



# SPONSORSHIP & ADVERTISING PACKAGES

## POLOCROSSE WORLD CUP 2024

**15-28 JULY 2023**

**DURBAN SHONGWENI**



# Advertising packages

## FIELD/EVENT

### OPTION 1

- 2 meter Signs alongside field (Material and design at own cost)
- 1x Half page advert in programme

**OFFERING: R4500.00**

### OPTION 2

- 2 meter Signs alongside field - (Material and design at own cost)
- 1x Full page advert in programme

**OFFERING: R7000,00**

## WORLD CUP PROGRAMME

- Full page A4 Portrait (210 x 297mm)
- Half page A5 Landscape (210 x 148mm)
- 1/4 Page Portrait (105 x 148mm)
- Logo Placement

**R5000,00**

**R2500,00**

**R1500,00**

**R500,00**

## WORLD CUP HORSE RAFFLE

- R 100 per ticket or
- R 2000 per book (20 tickets)



Uptown Girl





# #getinvolved



## BUY YOUR SPACE!

**JULY 15-28, 2024**

THE POLOCROSSE WORLD CUP IS UPON US.  
BUY YOUR SPACE IN OUR EVENT PROGRAMME & GAIN PRICELESS EXPOSURE!

**PAYMENT**  
NEDBANK  
ACCOUNT NO. 134 907 4586  
REFERENCE: ADVERT/COMPANY NAME

- FULL PAGE A4 PORTRAIT (210 X 297MM) – R5000
- HALF PAGE A5 LANDSCAPE (210 X 148MM) – R2500
- ¼ PAGE PORTRAIT (105 X 148MM) – R1500
- LOGO PLACEMENT – R500

IF YOU REQUIRE YOUR ADVERT TO RUN OFF THE PAGE A 3MM BLEED IS REQUIRED.  
PLEASE PROVIDE A HIGH QUALITY PDF ADVERT.

DUE DATE FOR ADVERT SUBMISSION IS 1 JUNE 2024

CONTACT AMBER : [MARKETING@POLOCROSSE.CO.ZA](mailto:MARKETING@POLOCROSSE.CO.ZA) | 083 7099 862



**CONTACT**  
Ashleigh: 074 891 6657

**CONTACT**  
Amber: 0837099862  
[marketing@polocrosse.co.za](mailto:marketing@polocrosse.co.za)

**WORLD CUP  
RAFFLE!**



**How to buy your  
Raffle Ticket**  
You can ZAP or do  
an EFT



**EFT:**

NEDBANK

Account no: 134 907 4586

Ref: Name-Raffle numbers

Send POP to [admin@polocrosse.co.za](mailto:admin@polocrosse.co.za)



# Sponsorship packages

## PLATINUM - TITLE SPONSOR - R 700 000,00

- Naming rights of the event. All official communications/ social media will include the sponsor logo.
- 10 x Social media releases
- 2 x Social media interview broadcasted on all mediums and live over the weekend
- Website Link/uTube channel
- Onsite brand allocations – Branded Poles, Branded Banners & Flags, 6 boards alongside field, if a vehicle brand, a stand alongside field and drive by at each final game of the day.
- 12 VIP Tickets to events (7 playing days) – Horse draw, formal dinner, opening & closing ceremony.
- VIP parking at event -3 Parking Tickets (3 cars)
- Company logo printed on SA Team Kit, /street pole advertt email newsletter & scoreboard
- Branded SA Team Vehicle & vehicle branded for drive by events
- Double page advert in printed programme for duration of the event
- Public announcements & recognition on PA system with DJ during the full event.
- Access to PASA & ticketing agents mailing database
- Private 12 seats VIP Area for sponsor (with option of full catering at an extra cost
- Radio activation with East Coast Radio, possible onsite broadcast
- Branded judges tower in middle of field with branded shade cloth
- Branded scoreboard or big screen
- 1 Branded entertainment event over the two weeks





