

TEXAS ARENA LEAGUE



**2024
Sponsorship
Opportunities**

- Founded in 2018
- Recognized and sanctioned by United States Polo Association
- Over 120 polo player participants
- Horse owners and leasers - high net worth individuals
- Highly educated, highly engaged players and spectators
- Over 40% Women players
- More than 50% of players have military ties
- Events played in Dallas, Houston, San Antonio and Austin areas
- Coverage in local, state and polo and equestrian media
- Active social media presence
- Well-known series in US polo community
- Fundraising events for collegiate programs





Title Sponsor \$9000

- Listed as Title Sponsor in all publicity and promotions
- High-profile banners and signage
- Inside cover of 2024 digital program
- Social Media posts and promotion
- Title Sponsor prime location on step and repeat
- Commercial in game videos
- Announcements at games
- Vendor space at all events
- VIP seating at specified locations - tickets for all locations
- Opportunity to present awards
- Professional photography to use in sponsor's own promotions
- Prime visibility on website texasarenaleague.com
- Additional opportunities to showcase business and/or product





Event Sponsor \$3500

Sponsorship for one event at either
Dripping Springs Ranch Park
or San Antonio Rose Palace

(sponsor to organize their own food/beverage with location)



- VIP Seating for sponsor and guests
- Goal set-up with sponsor banner
- Announcer mentions
- Social Media posts
- Sponsor name in all advertising of event
- Sponsor mentioned in all press releases
- Opportunity to present awards
- Bowl in the first ball
- Photo ops for sponsors guests



Flight Sponsor \$30000

- Banner in arena
- Full page ad in 2024 Program
- Announcer mentions
- Social Media posts and mentions
- Opportunity to present prizes
- Logo on step and repeat
- Visibility on website
- Vendor space at all events
- Commercial in game videos of sponsored flight





Award

Sponsor

\$500-1500

- Opportunity to present your award in ceremony
- Social Media posts and mentions
- Banner in arena
- Logo on step and repeat
- Ad in 2024 Program (upgrade available)
- Announcer mentions
- Professional photo of presentation
- Visibility on website
- Vendor space
- Sponsor to provide prizes





Team Sponsor \$2500

- Covers entry fees for team at all events
- Banner in arena
- Early entry window for Texas Arena League
- ¼ page ad in 2024 Program
- Team named after sponsor
- High-priority “Meet the Teams” post
- Additional Social Media post
- Professional team photo
- Team jerseys (provided by sponsor)





**Pop-Up
\$700**



- **Vendor space at one event**
- **Banner in arena**
- **Announcer mentions at event**
- **Social Media announcement of pop-up**





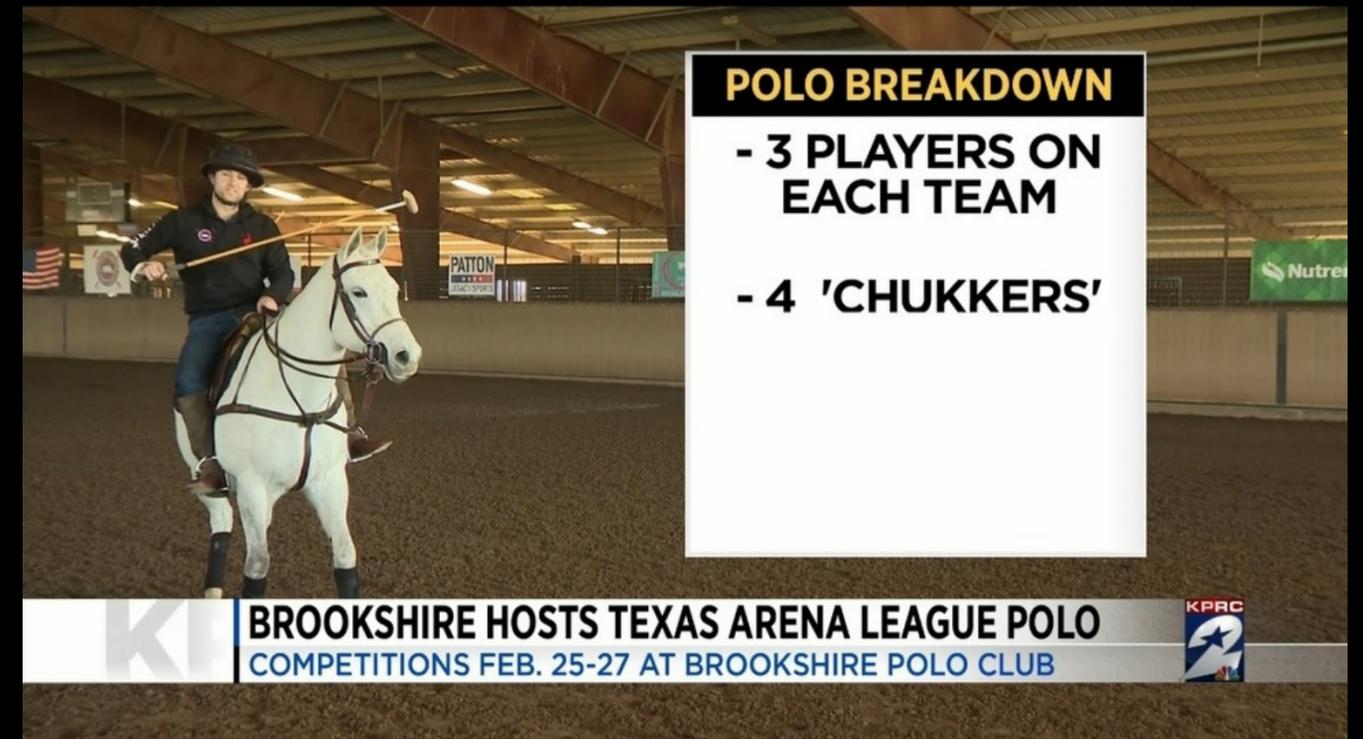
- ## Texas Arena League
- Produces banners
 - Produces program
 - Sends press releases
 - Advertises on social media



