

CONCEPT – Sponsoring opportunities



II. FIP Arena Polo European Championship Baku Azerbaijan September 12th-18th, 2022

Zurich, February 9th, 2022 – World Polo GmbH – Etzelstrasse 42 – P. O. Box 714 – CH 8038 Zürich

1. DATES September 12th -18th, 2021 - INTRODUCTION

Azerbaijan has started Polo in 2013 with a great International Arena Polo tournament that was organised every year since (besides due to Covid 2021). In 2015 the first ever FIP European Arena European Championship was held in Baku with 6 National Teams with great success, Azerbaijan beating Germany in the Finals.

ARAF has applied to FIP to organize the 2nd FIP European Championship together with World Polo (our partner since 2012) in September 2022. The response from FIP was very positive!

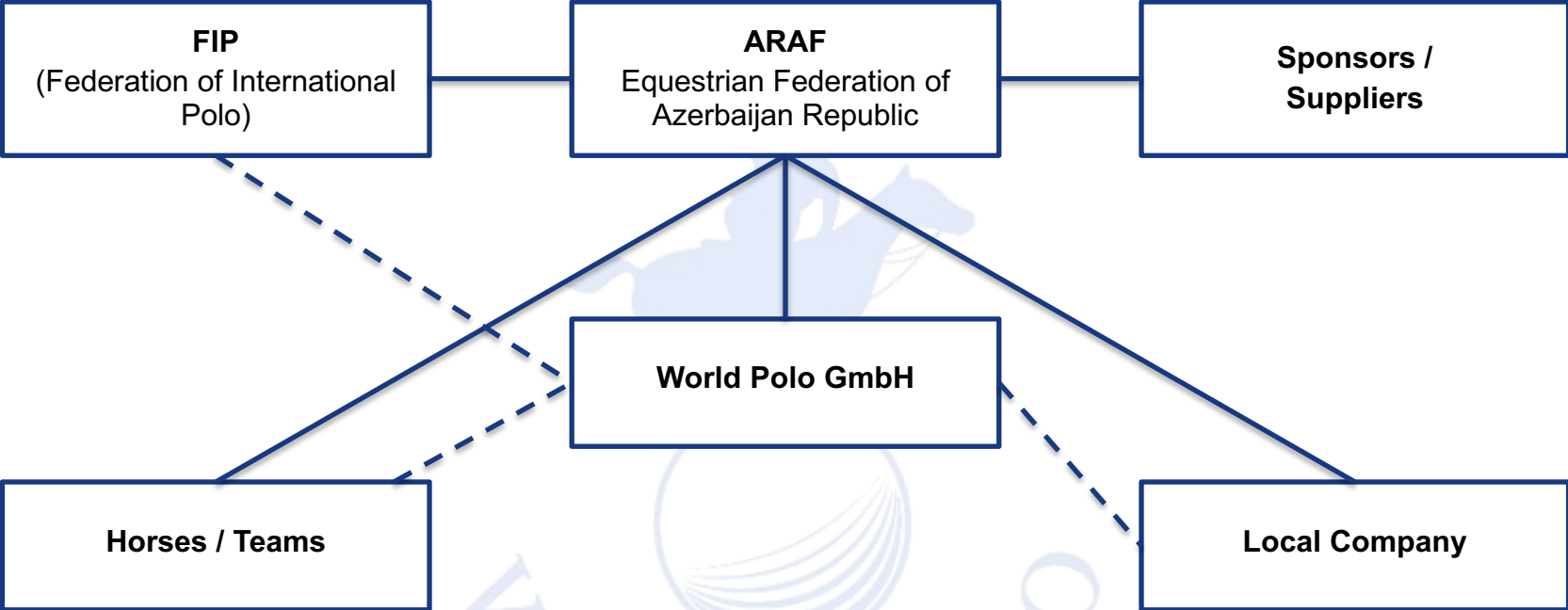
The infrastructure for Polo in Azerbaijan is very impressive: one Arena Polo Grass field stadium with 4000 seats, one Arena sand Polo Field stadium with 1500 seats, one indoor sand Arena Polo field with 1000 seats and one Arena sand training field.

Brand new are our full size grass Polo fields who will be ready end of 2022. In addition we have 300 Stables, Horse Clinic, training facilities, Clubhouse and Event hall at the Elite Horse and Polo Club in Baku.

The driving force behind this great Polo development is General Elcin Guliyev, the President of ARAF the Azerbaijan equestrian and Polo Federation. Polo is supported very strongly by the President of Azerbaijan and the local business community.

