

KINGS POLO CLASSIC



LEVERAGE

AGENCY
Leader in Sports Sponsorship and Brand Entertainment

VERIFONEMEDIA



RUBENSTEIN PUBLIC RELATIONS, INC.



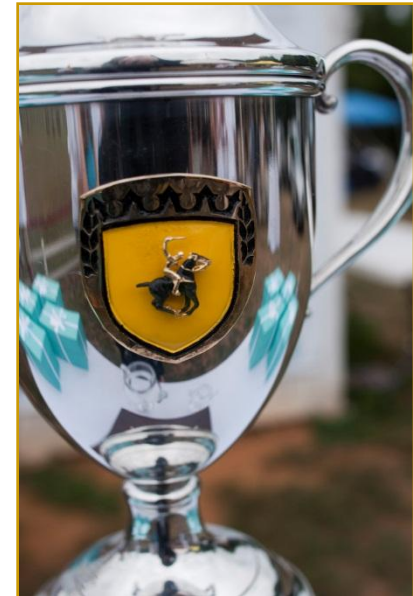
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Co-Hosting and Featuring Global Polo Icon Ignacio “Nacho” Figueras

- Seven (7) weekends of action packed Polo matches - **July 4th thru August 28th**
- Attendee’s include famous, well-connected, fashionable and influential people, socializing, networking, and watching polo in an ultra-VIP environment
- Powerful luxury lifestyle marketing platform
- Authentic media vehicles to reach consumers and influencers
- Unique business opportunity to increase brand awareness, generate relevant media opportunities, and access a distinctive audience





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International Polo Club of Colts Neck

Founded in 2009, The International Polo Club of Colts Neck was established to further develop the “Sport of Kings” through the rugged competitive excitement of the Kings Polo Classic.

The International Polo Club will host the Kings Polo Classic this summer in a setting of relaxed elegance.

Seven (7) Polo Matches with VIP tents and charity events will draw guests from Manhattan, Philadelphia, and throughout the tri-state area.





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Partnership Opportunities

- Category Exclusivity
- Official Designation Rights
- VIP Hospitality
- Rights to Event Marks and Logos
- Rights to Conduct In-Market Promotions
- Onsite Experiential Space
- Onsite Signage
- Pre-Event Marketing and Advertising Inclusion
- Digital Inclusion (Official Website, Social Media, etc.)
- On-Site PA Announcements
- Match Passes
- On-site Retail & Vending Opportunity
- Gifting Opportunity



2011 Kings Polo Classic Schedule

Schedule:

- Monday, July 4th** - Tyler's Cup
- Sunday, July 10th
- Sunday, July 17th
- Sunday, July 24th
- Sunday, July 31st ** - *2nd Annual Yellow Cab Classic*
- Sunday, August 21st **
- Sunday, August 28th

* All Matches will be held at Bucks Mill Park in Colts Neck, NJ and will begin at 5:00 PM. The event gate will open at 4:00PM.

** International Polo Star Ignacio "Nacho" Figueras will be Hosting and Competing in Three (3) Events

Handicap parking will be available at all matches.





The Polo Fan Profile

- Average Age: 47
- 75.9% are Between the Age of 35 – 64
- 50% Male / 50% Female
- 92.3% are College Educated
- Average HHI: \$459,000
- Average Net Worth: \$4,680,000
- Highest Expenditures: Real Estate, Automobiles, Travel, Technology, Art, Jewelry, and Antiques

Source: Research USA, Nov. 06





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Polo Marketing / Media Exposure

Grassroots Marketing

The International Polo Club of Colts Neck has secured strategic partnerships with the following media outlets:

- Niche Media
 - Gotham
 - Hamptons
 - Philadelphia Style
 - The Mall at Short Hills
- VeriFone Media
 - “Taxi Cab Ad Program”
- Associated Charities

Press Coverage

Pre and Post Match Print, TV, and Digital Exposure

Viral Marketing

- Social Media (Facebook, YouTube and Twitter)
- ‘Word-of-Mouth’ via Match Attendees

Website Marketing

Our website features detailed event information, player & team profiles and photo & video recaps of past matches





