Outside Arizona: 20%

Average ticket purchase

\$150

BRAND EXPOSURE

Huge Crowds - 13,000+



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EXTENSIVE BRANDING OPPORTUNITIES

- Signage or collateral distribution
- Exhibitor display
- Interactive pop-ups
- Private Skybox
- Hospitality tents
- Drive-to -Retail
- Ticket promotions or giveaways
- Exclusive offers
- Logo placement on jerseys
- Product displays
- ...and so much more



EARNED MEDIA

\$13M secured since 2011



BENEFICIARIES

Since inception in 2011, the Bentley Scottsdale Polo Championships has contributed more than \$150,000 towards charities.





SUPPORT

Personal concierge service from local event & entertainment experts

Hosts have over 50 years of special event experience

Ability to leverage existing relationships for logistics & public relations

QUESTIONS?

Contact Us

The Bentley Scottsdale Polo Championships

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480-423-1414

ThePoloParty.com
@ThePoloParty



We Hope To See You In November!



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