In the following pages the concept of the tournament.

II. FIP ARENA POLO EUROPEAN CHAMPIONSHIP BAKU AZERBAIJAN 2022



II. FIP ARENA POLO EUROPEAN CHAMPIONSHIP
BAKU AZERBAIJAN 2022



BAKU AZERBAIJAN
12TH-18TH SEPTEMBER 2022

2. TEAMS (TBC)

Team 1: AZERBAIJAN (Host Team)

Team 2: GERMANY

Team 3: IRELAND

Team 4: SWITZERLAND

Team 5: ITALY

Team 6: SPAIN

Each Team 3 Players and 2 Reserve



3. PROGRAM – VIP CONCEPT

Monday: 12th September 2022

Arrival of all teams

Tuesday: 13th September 2022

Practice and allocation of horses (six lots of twelve horses)

6.00 pm Press conference

Presentation of the teams and sponsors

8.00 pm Welcome party for players, VIP's, sponsors, officials and journalists



3. PROGRAM – VIP CONCEPT

Wednesday: 14th September 2022

Team presentation / Opening ceremony

5.00 pm 1st Polo match

6.00 pm 2nd Polo match

7.15 pm 3rd Polo match

Thursday: 15th September 2022

5.00 pm 1st Polo match

6.00 pm 2nd Polo match

7.15 pm 3rd Polo match

Friday: 16th September

Reserve Day / Day Off



3. PROGRAM – VIP CONCEPT

Saturday: 17th September 2022 – Grass Arena. Full VIP setup

5.00 pm 1st Polo match

6.00 pm 2nd Polo match

7.15 pm 3rd Polo match

9.00 pm Polo Dinner

Sunday: 18th September 2022

5.00 pm 1st Polo match 5th /6th place

6.00 pm 2nd Polo match 3rd / 4th place

7.15 pm 3rd Polo match: FINALS

8.15 pm Prize giving

8.45 pm AZERBAIJAN Polo Party at Elite Horse & Polo Club (by invitation only)



3. PROGRAM – VIP CONCEPT

Monday : 19th September 2022

Departure



3. PROGRAM – VIP CONCEPT



3. PROGRAM – VIP CONCEPT



3. PROGRAM – VIP CONCEPT



4. PRESS / TV

TV PRODUCTION FILET FILM DISTRIBUTION WORLDWIDE TO ALL EBU ASSOCIATES (TV STATIONS). In 2013/2014 – 380 TV stations!

- **POLOLINE** INTERNET WORLDWIDE WITH FILM FOOTAGE, PICTURES AND PRESS RELEASE – DAILY (in 2013/2014 – 135.000 clicks)
- **POLO INTERNATIONAL**
- **POLO + 10**
- All polo publications worldwide
- Local press
- **International social press**
- Professional free picture service from organisation
- Press coordinator on site /press office at club
- Press conference
- Print and electronic information daily trough Reuters, etc.
- **FIP news worldwide – 91 nations**
- Facebook
- World polo website
- Sports channels Europe
- **Live coverage Azeri TV**



5. HORSES

- We will have a pool of **72 argentine polo horses from Alegria Polo Farm and Garros Polo Farm Argentina.**
- We will make **6 lots of twelve horses**, which will be drawn under FIP supervision.
- **Grooms and full-service** for the teams will be provided by the organisation.
- The horses will be **insured by the organisation.**
- **Veterinary-service** will be provided by the organisation.
- The **official vet** will decide which horses are fit to play.



6. SPONSORS – Commercial rights

- All **commercial rights** are in possession of the organisers
- All teams will play with **branded shirts and equipment** provided by organisers



7. HANDICAPS – Modus of Tournament

- **Teamhandicap 10-12 goals per team (arena handicap)**
- The games will have **4 Chukkers** (extra Chukker if needed on final day)
- The formular of the tournament has to be decided
- Total of **12 matches** at tournament
- We will play either on the grass or on the sand arena
- The teams are **national teams**, nominated by their respective national federations, all FIP members.
- Rules: **FIP Rules Arena-Rules of USPA**



8. SERVICES – provided to each team

The organisation will take care of the following costs:

- **5 hotel rooms in 5 star Hotels** including breakfast and dinner
- **Transfers** airport – hotel – polo
- **Ten tickets** per team for **all social events**
- **Branded shirts, jackets, hats, etc.**
- **Professional event organisation**
- **Full security – medical service**
- **Horses, grooms etc – full polo service**
- **Professional umpires**
- **Insurance** responsibility of each player



