



# SPONSORSHIP & MEDIA KIT

— 2024 —



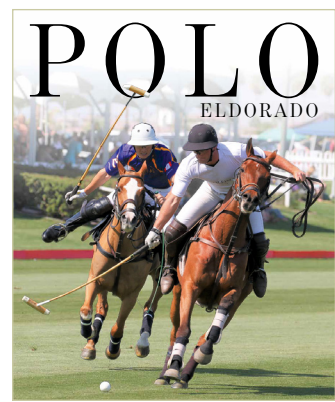
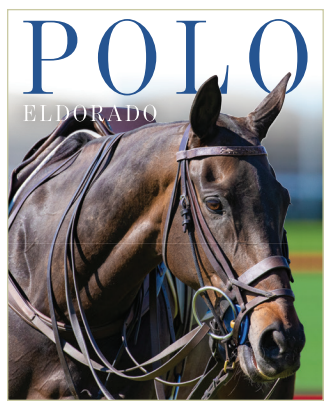
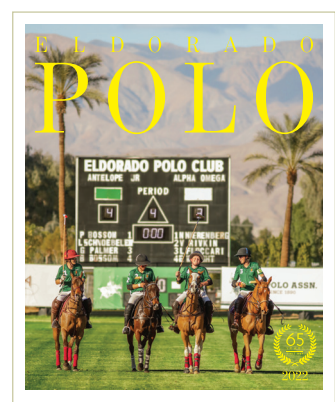
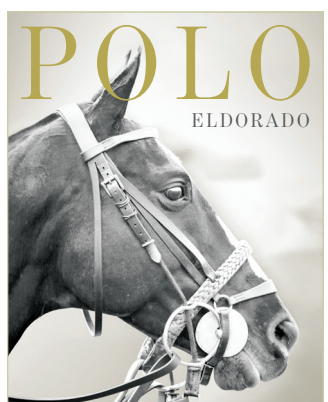


# INFLUENCE

- *Eldorado Polo Magazine* is the longest running polo publication in California.
- Polo club members, players, visitors and sponsors are proven purchasers of luxury goods.
- Exclusive magazine of the Eldorado Polo Clubhouse and The Cantina at Eldorado.

# REACH: 10,000+

- Direct mail delivery to luxury homeowners and residents of La Quinta, Palm Desert, Indian Wells, Palm Springs and Rancho Mirage.
- Targeted distribution to advertising clientele, visitor centers, businesses and hotels throughout the desert valley.
- The Cantina and Clubhouse at Eldorado Polo Club
- Distribution at La Quinta Resort & Club
- Online/digital presence on Eldorado Polo Club and Media Spur Social Media channels
- We are partners with the United States Polo Association and ClickPolo—Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association’s social media & newsletters, and on ClickPolo’s social media outlets & online magazine—over 140,000 combined followers.



## AUDIENCE

### AGE

- Average 47 years
- Under 35 years 15.6%
- 35-44 years 27.1%
- 45-64 years 48.8%
- 64 years+ 8.5%

### EDUCATION

- College Degree 76.8%
- Post Grad Degree 29.9%

### PRIMARY RESIDENCE\*

- Average Value \$715,000
- \$500,000 + 31.4%
- \$1 million + 10%
- \*Market Value

### NET WORTH

- \$1 million + 64.2%

## SOCIAL MEDIA\*

9,500+	6,400+	3,800	1,780
Facebook	Instagram	Issuu	Twitter

\*Eldorado Polo Club and Media Spur social media channels



## POLO PARTNERS & AFFILIATES

- Alazanas Foxi Polo Ponies
- Antelope Polo
- Bonsall Polo Farm
- Bush League Polo
- Cotterel Polo Farms
- C-Bar Horses
- Evergreen Polo
- George Dill Polo Ponies
- Jackson Hole Horse Emporium
- Jackson Hole Polo Club
- Manolo Polo School
- Mission Polo Farm
- Orange County Polo Club
- Pablo Medina Mallet Maker
- Polo Training Foundation
- Rancho Remuda
- Seattle Polo Club
- San Dieguito Equine Group
- Santa Barbara Polo Club
- Umpires, LLC
- U.S. Polo Assn.
- Zahedi Chogan

## LUXURY PARTNERS\*

Andalusia at Coral Mountain  
 Bergsma-Triscari Group,  
 Sotheby's International Realty  
 Bighorn Golf Club  
 Bulleit Bourbon  
 California Lifestyle Realty  
 Campari  
 Casa West Design  
 Cavallo Ranch  
 Château d'Esclans,  
 Whispering Angel  
 Chrissy's on El Paseo  
 City of Indio  
 Classic Club  
 Domino Highvoltage  
 Don Julio Tequila  
 Elizabeth Marquart, RE/MAX  
 Farmers & Merchants Bank  
 HH Air Conditioning & Heating  
 Jessica Bailey, Realty Executives  
 Kate Rust, Wilson Meade  
 Commercial Real Estate