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Niche Media

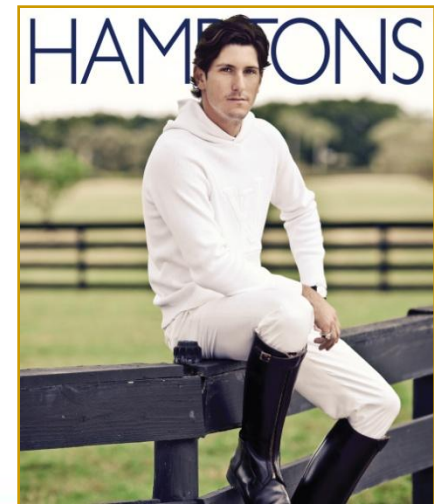
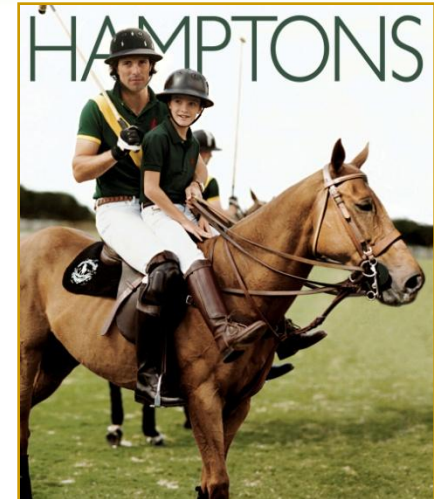
Niche Media Overview

Niche Media Holdings LLC produces must-read, luxurious magazines that mirror the sensibilities and spirits of the unique, vibrant communities to which they cater.

Targeting a high-end, savvy readership, Niche Media captures a coast-to-coast demographic that looks for the finest in fashion, travel, food, spirits, and society.

Promotion of the 2011 Kings Polo Classic will include a mix of full page ads and detailed advertorials about this year's event in the following publications:

- Hamptons
- Gotham
- Philadelphia Style
- The Mall at Short Hills





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VeriFone Media

VeriFone “Taxi Cab Ad Program” Overview

Sponsors of the 2011 Kings Polo Classic will receive strategic integration across our “Taxi Cab Ad Program” that will provide Sponsors with an additional platform to reach and engage the desirable New York City Market throughout the summer.

The “Taxi Cab Ad Program” will utilize the existing monitors within New York City taxi cabs through the placement of special ads. These ads will run within the in-taxi WABC content loop promoting the 2011 Kings Polo Classic and its Sponsors.

Program Details

- WABC Network: 6,300 taxis
- 8 weeks total
- 10,231,200 impressions
- 7,308,000 spots
- Media Value: \$204,624 net





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Digital Assets

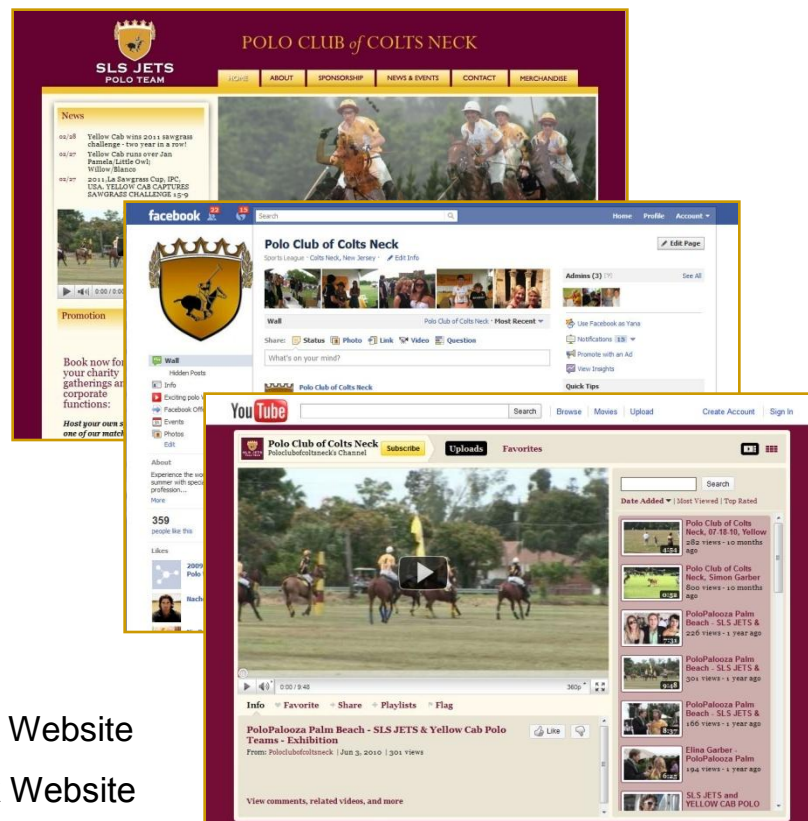
THE online destination for Polo in the Northeast, www.kingspolo.org, offers up-to-date match results, press releases, exclusive interviews with SLS JETS Team Members, and a host of other rich media and content focused on “everything” Polo.

Website Specifics

- 7982 page views per month
- 2015 monthly unique visitors
- 2 min. 31 seconds is the average time visitors spend on the International Polo Club of Colts Neck Website

Partner Opportunities

- Right to re-purpose Kings Polo Classic Content onto Sponsor’s Website and Social Media Pages
- Homepage Banner Ads
- Interior Page Banner Ads
- Sponsor links on the Kings Polo Classic Website
- Logo on the Int’l Polo Club of Colts Neck Website





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Appendix



LEVERAGE
SPORTS & ENTERTAINMENT
Specialty Sports Marketing and Branding Solutions

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2011 Title Sponsor

The Title Sponsor will receive premiere positioning and visibility throughout the 2011 Season. The International Polo Club of Colts Neck will work with the Title Sponsor to consistently showcase its brand in a meaningful and relevant manner.