9. EVENT ORGANISERS

- Will be in the hands of the successful teams of **ARAF – WORLD POLO – Elite Horse & Polo Club.**
- **ARAF** represented by **General Javid Abdullayev** and **Bahrüz NabiyeV.**
- **Producer and tournament director Reto Gaudenzi** (founding Ambassador of FIP) in cooperation with **ARAF.**



10. SPONSORS PACKAGES AVAILABLE (on request)

Contractual Partner for Sponsoring will be ARAF

6 Team Sponsors: The teams will be named after their respective sponsors. Example: Maserati – ITALY

3 Trophy Sponsor

6 Helmet Sponsor: Patches will be produced with sponsor's logo, which the players wear in their helmets

Banners: 5m x 1,20m on playing field

Exhibition tent: 5m x 5m with floor and electricity in VIP Area

Official supplier (on request)

One Full page Ad in Program

Official Outfitter

Official Airline (on request)



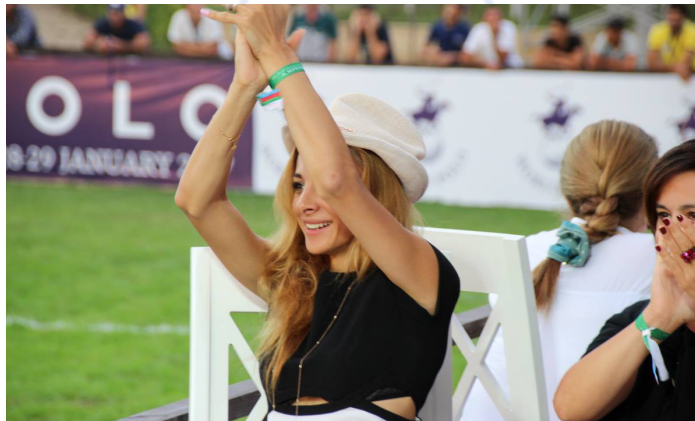
10. SPONSORS PACKAGES AVAILABLE (on request)

Official Hotels (on request)

Official Car (on request)

VIP Tickets sale 1000 x 150.

All commercial rights are with World Polo and ARAF.



11. TEAM SPONSOR

Team Sponsors (6 available)

Team Sponsor – The team sponsor has the opportunity to present a team under its brand

Hospitality	10 VIP tickets entitle entrance to the VIP section per day (14./15./17. & 18. September 2022) including food & beverages and 10 invitations to all official events incl. Polo Party. 100 grandstand tickets for every playing day. (additional VIP tickets can be purchased at the sponsor's discount rate)
Advertising	One polo team playing under the name and the individual colours of the sponsor. Production of polo shirts for the team with the additional sponsors logo. Entitled to 2 advertisement board on the edge of the playing fields (5m x 1,20m). 1 advertisement page in the tournament brochure. Logo on all printed and advertising material of the event. Introduced as team sponsor at the press conference. Creative branding opportunities.
Services	Opportunity to present – and to integrate – the products of the sponsor during the event. A comprehensive presentation can be worked out for the spacious polo area and as well for the inside of the VIP area. Exclusivity – i. e. no other sponsor of the same business line, first right of refusal for next tournament <ul style="list-style-type: none">- Your team available for 1 party with your guests- Special rates at partner hotels- Use of shuttle for your guests- Included in all communications

12. FURTHER SPONSORING

Trophy Sponsor (3 available)

Trophy Sponsor – The trophy sponsors have the opportunity to present a trophy under their brand

Hospitality **5 VIP tickets** entitle entrance to the VIP per day (14./15./17. & 18. September 2022) entitle entrance to the VIP section including food & beverages. **Plus 50 grand stand tickets** for every playing day).

(additional tickets can be purchased at a sponsor discount rate)

Advertising Logo on all printed and advertising material of the event.
Advertised in the tournament brochure.
Representative of the sponsor during the trophy presentation.

Helmet Sponsor (6 available)

Hospitality **5 VIP tickets** entitle entrance to the VIP per day (14./15./17. & 18. September 2022) including food & beverages.

(additional tickets can be purchased at a sponsor discount rate)

Advertising **Branding logo on helmet of 1 team.**

12. FURTHER SPONSORING

Banners / Advertising partners

Hospitality **3 VIP tickets** entitle entrance to the VIP section per day (14./15./17. & 18. September 2022) **Plus 20 grand stand tickets** for every playing day.