Kerri Kerley, Bennion Deville  
 Kim Kelly, HK Lane Real Estate  
 Hacienda de Trampas  
 Hideaway Properties  
 Ketel One  
 Krista Coyle, Berkshire  
 Hathaway Home Services  
 La Quinta Resort & Club  
 Leaskou Partners  
 Lisa L. Galliath, LLG  
 Attorney at Law  
 Lockton  
 Louise Neyer Interiors, Inc.  
 Lynni Hutton, Interior  
 Architecture & Design  
 Maker's Mark  
 Mastro's Steakhouse  
 MJA International Law Group  
 NAI Global Wireless  
 NoH2O  
 Oban  
 OHM Inc.

Pedego  
 Phyllis Washington Antiques,  
 Maison Felice  
 Purre Barre  
 Ruffino Prosecco  
 Shiraz Rug Gallery  
 Sofia Wines  
 Sol Authentica  
 South Coast Plaza  
 Stick & Ball Co.  
 Tanqueray  
 The Firm Commercial Real Estate  
 Tina's Vodka  
 Tolago  
 Trilogy at the Polo Club  
 Trish Fitzgerald, Realty  
 Executives  
 Urban Dog  
 Valerie Powers Smith, Esq.,  
 Partner, SBEMP, LLP  
 Wildest  
 Yoga Apres Polo

*\*List represents sponsor and advertising partners over past polo seasons.*



## PREMIUM POSITIONING\*

Back Cover \$4,500  
Inside Covers \$3,000  
Inside Front Facing \$3,000

## AD RATES\*\*

Two page spread \$4,500  
Full page \$2,400  
Half page \$1,250  
Quarter page \$650  
Preferred Placement (page 4-24) +20%

*\*Net rates. Subject to signed advertising agreement with Eldorado Polo Club*

*\*\*Reserved on a first-request basis and subject to availability. Insert pricing available upon request.*

## DEADLINES

**Ad Sales Close:**  
November 1, 2023

**Artwork Due:**  
November 7, 2023

## AD DIMENSIONS

**Double page**  
Bleed 18-1/4" x 11-1/8"  
Trim 18" x 10-7/8"  
Safety 3/8" from page trim  
Gutter Bleed Only 17-1/4" x 10-1/8"

**Single full page**  
Bleed 9-1/4" x 11-1/8"  
Trim 9" x 10-7/8"  
Safety 3/8" from page trim  
Non Bleed 8-1/4" x 10-1/8"

**1/2 page Horizontal**  
8" (width) 4-3/4" (depth)

**1/4 page Vertical**  
3-3/4" (width) 4-3/4" (depth)

## CONTACT

**Kerri Kerley:**  
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**Megan Kozminski:**  
megan@mediaspur.com | 403.926.7260

## AD SUBMISSION

- PDF Files.
- All artwork must be flattened before saving.
- Document must be set to trim dimensions.
- Bleed is only required for full page ads; the document must be set to bleed dimensions with trim marks set to 10pt offset.
- Submit all full and double page ads in single page format (rather than page spread pdf file).
- Type or images must be kept 3/8" from page trim.
- CMYK color only.
- All fonts must be embedded.
- Line screen: 133 4C, density 300.
- Publication is not responsible for color or content of files that do not conform to specifications, or material received after closing date.
- Knockout font smaller than 10 points cannot be guaranteed perfect registration and is not recommended.
- Custom ad design is available upon request.





# ELDORADO SPONSORSHIPS

## 2024 SEASON

### \$25,000 Eldorado Players' Lounge Title Sponsorship

*Official title sponsor of the Eldorado Players' Lounge. This exclusive 40x40 field-side tent offers top-notch food and beverage services for our playing members, their families, and guests. It also serves as a luxury venue for private events during Sunday Polo.*

#### Features:

- Branded welcome sign at the entrance to the players' lounge.
- Branded bottled spring water served in the players' lounge.
- Product, signage, and other branded materials in the players' lounge.
- Match title sponsor for one Sunday during the 2024 season (see available dates). Brand representative or VIP Client to conduct the first ball throw-in & trophy presentation (sponsor to provide eight branded trophies to award the winning teams). Private VIP Sunday Polo event for up to 50 guests on the day of the match. Includes five complimentary bottles of champagne – food and beverage are additional.
- Two additional VIP Sunday Polo experiences- VIP cabana for up to 25 guests, five complimentary bottles of champagne – food and beverage are additional.
- Field side billboard: 20'x8' located below the field one scoreboard. A focal point during Sunday Polo with over 25,000 unique impressions.
- Logo Inclusion on the trophy cart for the 2024 polo season with a *priority on logo placement*. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website during the 2024 season.
- Six social media posts throughout the 2024 season.
- Full-page ad in Eldorado Magazine.
- Unlimited pop-up activations in the Eldorado Clubhouse courtyard during the 2024 season.
- PA announcements throughout the 2024 season.



