BEVERLY POLO CLUB

2027 SPONSORSHIP OPPORTUNITIES

SUMMER POLO • JUNE–SEPTEMBER • THE PLAINS, VIRGINIA

Consistent visibility across recurring events, with grassroots engagement and premium hospitality.

PARTNERSHIPS DESIGNED AROUND YOUR BRAND

Custom packages by season, tournament or Sunday.

PRESENTING & POLO LEAGUE SPONSOR

Monthly league sponsorship from June to September. Presenting opportunities for tournaments and Pro/Am, with onsite branding and digital recognition.

TEAM JERSEYS

Premium visual real estate throughout match play, trophy presentations, social media imagery and highlight reels.

VIP DECK TAKEOVER

A curated polo event combining premium hospitality, live sport, leadership engagement and immersive participation—designed for corporate outings, client entertainment and team development.

TROPHY PRESENTATION

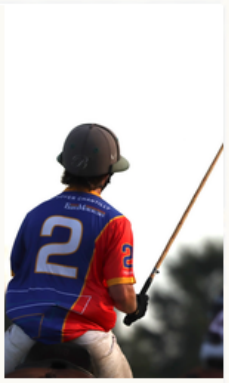
Spotlight your brand in trophy presentations and key match imagery. Branded displays, prizes and gift bags amplify your presence.

PRIZE & MICRO-SPONSORSHIPS

MVP and Best Playing Pony awards, prize-table presence, banners and product features. Flexible opportunities for local businesses and product launches.

DIGITAL & PROGRAM PROMOTIONS

Extend your reach beyond events with sponsored social content, program advertising, digital shout-outs and pre- and post-event brand features.



THE 2027 SUMMER POLO SEASON

JUNE
Pro/Am League
Marla Cup 10 Goal

JULY
Pro/Am League
Beverly Invitational 10 Goal

AUGUST
Pro/Am League
Fauquier Gold Cup 10 Goal
USPA Eastern Challenge 12–16 Goal

SEPTEMBER
Pro/Am League
The Plains Polo Cup 10 Goal

BEVERLY B EQUESTRIAN

2027 SPONSORSHIP OPPORTUNITIES

Build a meaningful presence across Beverly's 2027 hunter, jumper and equitation season—from community circuit shows to rated show weekends.

PARTNERSHIPS DESIGNED AROUND YOUR BRAND

Custom packages may be built by platform, season, event or objective.

YEAR-LONG & MULTI-PLATFORM PARTNER

- Integrated presence across Beverly shows, programs and select hospitality opportunities.
- Ongoing onsite visibility, digital recognition and collaborative brand placement.

SEASONAL PRESENTING PARTNER

- Focused association with a Winter, Spring, Summer or Fall circuit season.
- Naming opportunities, event recognition and onsite integration tailored to the series.

RATED SHOW PARTNER

- Prominent visibility surrounding Beverly's Spring and Fall rated show weekends.
- Opportunities may include feature classes, awards, hospitality and media placement.

FEATURE CLASS & DIVISION PARTNER

- Recognition attached to a class, division, medal, derby, classic or circuit award.
- Options may include announcements, ribbons, prize presentations and social coverage.

JUMP & ARENA PARTNER

- Branded jumps, arena banners and high-visibility placements within Beverly's competition spaces.
- Available for individual events, seasonal campaigns or year-long presence.

PRIZE & PRODUCT PARTNER

- Product placement on prize tables, awards for riders and horses, and co-branded recognition.
- A natural fit for equestrian, wellness, lifestyle and regional brands.

HOSPITALITY & GUEST EXPERIENCE

- Curated opportunities for client entertainment, VIP hosting and meaningful onsite activation.
- Packages are shaped around the event, audience and desired guest experience.

DIGITAL, PROGRAM & MICRO ACTIVATIONS

- Social media features, program advertising, digital acknowledgements and content collaboration.
- Flexible activations for local businesses, launches and focused three-month campaigns.

THE 2027 BEVERLY SHOW SEASON

12 CIRCUIT WEEKENDS • 2 RATED SHOWS • THE PLAINS, VIRGINIA

WINTER CIRCUIT
DEC 19–20 • JAN 16–17 • FEB 13–14

SPRING CIRCUIT
MAR 20–21 • APR 17–18 • MAY 22–23

SUMMER CIRCUIT
JUN 26 • JUL 17 • AUG 28 | ONE-DAY SHOWS

FALL CIRCUIT
SEP 18–19 • OCT 9–10

CIRCUIT FINALS
NOV 20–21

SPRING CLASSIC
MAY 29–30, 2027
USEF-RATED

FALL CLASSIC
OCTOBER 2–3, 2027
USEF-RATED

CUSTOM PACKAGES AVAILABLE

BEVERLYEQUESTRIAN.COM