

# 2011 SPONSORSHIP OPPORTUNITIES



PLAYER'S PARTY  
Friday, October 14th  
POLO AT THE POINT  
Sunday, October 16th

## POLO AT THE POINT

**F**or over twenty years, annual charity polo matches hosted in Point Clear have been some of the most successful fund raising events in Mobile & Baldwin counties.

Over the past two years, Point Clear Charities, Inc. (PCC) presented Mercy Medical with \$200,000 for its Guardian Angel program which supports critically and terminally ill children in their homes. Patients range from birth to 17 years of age, and suffer from cystic fibrosis, leukemia, other cancers and diseases, or severe conditions resulting from a birth defect or injury. Guardian Angel is one of the only programs that provides home healthcare, palliative care and hospice care to children in Mobile and Baldwin counties and serves any child in need, no matter of their family's ability to pay.

This year PCC has designated Guardian Angel and Thomas Hospital's Pediatric Rehabilitation Program as main beneficiaries of the POLO AT

THE POINT event as well as other local charities.

Thomas Hospital's Pediatric Rehabilitation Program provides comprehensive care to children who require occupational, physical, and speech therapy. The program meets the unique needs of patients – ages birth through adolescence – diagnosed with autism, cerebral palsy, Down syndrome, hearing impairment, muscular dystrophy and other disorders. The state-of-the-art program provides a safe environment for children with special needs to work on their strength, coordination and balance.

Business or pleasure, we invite you to join our cause! Sponsorship opportunities are available and range from the very generous to the very affordable. Bring your employees, clients, friends, or family and enjoy an unrivaled weekend of Southern Alabama's elegance and entertainment. This year POLO AT THE POINT will be 12-goal Polo matches.



[www.poloatthepoint.com](http://www.poloatthepoint.com)  
P.O. Box 1178, Point Clear, AL 36564

### Presenting Sponsors \$20,000 (SOLD! Unavailable)

- Premium Naming Rights
- Sponsor a team in the Main Title Cup Match.
- One large hex 20 x 60 Tent located center field (includes tables, chairs, ice & trash disposal)
- 80 Presenting Sponsor Tent Guest Tickets (Additional tickets \$20.00 each)
- One large Presenting Sponsor Tent sign
- 12 invitations to POLO AT THE POINT Players' Party, Friday night, October 15.
- Presenting Sponsor logo on POLO AT THE POINT T-shirt
- Presenting Sponsor logo and name on the POLO AT THE POINT Poster
- Presenting Sponsor Trophy/Award presentation recognition at event
- Two full-page, color ads in POLO AT THE POINT Program with preferred placement.
- Presenting Sponsor recognition in select POLO AT THE POINT TV, radio and print advertising.
- Presenting Sponsor public address announcements throughout event day
- Right to display four promotional banners at the event (banners not provided).
- Other event day promotional display options.
- Year-round recognition as Presenting Sponsor at <http://poloatthepoint.com>

### Team Sponsors \$10,000 (SOLD! Unavailable)

#### Own an 8 Goal Polo Team For A Day

- Team Sponsor name on Team Jersey
- One large 20 x 40 Team Sponsor Tent next to Presenting Sponsor Tent (includes tables, chairs, ice, trash disposal).
- 60 Sponsor Tent Guest Tickets (Additional tickets \$20.00 each)
- One large Team Sponsor tent sign
- 6 invitations to the POLO AT THE POINT Players' Party, Friday, October 15
- Team Sponsor name & logo on Polo Scoreboard during game
- Team Sponsor logo on POLO AT THE POINT T-shirt
- Full page color ad in POLO AT THE POINT Program
- Team Sponsor Trophy/Award presentation recognition
- Team sponsor recognition in select POLO AT THE POINT print advertising
- Team Sponsor public address announcements throughout the day of the event
- Other event day promotional display options
- Year round recognition as the Team Sponsor at <http://poloatthepoint.com>

### Luncheon Table Sponsor \$2,000

#### Luncheon and drinks

- 10 Luncheon Tickets & table signage
- One half page color program ad

## Players' Party/Tournament Sponsor \$20,000

### Party location-Sonny Hill Practice Field-Pierce Road

- Exclusive Signage at Players' Party & on Tournament Jersey
- 20 invitations to POLO AT THE POINT Players' Party, Friday, October 15  
20 x 20 Tent with preferred field-side location on tent side (includes tables, chairs, ice, trash disposal)
- 25 Tent Guest Tickets (Additional tickets \$20.00 each)
- One Players' Party Sponsor Tent sign
- Sponsor logo on POLO AT THE POINT T-shirt
- Full page color ad in POLO AT THE POINT Program
- Players' Party Sponsor Trophy/Award presentation recognition
- Players Party Sponsor recognition in all POLO AT THE POINT print advertising
- Right to display a promotional banners at event (banners not provided)
- Other event day promotional display options
- Year round recognition at <http://poloatthepoint.com>