### \$25,000 Best Playing Pony Sponsorship

*Official sponsor of the Best Playing Pony for the 2024 season. This award recognizes the most exceptional horse in the match, which can greatly impact the game's result. Winning this award is a point of pride for players.*

#### Features:

- Logo inclusion on Best Playing Pony Trophy Blankets throughout the 2024 season. Award photos are shared on the Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Match title sponsor for one Sunday during the 2024 season (see available dates). Brand representative or VIP Client to conduct the first ball throw-in & trophy presentation (sponsor to provide eight trophies to award the winning teams). Private VIP Sunday Polo event for up to 50 guests on the day of the match. Includes five complimentary bottles of champagne – food and beverage are additional.
- Two additional VIP Sunday Polo experiences- VIP cabana for up to 25 guests, five complimentary bottles of champagne – food and beverage are additional.
- Field side billboard: 20'x8' located below the field one scoreboard. A focal point during Sunday Polo with over 25,000 unique impressions.
- Logo Inclusion on the trophy cart for the 2024 polo season with a *priority on logo placement*. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website during the 2024 season.
- Six social media posts throughout the 2024 season.
- Full-page ad in Eldorado Magazine.
- Unlimited pop-up activations in the Eldorado Clubhouse courtyard during the 2024 season.
- PA announcements throughout the 2024 season.





### \$20,000 Platinum Sponsorship

- Match title sponsor for one Sunday during the 2024 season (see available dates). Brand representative or VIP Client to conduct the first ball throw-in & trophy presentation (sponsor to provide eight trophies to award the winning teams). Private VIP Sunday Polo event for up to 50 guests on the day of the match. Includes five complimentary bottles of champagne – food and beverage are additional.
- Two additional VIP Sunday Polo experiences- VIP cabana for up to 25 guests, five complimentary bottles of champagne – food and beverage are additional.
- Field side billboard: 20’x8’ located below the field one scoreboard. A focal point during Sunday Polo with over 25,000 unique impressions.
- Logo Inclusion on the trophy cart for the 2024 polo season with a *priority on logo placement*. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association’s social media & newsletters, and on ClickPolo’s social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website during the 2024 season.
- Six social media posts throughout the 2024 season.
- Full-page ad in Eldorado Magazine.
- Unlimited pop-up activations in the Eldorado Clubhouse courtyard during the 2024 season.
- PA announcements throughout the 2024 season.

### \$15,000 Gold Sponsorship

- Match title sponsor for one Sunday during the 2024 season (see available dates). Brand representative or VIP Client to conduct the first ball throw-in & trophy presentation (sponsor to provide eight trophies to award the winning teams). Private VIP Sunday Polo event for up to 25 guests on the day of the match. Includes five complimentary bottles of champagne – food and beverage are additional.
- Two additional VIP Sunday Polo experiences- VIP cabana for up to 10 guests, two complimentary bottles of champagne – food and beverage are additional.
- Field side billboard: 20’x8’ located below the field one scoreboard. A focal point during Sunday Polo with over 25,000 unique impressions.
- Logo Inclusion on the trophy cart for the 2024 polo season with a *priority on logo placement*. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association’s social media & newsletters, and on ClickPolo’s social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website during the 2024 season.
- Three social media posts throughout the 2024 season.
- Full-page ad in Eldorado Magazine.
- Unlimited pop-up activations in the Eldorado Clubhouse courtyard during the 2024 season.
- PA announcements throughout the 2024 season.



## **\$10,000 Silver Sponsor**

- Three VIP Sunday Polo experiences- VIP Emerald table for up to 8 guests, two complimentary bottles of champagne – food and beverage are additional.
- Logo Inclusion on the trophy cart for the 2024 polo season. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers
- Logo inclusion on the home page of the Eldorado Polo Club website during the 2024 season.
- Three social media posts throughout the 2024 season.
- Half-page ad in Eldorado Magazine.
- Six pop-up activations in the Eldorado Clubhouse courtyard during the 2024 season.
- PA announcements on activation dates.

## **\$7,000 Opening Day Title Sponsor**

- Match title sponsor for the official Opening Day for the 2024 season Sunday, January 7, 2024. Brand representative or VIP Client to conduct the first ball throw-in & trophy presentation (sponsor to provide eight trophies to award the winning teams). Private VIP Sunday Polo event for up to 25 guests on the day of the match. Includes five complimentary bottles of champagne – food and beverage are additional.
- Logo Inclusion on the trophy cart for the 2024 polo season. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Half-page ad in the Eldorado Magazine.
- Logo inclusion on the home page of the Eldorado Polo Club website.
- Logo inclusion on all marketing material for the Opening day.
- Three social media posts throughout the 2024 season (one per month January-March)
- Three pop-ups in the Eldorado Clubhouse courtyard during the 2024 season (January 7 + two additional dates)
- PA announcements on activation dates.