Sponsor Fee: \$125,000

Overall Rights & Benefits

- Category Exclusivity
- Title Sponsor will be included (Premiere Positioning) on ALL Kings Polo Classic communication including:
 - All Print, Broadcast, and Online Materials
 - Including Niche Media and VeriFone Media
 - Pre and Post Match Media Materials
 - VIP Invitations
- Presenting Rights to One (1) Polo Team for the Entire 2011 Season
- Right of First Refusal for the 2012 Kings Polo Classic

Hospitality Benefits (all matches)

- Ten (10) Passes to an Exclusive Designated Area in the VIP Tent, Air Conditioned
 - Seventy-Five (75) VIP Passes
 - VIP Includes Complimentary Light Supper and Cocktails
- General Admission TBDs

On-site Benefits (all matches)

- Sponsor Integration / On-Site Activation
- Guest List Management
- Turnkey Event Set-Up and Breakdown
- Storage of Sponsor Materials
- Eight (8) Field Boards
- Logo Inclusion on Step and Repeat Wall
- Logo Inclusion on Entrance Arc
- Two (2) Full Page Ads in Official Match Program
- Four (4) PA Announcements
- Behind the Scenes Polo Experience
- **Exclusive Meet and Greet with Celebrity / World's Most Recognized Polo Player Ignacio "Nacho" Figueras at Three (3) Matches**



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2011 Official Sponsor

The Official Sponsor will receive prime positioning and visibility throughout the 2011 Season. The International Polo Club of Colts Neck will work with the Official Sponsor to consistently showcase its brand in a meaningful and relevant manner.

Sponsor Fee: \$90,000

Overall Rights & Benefits

- Category Exclusivity
- Official sponsor will be included on ALL Kings Polo Classic communication including:
 - All Print, Broadcast, and Online Materials
 - Including Niche Media and VeriFone Media
 - Pre and Post Match Media Materials

Hospitality Benefits (all matches)

- Eight (8) Passes to an Exclusive Designated Area in the VIP Tent, Air Conditioned
 - Fifty (50) VIP Passes
 - VIP Includes Complimentary Light Supper and Cocktails
- General Admission TBD

On-site Benefits (all matches)

- Sponsor Integration / On-Site Activation
- Guest List Management
- Turnkey Event Set-Up and Breakdown
- Storage of Sponsor Materials
- Four (4) Field Boards
- Logo Inclusion on Step aRepeat Wall
- One (1) Full Page Ad in Official Match Program
- Four (4) PA Announcements
- **Meet and Greet with Celebrity / World's Most Recognized Polo Player Ignacio "Nacho" Figueras at Three (3) Matches**

2011 Associate Sponsor



The Associate Sponsor will receive positioning and visibility throughout the 2011 Season. The International Polo Club of Colts Neck will work with the Associate Sponsor to consistently showcase its brand in a meaningful and relevant manner.

Sponsor Fee: \$60,000

Overall Rights & Benefits

- Category Exclusivity
- Associate Sponsor will be included on ALL Kings Polo Classic communication including:
- All Print, Broadcast, and Online Materials
- Including Niche Media and VeriFone Media
- Pre and Post Match Media Releases

Hospitality Benefits (all matches)

- Four (4) Passes to an Exclusive Designated Area in the VIP Tent, Air Conditioned
- Twenty-Five (25) VIP Passes
- VIP Includes Complimentary Light Supper and Cocktails
- General Admission TBD

On-site Benefits (all matches)

- Sponsor Integration / On-Site Activation
- Guest List Management
- Turnkey Event Set-Up and Breakdown
- Storage of Sponsor Materials
- Two (2) Field Boards
- Logo Inclusion on Step and Repeat Wall
- One-Half (.5) Page Ad in Official Match Program
- Two (2) PA Announcements





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2011 Event Sponsor

The Event Sponsor will receive positioning and visibility at one (1) event during the 2011 Season. The International Polo Club of Colts Neck will work with the Event Sponsor to consistently showcase its brand in a meaningful and relevant manner.