Sponsor Provides

- High resolution logo and artwork
 - Script for announcer notes
 - Camera-ready ad for program*
- Video commercial ready for game video*
 - Team jerseys*

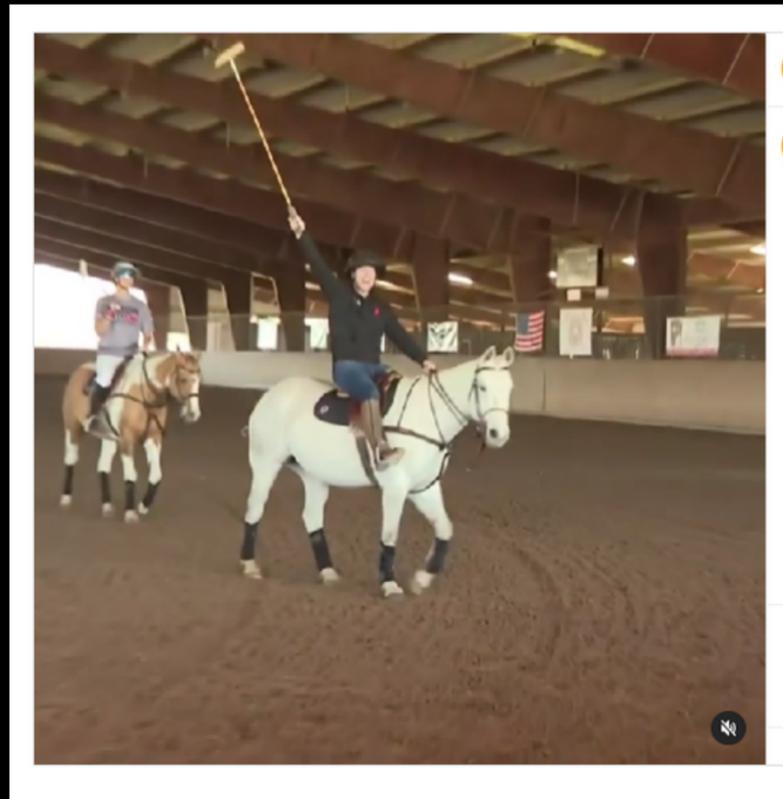
*when applicable to sponsorship package





Umpire Horse Sponsorship \$2000

- Saddle pad with sponsor logo
- Sponsor logo on ump horse's hindquarters (a temporary "brand")
- Announcer mentions
- Sponsor saddle pad used in for any mounted media personality
- Spectators love interacting with umpire horses between chukkers
- Umpire horses are in every game!



“Official” Sponsorship \$2500



- **Exclusivity in a category**
Official Pain Reliever of Texas Arena League
Official Tequila of Texas Arena League
Official Insurance Provider of Texas Arena League, etc
- **Banner in arena**
- **Announcements at events**
- **Half page ad in digital program**
- **Social Media posts**
- **Opportunity to give product in awards or at pop-up**
- **Does not apply to team sponsorships**
- **Visibility on website texasarenaleague.com**
- **Professional photography to use in sponsor's own promotions**



For more information

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