

IVAN THE TERRIBLE POLO CHALLENGE

Ivan The Terrible Polo Challenge at Guards Polo Club plays host to a unique selection of high profile polo players, patrons and spectators from across the world

PROFILE

The Ivan The Terrible Challenge is an established annual high profile event. The first and only polo tournament in the UK at which Russian players compete. Held at the exclusive Guards Polo Club, the most prestigious Polo club in Europe.

It is an exclusive private event with a “county fair” feel, blended with a touch of international glamour.

The Challenge offers a unique opportunity for British and international luxury brands to raise their profile and increase awareness amongst high net-worth individuals and international polo audiences, entertain their guests and broaden their client base.

The Ivan The Terrible Challenge is a wholly charitable event with all proceeds being donated to good causes.

DEMOGRAPHICS

- AB audience
- influential and prosperous individuals with a high spending power (primarily UK, Russia & former Soviet Union)
- targets a wider audience of luxury consumers



Opportunities

- Sponsorship
- VIP Hospitality



EXPOSURE

- PR and advertising in various media, including TV
- Magazine coverage: OK, Polo Times, New Style & The Polo Magazine
- Significant B2B and B2C networking potential