Sponsor Fee: \$12,500

Overall Rights & Benefits

- Event Sponsor will be included in Applicable Pre and Post Match Media Releases

Hospitality Benefits (One (1) Match)

- Four (4) Passes to an Exclusive Designated Area in the VIP Tent, Air Conditioned
- Twenty-Five (25) VIP Passes
 - VIP Includes Complimentary Light Supper and Cocktails
- General Admission TBD

On-site Benefits (One (1) Match)

- Sponsor Integration / On-Site Activation
- Guest List Management
- Turnkey Event Set-Up and Breakdown
- Storage of Sponsor Materials
- Two (2) Field Boards
- Logo Inclusion on Step and Repeat Wall
- One-Half (.5) Page Ad in Official Match Program
- Two (2) PA Announcements





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2011 Corporate VIP Program

Polo is the epitome of a team sport where strategy and execution are essential to success.

Bring your group to participate in a one-of-a-kind Polo experience that will feature:

- Behind the scenes look at grooming the most exceptional and efficient horses in the world
- Polo 101: a crash course into the “Sport of Kings” taught by professional Polo players
- A Polo themed team building seminar, led by members of the SLS JETS, that focuses on leadership, problem solving skills, and trust among others
- Access to the VIP tent for your group to enjoy the match

Corporate VIP Fee: \$6,000 (for a group of ten (10))





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SLS JETS

The SLS JETS, the Official Home Team of the International Polo Club of Colts Neck, participate in some of the most prestigious Polo tournaments throughout the world.

The SLS JETS are made up of the members of the Garber family, including Simon (father) and Shaun (son), Jeffrey (son), and Tyler (son), makes Colts Neck, NJ their training center and home for the summer season.

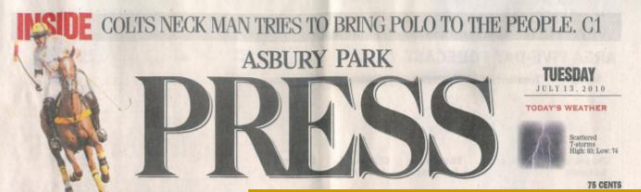
While committed to their performance on the field, the Garber's are passionate about growing the sport of Polo on a local, regional, and national level through the creation of the Kings Polo Classic.





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Press



Bringing polo to the people

Garber sees new future

By CHRIS CHRISTOPHER
STAFF WRITER

COLTS NECK — If Simon Garber gets his way, Rocky Hill Recreational Park will be the place to be on summer Sundays.

That's because he's helping bring several polo events staged by the Polo Club of Colts Neck to the facility.

"We expect to attract 600 fans to our matches," he said. "We got 200 at each of our matches last year, our first season."

The club's slogan — coined by Garber — is: "Polo for the People."

See more at poloapp.com

Polo en la tarde | *Polo in the Afternoon*

COMUNIDAD EQUESTRE EN POLOPALOOZA

EQUESTRIAN COMMUNITY IN POLOPALOOZA

Simon and Elna Garber hosted their inaugural PoloPalooza event on a Saturday afternoon at their private polo field in Wellington. The Polo exhibition match between competing teams SLS Jets and Yellow Cab Co benefited the Boys and Girls Club of Palm Beach County. The Garber family (father and sons) played alongside celebrity players Nicolas Roilan, Juan Velarde, and Martin Estrada.

Emerging as both a major player on the polo field and in the taxi industry, Simon Garber of New York City and Palm Beach has created a taxi empire, numbering over 3,000 cabs, covering nine states, including operations in three major cities, New York, Chicago and New Orleans.

Simon y Elna Garber fueron anfitriones de la inauguración de su campo privado de polo en Wellington un sábado en la tarde. El juego-exhibición fue entre los equipos SLS Jets y Yellow Cab Co. a beneficio de Boys and Girls Club de Palm Beach County. El padre y los hijos Garber jugaron con destacadas figuras como Nicolas Roilan, Juan Velarde y Martin Estrada.

Sobresaliendo como jugador de polo y empresario del negocio de los taxis, Simon Garber ha creado un imperio de más de 3,000 unidades que cubren nueve estados incluyendo tres grandes ciudades como , Nueva York, Chicago y Nueva Orleans.



The Garber Family

Edge Magazine Palm Beach Daily News

THE SHINY SHEET®

Horse Play

In the Garden State, Polo Is a 'Family Thing'

By Simon Garber

Thousands of families in suburban New Jersey wake up on summer Sundays to a little something I like to call the eternal struggle. The kids want to kick around in cutoffs and flip-flops. Dad is looking to

Like most, I once assumed the solution to this Sunday dilemma was unattainable. And I'm not one to give up easily. I run a business that presents a new twist or challenge on an hourly basis; if I don't hear someone screaming a four-letter



Angenita Grande and Whitney Baldwin



Elna, Shane and Simon Garber



Susan Belfer and Craig Dickmann

International fare fuels first PoloPalooza



Photo ©Sylvain Nishish a Kurtes for Socialite Magazine

THE POLO OBRIEF



US SEASON
Parres and Ganzi successful formula
COPA DE LAS NACIONES
EN PALERMO.

POLO AND FAMILY

Simon Garber, the Russian that conquered America's polo

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