## **\$6,500 USPA Women's Pacific Coast Open Title Sponsor**

- Match title sponsor for the USPA Women's Pacific Coast Open Sunday, December 31, 2023. Brand representative or VIP Client to conduct the first ball throw-in & trophy presentation (sponsor to provide eight trophies to award the winning teams). Private VIP Sunday Polo event for up to 25 guests on the day of the match. Includes five complimentary bottles of champagne – food and beverage are additional.
- Logo enlarged and centered on the trophy cart for USPA Women's PCO.
- Logo inclusion on the trophy cart for the 2024 polo season. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website.
- Logo inclusion on all marketing material for the USPA Women's PCO.
- Three social media posts throughout the 2024 season (one per month January-March).
- Team presentation & mixer event at the business location.
- Half-page ad in the Eldorado Magazine.
- Three pop-ups in the Eldorado Clubhouse courtyard during the 2024 season (December 31 + 2 additional dates)
- PA announcements on activation dates.

## **\$3,500 USPA Women's Pacific Coast Open Tournament Sponsor**

- VIP Sunday polo experience Sunday, December 31, 2023. VIP table for up to 8 guests, two complimentary bottles of champagne – food and beverage additional.
- Logo Inclusion on the women's PCO trophy cart.
- Logo inclusion on the trophy cart for the 2024 polo season. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website.
- Logo inclusion on all marketing material for the USPA Women's PCO.
- Three social media posts throughout the 2024 season (one per month January-March).
- Half-page ad in the Eldorado Magazine.
- Three pop-ups in the Eldorado Clubhouse courtyard during the 2024 season (December 31 + 2 additional dates).
- PA announcements on activation dates.

## **\$4,000 Match Title Sponsor**

- Match Title Sponsor for one Sunday during the 2024 season (see available dates)
- Brand representative or VIP client to conduct first ball throw-in.
- VIP Table for 8 – includes two complimentary bottles of champagne.
- Inclusion in the trophy presentation. Sponsor to provide two sets of four trophies for winning teams (total of eight).
- One branded social media post before the event and one following the trophy presentation.
- One pop-up activation in the Eldorado Clubhouse courtyard on the date of the match title sponsorship
- PA announcements on activation date.



## \$15,000 VIP Beverage Sponsor

- Product, signage, branded bar materials & other promotional materials in the Eldorado VIP Emerald Cabanas, Eldorado Clubhouse, and the Cantina restaurant.
- Three VIP Sunday Polo experiences (VIP cabana for up to 10 guests, two complimentary bottles of champagne – food and beverage additional).
- Logo Inclusion on the trophy cart for the 2024 polo season. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website
- Three social media posts throughout the 2024 season (one per month January-March)
- Full-page ad in Eldorado Magazine.
- Six pop-up activations in the Eldorado Clubhouse courtyard during Sunday Polo and product tasting at three VIP members-only events during the 2024 season (sponsor to provide product for tastings).
- PA announcements throughout the 2024 season.



## \$10,000 Premium Sponsor

- Product, branded bar materials & other promotional materials in the Eldorado Clubhouse and the Cantina restaurant.
- Three VIP Sunday Polo experiences (VIP cabana for up to 10 guests, two complimentary bottles of champagne – food and beverage additional).
- Logo Inclusion on the trophy cart for the 2024 polo season. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website
- Three social media posts throughout the 2024 season (one per month January-March)
- Half-page ad in Eldorado Magazine.
- Three pop-up activations in the Eldorado Clubhouse courtyard during Sunday Polo and product tasting at three VIP members-only events during the 2024 season (sponsor to provide product for tastings).
- PA announcements throughout the 2024 season.

## \$6,500 Season Beverage Sponsor

- Product, branded bar materials & other promotional materials in the Eldorado Clubhouse and the Cantina restaurant.
- Logo Inclusion on the trophy cart for the 2024 polo season. Award photos are shared on the Eldorado website, Eldorado social media outlets, the United States Polo Association's social media & newsletters, and on ClickPolo's social media outlets & online magazine- over 140,000 combined followers.
- Logo inclusion on the home page of the Eldorado Polo Club website
- Three social media posts throughout the 2024 season (one per month January-March)
- Three pop-ups in the Eldorado Clubhouse courtyard during the 2024 season.
- PA announcements on activation dates.

Eldorado Polo Club is happy to discuss custom sponsorship & event opportunities to meet your brand's needs, we can host large corporate incentive experiences or client appreciation elements into any Sunday Polo event.

## CONTACT US

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