



BENTLEY SCOTTSDALE

*Polo Championships*

**15** *The Annual*

Presented By

**GILA RIVER**  
RESORTS & CASINOS



*America's Most Attended Polo Event*

# 6 POLO MATCHES

*2025 Teams Included:*

Arizona Polo Club

New Orleans Polo Club

Army Polo Team

Navy Polo Team

Wine Country Polo Club

Wales National Polo Team Nashville

Polo Team

Royal County of Berhshire Polo Club

Battle of the Sexes

International All Stars

# PAST PLAYERS

*Nacho Figueras*

*Julio Arellano*

*Jeff Hall*

*Jason Crowder*

*Nic Roldan*

*Mark & Melissa Ganzi*

*Work to Ride*

*Ashley Busch*

*Gay Polo Team*

*Wales Polo Team*

*Tommy Biddle, Jr.*

*The Townsend Cup (England vs USA)*

*Sarah Alexandra Wiseman*

*Caroline Anier*

*...And many more*

*Exclusive VIP*  
**TENTS & TABLES**

# A HUGE CROWD

The Bentley Scottsdale Polo Championships is the most attended polo event in the United States



Prime: A Luxury Tent Experience by Maple & Ash,  
Neiman Marcus, Barrett-Jackson and Bentley  
Scottsdale



The Scottsdale Maserati Drivers & Players VIP Lounge



Barrett Jackson Champagne & Jazz Lounge



*Luxury Brand*

# PARTNERS & ACTIVATIONS

# SPONSORS INCLUDE:

**GILA RIVER**<sup>®</sup>  
RESORTS & CASINOS

Wild Horse Pass  
Lone Butte  
Vee Quiva

*Barnett-Jackson*  
THE WORLD'S GREATEST COLLECTOR CAR AUCTIONS<sup>®</sup>

**STELLA ARTOIS**  
Belgium

  
MASERATI  
Scottsdale

*Old Town*  
SCOTTSDALE

 SANDERSON LINCOLN  
BLACK LABEL DEALER  
**COMPASS**

**NÜTRL**  
Vodka. Seltzer. Real Juice.  


*Neiman Marcus*

**MOUNTAIN SIDE**  
**FITNESS**

**EA** ELITE  
ESTATES  
ARIZONA

 GENESIS

  
MAPLE & ASH

**10X HEALTH**

**GRIMALDI'S**  
COAL BRICK-OVEN PIZZERIA

Mark  Taylor  
EST. 1985

GENESIS OF SCOTTSDALE

**WOODINVILLE**



**TERRAZAS**  
DE LOS ANDES

  
*Highline Autos*

  
EST. 1976  
THE SCOTTSDALE  
RESORT & SPA

  
DRAFTKINGS SPORTSBOOK AT  
TPC SCOTTSDALE



**LIFTED TRUCKS**

**Polestar** **Veuve Clicquot**

CURIO COLLECTION  
by Hilton<sup>™</sup>

 M CULINARY CONCEPTS

  
*Whispering Angel*

**INDEPENDENT**  
NEWS MEDIA  
Celebrating & Connecting Our Communities  
YourValley.net

*Scottsdale*  
NIGHTS

LUGARI   
pet salon

*Robert Graham*<sup>®</sup>





**MUSICAL PERFORMANCES**



**ART DISPLAYS**



**EQUINE APPEARANCES**



**FASHION SHOWS**



**INNOVATIVE ELEMENTS**



**CANINE COUTURE**



# BENEFICIARIES

*Since inception in 2011, the Bentley Scottsdale Polo Championships has contributed more than \$150,000 towards charities.*



*Exclusive Friday Night*  
**WELCOME RECEPTION**





*“The Best Polo Event in the World”*

*-Ricky Cooper, Wales Polo Team Captain*

**WHY  
SPONSOR?**

# THE VENUE

## WESTWORLD OF SCOTTSDALE

*Premier,  
internationally  
recognized,  
equestrian events  
facility*

*Home of the world-  
famous Barrett-  
Jackson Classic Car  
Auction & Scottsdale  
Arabian Horseshow*

# THE CROWD

## *Attendance & Demographic*

*Over 13,000 fans  
attended in 2025.*

*Record breaking year for  
ticket sales in 2025.*

*56% female. 44% male.*

## *Attendees by Location*

*Arizona: 80%*

*(Scottsdale: 50%,  
Phoenix: 22%)*

*Outside Arizona: 20%*

## *Average ticket purchase*

*\$150*

# POLO SPECTATOR DEMOGRAPHICS

## *Average Age: 47 years*

*Under 35 years: 15.6%*

*35-44 years: 27.1%*

*45-64 years: 48.8%*

*64+ years: 8.5%*

## *Education:*

*College Degree: 76.8%*

*Post Grad Degree: 29.9%*

## *Net Worth of more than \$1 Million: 64.2%*

## *Primary Residence Average Value: \$515,000*

*\$500,000: 31.4%*

*More than \$1 Million: 10%*

## *Occupation:*

*Professional / Mgmt: 58.8%*

*President / Director: 33.2%*

# EXTENSIVE BRANDING OPPORTUNITIES

- Signage or collateral distribution
- Exhibitor display
- Interactive pop-ups
- Private Skybox
- Hospitality tents
- Drive-to -Retail
- Ticket promotions or giveaways
- Exclusive offers
- Logo placement on jerseys
- Product displays
- ...and so much more





# EARNED MEDIA

*\$13M secured since 2011*



# SUPPORT

*Personal concierge service from local event & entertainment experts*

*Hosts have over 50 years of special event experience*

*Ability to leverage existing relationships for logistics & public relations*



# QUESTIONS?

*Contact Us*

The Bentley Scottsdale Polo Championships  
7144 E Stetson Dr., Suite 400  
Scottsdale, AZ 85251

480-423-1414 (general questions)

ThePoloParty.com  
@ThePoloParty



*We Hope To See You In 2026!*



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