



NORTHERN VIRGINIA
THERAPEUTIC RIDING PROGRAM

RIDE *to* THRIVE POLO CLASSIC

SEPTEMBER 26, 2020 | GREAT MEADOW, THE PLAINS, VA



SPONSORSHIP OPPORTUNITIES



RIDE TO THRIVE POLO CLASSIC

The Ride to Thrive 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 over \$220,000 in 2019, with over **500 people in attendance**.

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-\$10,000, which include tickets to the event, a reserved seating location and a variety of promotional benefits.



Founded 40 years ago, NVTRP provides equine-assisted activities to hundreds of people with disabilities, recovering military personnel, and youth-at-risk, with the goal of helping each rider reach his or her fullest potential. Each week, over 130 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 at-risk youth ride at NVTRP at no cost to themselves, and other riders pay fees equal to one third of the actual cost of their lessons.



RIDE *to* THRIVE
POLO CLASSIC



SPONSOR BENEFITS

Sponsor packages range from \$1,000-\$10,000 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 over 500 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 5,000 addresses and promotion on NVTRP Facebook page with almost 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

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



**RIDE to THRIVE
POLO CLASSIC**



AVAILABLE SPONSOR PACKAGES

	Standard Box \$1,000	Prime Box \$1,500	Large Prime Box \$3,000	Deluxe Prime Box \$5,000	Private Party \$7,500
Number of Tickets	6	6	12	18	24
Seating Location	Seating in a reserved box along the rail on the far side of the arena. Pop up tents are permitted in this section.	Seating in a reserved box along the rail.	Seating in a double reserved box along the rail.	Seating in a triple reserved box along the rail priority placement.	Seating in a private, shaded, railside deck.
Listing on NVTRP website and promotional emails		x	x	x	x
Listing in Printed Event Program		x			
Quarter Page Advertisement in Printed Event Program			x		
Half Page Advertisement in Printed Event Program				x	x
Logo on Step & Repeat Banner featured during Award Ceremony			x	x	x
Company Banner Inside Polo Arena				x	x
Optional Add-Ons	Company banner inside polo arena; Logo on Step & Repeat Banner featured during award ceremony	Company banner inside polo arena; Logo on Step & Repeat Banner featured during award ceremony	Company banner inside polo arena		

To create your custom sponsor package, contact Tessa Hassett at (703) 764-0269 or polo@nvtrp.org.

Sponsor payment must be received by August 1st to be listed in the event program.





AVAILABLE VIP SPONSOR PACKAGES

The VIP Polo Classic Experience, co-hosted by Will Thomas and Sherrie Beckstead, offers a shaded tent with reserved seating, exceptional hospitality, premier wines, and hors d'oeuvres, a railside cocktail deck and other exclusive benefits.

	VIP Table \$2,500	VIP Sponsor \$5,000	VIP Title Sponsor \$10,000
Tickets for 10 guests and seating at a reserved table in the VIP tent	x	x	x
Access to VIP Railside Viewing Deck	x	x	x
Reserved VIP parking	x	x	x
VIP Bar or Viewing Deck naming opportunity or on-site product display		x	
Naming rights to overall VIP experience			x
Listing on NVTRP website and promotional emails	x	x	x
Half page Advertisement in Printed Event Program		x	
Full page Advertisement in Printed Event Program			x
Logo on Step & Repeat Banner featured during Award Ceremony		x	x
Company banner inside Polo Arena		x	x

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UNDERWRITING OPPORTUNITIES

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



\$1,000

AWARD TABLE SPONSOR

- Prominent signage at specific event location
- Quarter page ad in printed event program
- Logo on NVTRP website, social media and promotional emails



\$2,500

MILITARY COLOR GUARD SPONSOR

KIDS' CORRAL SPONSOR

HAT CONTEST SPONSOR

- Prominent signage at specific event location
- Quarter page ad in printed event program
- Logo on NVTRP website, social media and promotional emails



\$5,000

BAR SPONSOR

LUXURY RESTROOM SPONSOR

- Prominent signage at specific event location
- Half page ad in printed event program
- Logo on NVTRP website, social media and promotional emails
- Logo on step & repeat banner featured during award ceremony