# Sponsorship packages

## GOLD OPTION

- 2 Packages available only 1 end of both playing fields

**OFFERING: R 350 000,00**

- Logo on marketing accreditation
- 6 VIP Tickets to events (7 playing days) – Horse draw, formal dinner, opening & closing ceremony
- 2 Activation spaces in social media channels
- 4 x Formal function invites with 2 VIP parking space (Welcome Evening/ Horse Draw/Opening Ceremony/Closing Ceremony)
- Full page advert in printed programme
- Branded end of field with 2 signs alongside field (2 metres long)
- Logo on scoreboard/screen
- Exclusivity in their market
- Printing of Logo on pitch
- 6 VIP Tickets to events (7 playing days) – Horse draw, formal dinner, opening & closing ceremony.
- Public announcements & recognition on PA system with DJ during the full event.
- Access to PASA & ticketing agents mailing database
- Radio activation with East Coast Radio, possible onsite broadcast



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*PASA is open to discuss any tailormade package to suit a sponsors need should it arise.*

# Sponsorship packages

## BRONZE OPTION

**OFFERING: R 10 000,00**

### Branded Kids Area

- Jumping castles/slides
- Face-painting
- Kids pony rides
- Caretakers

## UNDEFINED AREAS OF SPONSORSHIP

- Player of the match awards
  - 20 Games over World Cup
- Horse Draw Breakfast
- Official Opening Ceremony
- Development Players Games
- Branded Tournament Officials Kit (Umpires/ Media etc)
- World Cup Horse Insurance
- Various Team Naming Rights
- Team Player Patron Sponsorship
- Horse Feed/ Hay
- Horse Transport



# HOSPITALITY PACKAGES

## FINALS WEEKEND OF 4 DAYS (*25 TO 28 JULY 2024*)

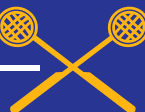
**OFFERING: R 20 000,00**

### *20 Limited spots available*

- Tent & picnic site maximum of 20 people per tent (Bands shall be given)
- Picnic Basket/ Platter - Order in advance ( 1 Platter provided, any additional may be ordered at an additional cost.)
- All refreshments (Drinks) - Ordered from Shongweni Club only
- Furniture for tent & chairs shall be provided
- Tickets to all games & 1 VIP parking space
- 4 Game days (Finals Weekend)

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PASA is open to discuss any tailormade package to suit a sponsors need should it arise.  
*We can offer an option for tailored corporate catering options, should a sponsor require this.*





# HOSPITALITY PACKAGES

**1st WEEKEND OF 3 DAYS (20 to 22 JULY 2024)**

**OFFERING: R 10 000,00**

***20 Limited spots available***

- Tent & picnic site maximum of 15 people per tent (Bands shall be given)
- Picnic Basket/ Platter - Order in advance (1 Platter provided, any additional may be ordered at an additional cost)
- All refreshments (Drinks) - Ordered from Shongweni Club only
- Furniture for tent & chairs shall be provided
- Tickets to all games & 1 VIP parking space
- 3 Game days (1st Weekend of World Cup)

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PASA is open to discuss any tailormade package to suit a sponsors need should it arise.  
**We can offer an option for tailored corporate catering options, should a sponsor require this.**



# SPONSORSHIP/ADVERTISING PACKAGE COMMITMENT

## COMMITMENT FORM

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Company Name:

Contact Person:

Telephone no:

Email:

Package Committed to:

Value Committed to:

Signature:

Date:








*Form to be completed and forwarded to [admin@polocrosse.co.za](mailto:admin@polocrosse.co.za)*



# Proposed 2024 Polocrosse World Cup Layout



-  Fan Park Big Screen
-  Seating stands
-  6m x 6m Platform for commentators & live streaming
-  Corporate hospitality and vendor tents
-  Light pole



# #getinvolved

- *World Cup Raffle*
- *Sponsorship*
- *Advertising*

**FOR MORE INFO CONTACT**  
***admin@polocrosse.co.za***

**CLICK ON LINKS**



[www.polocrosse.co.za](http://www.polocrosse.co.za)



[South African Polocrosse](#)



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