(additional tickets can be purchased at a sponsor discount rate)

Advertising **1 advertisement page** in the tournament brochure.
Entitled to **1 advertisement board on the edge of the playing fields** (5m x 1,20m).
Logo on all printed and advertising material of the event.
Creative branding opportunities

Exhibition Stand / VIP Tent

Hospitality **2 VIP tickets** entitle entrance to the VIP section per day (14./15./17. & 18. September 2022), including food & beverages. **Plus 20 grand stand tickets** for every playing day

(additional tickets can be purchased at a sponsor discount rate)

Advertising **5 x 5 meters space for exhibition around VIP area.**
Logo on all printed and advertising material of the event.

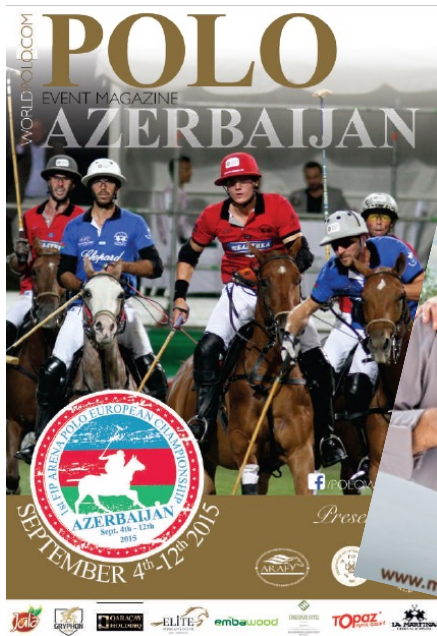
Services **Exclusivity** – i. e. no other sponsor in the tent of the same business line.

12. FURTHER SPONSORING

Official Outfitter / TBC

1 advertisement page in the tournament brochure

5.000 EURO



13. VIP TICKETS

VIP tickets

- VIP Tickets including **full deluxe catering** around the polo arena right next to the playing field.
- Will be available on every playing day
- **Elegant sit-down seating with world class sports and entertainment**
- Maximum **300 seats available** each day.



Grand stand tickets

- **Sit-down grand stand for 3000 guest available** (14./15./17. & 18. September 2022)
- Small catering at costs available – self-service



14. SPONSOR PACKAGES

	EURO	MANAT
Team Sponsor (6 available)	50'000	100'000
Team Sponsor Azerbaijan	65'000	130'000
Trophy Sponsor (3 available)		
Place 5 and 6	15'000	30'000
Place 3 and 4	20'000	40'000
Place 1 and 2	25'000	50'000
Helmet Sponsors (one available)	30'000	60'000
Banners / Advertising Partners	3'000	6'000
Exhibition Stand	5'000	10'000
One Full Page Ad in Program	2'000	4'000
Official Supplier	on request	
Official Outfitter	on request	
Official Airline	on request	

ALL RATES EXCLUDING VAT

15. TICKETS

Hospitality VIP Tickets (per Person includes food & beverages – per day, (14./15./17. & 18. September 2022))

Wednesday	EURO 100	(incl. VAT)
Thursday	EURO 100	(incl. VAT)
Saturday	EURO 150	(incl. VAT)
Sunday	EURO 150	(incl. VAT)
Polo Party	EURO 150	(incl. VAT)

Grand Stand Tickets (14./15./17. & 18. September 2022)

FREE!



16. CONTACT

We thank you very much for your interest and your attention.

**If you have any further questions, please do not hesitate to contact us.
We are at your disposal any time.**

International:

World Polo GmbH

Reto Gaudenzi and Jürg Reinger
Managing Director
Etzelstrasse 42
P. O. Box 714
CH-8038 Zürich
Tel.: +41 43 343 98 54
Mob.: +41 79 77 43 28
e-mail: info@worldpolo.com
www.worldpolo.com

Local:

Equestrian Federation of Azerbaijan Republic

Bahrüz Nabiyeu
Secretary General
Bina settlement, Mardakan highway, Bina
Equestrian Center, Baku AZ 1045, Azerbaijan
Tel.: +99412 565 31 51/+99412 565 30 01
Tel.: +99455 246 68 96
Fax: +994 12 565 31 52
e-mail: bahrüz.nabiyeu@araf.az
www.araf.az

OFFICIAL WEBSITE

www.worldpolo.com