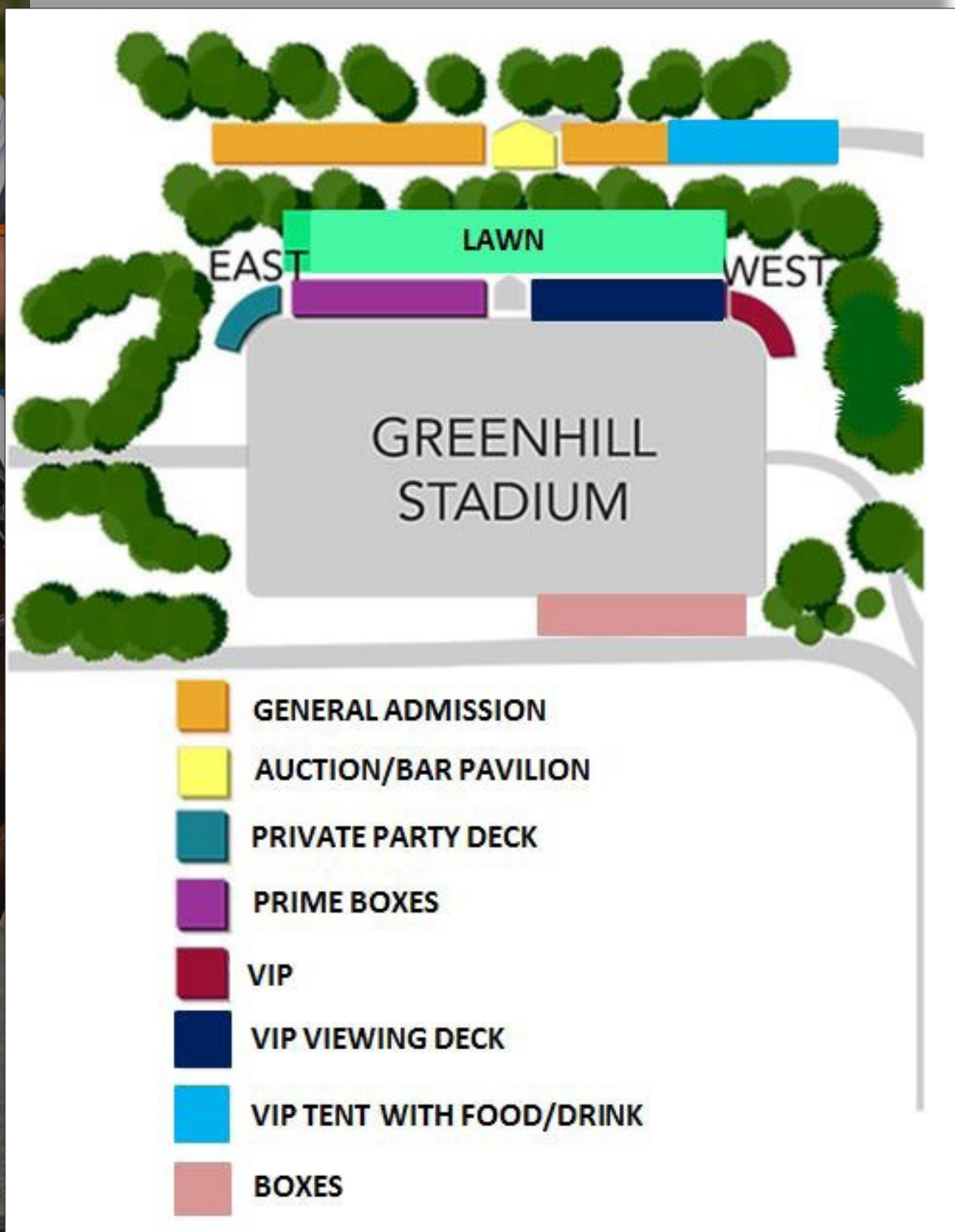
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GREAT MEADOW VENUE MAP



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