



# LADIES ARMY IV

## hardcourt bike polo tournament

### LEXINGTON • KENTUCKY



Hardcourt bike polo is a quickly growing sport, with clubs popping up in nearly every country on the map. The women and men who play bike polo are dedicated to the advancement of the sport, maintaining the integrity and competitiveness of a serious game while supporting a cohesive community that is shared around the world, making hardcourt bike polo an increasingly important part of the cycling world.

Ladies Army is an annual all-female bike polo tournament started in 2009 in an effort to showcase female bike polo talent. Every year, Ladies Army is an anticipated event, drawing female polo players from around the world to battle it out on a central court. Previous Ladies Army tournaments have been hosted by New York City Bike Polo in 2010 and Austin Texas Polo Social Club in 2011.

Ladies Army IV and coed tournament will take place on April 27-29, 2012 at the Lexington Bike Polo Courts located at the corner of 6th and Jefferson in Coolavin Park. This tournament is predicted to attract over 30 all-female teams from cities in North America, Europe, and Asia, as well as many of their male counterparts who will compete in the coed portion play of the weekend.

Since its formation in 2007, Lexington's reputation in the bike polo community has been one of hard work, successful tournament presentation, and dedication to maintaining the sport's integrity and development. As many as 25 polo players populate Lexington's bike polo courts, which are exclusively maintained by local players with the support of Parks and Recreation. Polo players from cities around the country often visit to join in Lexington's weekly pickup games at Coolavin Park, which is located in the up-and-coming Northside of Lexington, close to many popular restaurants and bars, the Legacy Trail, and the new Bread Box, a mixed-use building that will house West Sixth Brewing, Broke Spoke Community Bike Shop, Cricket Press, and Foodchain.

Lexington Bike Polo has had several write-ups in the Herald Leader and North of Center, and bike polo demonstrations can often be seen during downtown Lexington events such as Bike Lexington, Second Sunday, and neighborhood block parties.

# April 27th-29th, 2012



# LADIES ARMY IV

## hardcourt bike polo tournament

### SPONSORSHIP PACKET

Why sponsor? Your sponsorship of the Ladies Army IV not only helps Lexington Polo put on a premier event—it allows us to showcase your name, products, and services to a large demographic of cycling enthusiasts. Over 60 teams will be participating in the weekend's events in April and many spectators will be on hand to watch the action, providing excellent exposure for our sponsors. Bike polo is an emerging urban sport, and by sponsoring this major event, your company name will be associated as a supporter of this progressive and exciting sport and the community that has grown around it.

Below is a list of sponsorship levels. These are general guidelines based on the funds and resources it takes to successfully stage a tournament of this scale. We gratefully accept contributions of any level, and will work with your company to provide adequate recognition for your contributions.

For more information, sponsorship, donation, or the event, contact Tiffany Morrow at 859-537-5436 or 321@lexingtonbikempolo.com.



#### **PRESENTING SPONSOR - \$2,000 or In-kind equivalent (1 AVAILABLE)**

"Ladies Army IV 2012 Hardcourt Bike Polo Tournament Presented By..."

in all online and printed promotional materials including:

- Web banner and logos on [www.lexingtonbikempolo.com](http://www.lexingtonbikempolo.com)
- Posters and advertisements
- Prominent logo placement on registration and info page at [www.leagueofbikempolo.com](http://www.leagueofbikempolo.com)
- Bike map and informational brochure included in registration packet
- Banners hung at the courts during the event
- Two 2'x6' vinyl banners with presenter's logo, or choice of graphics
- All subsequent benefits associated with promotion

#### **PLATINUM LEVEL SPONSOR - \$1,000 or In-kind equivalent (2 AVAILABLE)**

• Logo in all online and printed promotional materials including:

- Banner link on [www.lexingtonbikempolo.com](http://www.lexingtonbikempolo.com)
- Posters and advertisements
- Bike map and informational brochure included in registration packet
- Banner hung at the courts during the event
- One 2' x 6' vinyl banner with sponsor's logo
- All subsequent benefits associated with promotion

#### **GOLD LEVEL SPONSOR - \$500 or In-kind equivalent (MULTIPLE AVAILABLE)**

• Logo in all online and printed promotional materials including:

- Web link on [www.lexingtonbikempolo.com](http://www.lexingtonbikempolo.com)
- Posters and advertisements
- Bike map and informational brochure included in registration packet
- Banner hung at the courts during the event
- One 2' x 6' vinyl banner with sponsor's logo
- All subsequent benefits associated with promotion

#### **SILVER LEVEL SPONSOR - \$250 or In-kind equivalent (MULTIPLE AVAILABLE)**

• Logo in all online and printed promotional materials including:

- Web link on [www.lexingtonbikempolo.com](http://www.lexingtonbikempolo.com)
- Posters and advertisements
- Bike map and informational brochure included in registration packet
- All subsequent benefits associated with promotion

#### **BRONZE LEVEL SPONSOR - \$50 to \$250 or In-kind equivalent**

• Logo in all online and printed promotional materials including:

- Posters and advertisements
- Bike map and informational brochure included in registration packet
- All subsequent benefits associated with promotion