## 20' x 60 Luncheon Tent Sponsor \$5,000 (4 Sponsorships Available)

### Center Stage Entertainment

- 2 reserved luncheon tables of ten including a gourmet lunch and drinks
- 20 Tent Guest Tickets
- 2 invitations to POLO AT THE POINT Players' Party, Friday, October 14
- Sponsor logo on POLO AT THE POINT T-shirt
- Luncheon tent sponsor recognition at award presentation
- Half-page color ad in POLO AT THE POINT Program
- Luncheon Tent Sponsor Decorator/Award presentation
- Recognition in select POLO AT THE POINT advertising
- Other event day promotional display options
- Year round recognition at <http://poloatthepoint.com>

## Tent Sponsor \$3,000 (20x20 tent)

### Private Party Hosting

- 20 x 20 Tent with field-side location on tent or tailgate side (includes tables, chairs, ice, trash disposal)
- One Tent Sponsor Tent sign
- 25 Tent Guest Tickets (Additional tickets \$20.00 each)
- One half-page black & white program ad (\$100 Color upgrade)
- Tent Sponsor recognition in select POLO AT THE POINT advertising
- Other event day promotional display options
- Year round recognition at <http://poloatthepoint.com>

## Tailgate Tent Sponsor \$500 (10 x 10 Tent)

### Informal fun

- One Tailgate Sponsor Reserved Tailgate Tent near mid-field with early gate admission privileges, one tailgate sponsor reserved parking space in tailgate parking area.
- 20 Tailgate Sponsor tickets

## T-Shirt Sponsor \$4,000 (Recognition for longer than just a day)

- T-Shirt Sponsor name/logo on POLO AT THE POINT T-Shirt
- 10 Luncheon tickets
- 2 invitations to POLO AT THE POINT Players' Party, Friday, October 15
- Half-page color ad in POLO AT THE POINT Program
- Sponsor recognition in all POLO AT THE POINT print advertising & poster
- Year-round recognition at <http://poloatthepoint.com>

## Program Sponsor Support in Print

### Full Page Ad (7.5w x 10h)

- Color - \$700.00
- Black and white - \$500.00

### Half Page Ad (7.5w x 4.875h)

- Color - \$450.00
- Black and White - \$ 350.00

### Quarter Page Ad (3.625w x 4.875h)

- Color - \$250.00
- Black and White - \$200.00

Deadline for ad and payment is Sept. 20, 2011. An early payment discount of 10% is applied to payments made before Sept. 1, 2011.

**Digital Ad Specifications:** Preferred File Formats: PDF/X-1a, High Resolution PDF (300 dpi, CMYK)

E-mail ad: [info@mercymedical.com](mailto:info@mercymedical.com)

## Contacts

### Chairpersons

Dawn Pilot	(251) 610-6511	<a href="mailto:kansas67@aol.com">kansas67@aol.com</a>
Jamie Leatherbury	(251) 604-8827	<a href="mailto:jamie@weeksbay.com">jamie@weeksbay.com</a>
Linda Lou Parsons	(251) 454-6058	<a href="mailto:LindaLouParsons@robertsbrothers.com">LindaLouParsons@robertsbrothers.com</a>

### Program Ads

Kim Campbell	318-464-9300	<a href="mailto:ckcampbl@aol.com">ckcampbl@aol.com</a>
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### Mercy Medical

Donna Wilhelm	(251) 625-2538	<a href="mailto:donnaw@mercymedical.com">donnaw@mercymedical.com</a>
Cecilia Mace	(251) 625-2541	<a href="mailto:info@mercymedical.com">info@mercymedical.com</a>

### Thomas Hospital

Kathy Baugh	(251) 279-1512	<a href="mailto:kathy.baugh@infirmaryhealth.org">kathy.baugh@infirmaryhealth.org</a>
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To learn more about Guardian Angel visit [www.mercymedical.com/guardianangel](http://www.mercymedical.com/guardianangel)



To learn more about Rehab Services visit [www.thomashospital.com](http://www.thomashospital.com)

