

# BRITISH BEACH POLO CHAMPIONSHIP

*'Only one sport is glamorous enough for the platinum peninsular of Sandbanks'*  
*The Times*

## PROFILE

The British Beach Polo Championship (BBPC), sanctioned by the Hurlingham Polo Association, the International Beach Polo Association & the Borough of Poole, was officially launched as the British Beach Polo Championships in 2008 and is broadcast on Sky Sports.

The Championship is the most prestigious Beach Polo event in the UK held annually at Sandbanks Beach, UK's most exclusive beach community. Players, celebrities and supporters alike enjoy the day's varied entertainment and the official Sandbanks after-parties while grandstand seats and hospitality sell out in advance. The teams comprising of the most talented international and national polo players will compete for the Championship title over two days.

Without pretentiousness, but exuding an abundance of class and style, it is the ultimate destination for sports enthusiasts, major players and music lovers.

## DEMOGRAPHICS

- predominately socio-economic A & B
- aged between 20 and 50
- including seasoned players & celebrities
- Sandbanks residents and Dorset's elite



- ### Opportunities
- Sponsorship
  - VIP Hospitality



## EXPOSURE

- extraordinary reach of over 20 million people viewing the championship through a variety of media
- attracting local, national and international newspapers, magazines, TV and radio
- 6,000+ attended over both days
- 1,000+ viewed from the public area of the beach
- 1,500+ attend after parties
- 2,500+ event brochure distribution