

ROLEX  
EUROPEAN POLO CHAMPIONSHIP  
GERMANY 2008  
4.-14. September 2008



*Use the high class sport  
event for your company*



# THE ROLEX EUROPEAN POLO CHAMPIONSHIP 2008

The Rolex European Polo Championship will be the largest event of its kind in the polo history. There have never been more teams competing for the European crown. 9 Nations from Austria, Belgium, England, France, Germany, Italy, the Netherlands and Spain have announced their participation.

The Rolex European Polo Championship will be hosted at manor Aspern near Hamburg. It will be from September 4 to September 14 and is organized by the FIP (Federation of International Polo)



Use highway A23, exit 13: Horst.  
 Follow the signs





# FACTS



Patron to the Rolex European Polo Championship at manor Aspern will be prime minister of Schleswig-Holstein, Peter Harry Carstensen

## DURATION:

04.-14. September 2008

## LOCATION:

Rosenstrasse 3, 25355 Groß Offenseth-Aspern

## VIP AND EXHIBITION GROUND OPENED:

September 6./7. and September 13./14.

## POLO PITCHES:

The tournament will take place on two full size polo grounds

## HORSES & GROOMS:

60 polo players with about 200 horses are looking forward to this years highlight. Including the 50 grooms they can not wait until the polo ball is hit again.

## EXPECTED SPECTATORS:

VIP area: ca. 2,000

Public area: ca. 10,000










## *Promotion of the Event*

- Professional PR work
- Press conferences
- Present will be media correspondents for TV, radio and print media of all European countries
- Media cooperation with Radio: Schleswig-Holstein, NDR and Radio Hamburg; TV: Eurosport; Print media: Die Welt, Condé Nast-Verlag
- Promotion via Hamburg Tourism GmbH and the official event calendar "Auf nach Hamburg" with a print run of over 100,000
- internet presence on [www.hamburg-tourismus.de](http://www.hamburg-tourismus.de), one of the most successful webpage of Hamburg with over 8,000,000 clicks a year
- Promotion via the event calendar of the Deutsche Bahn, [www.bahn.de](http://www.bahn.de) and Tourism-Report Hamburg
- Poster and flyer distribution in an area of 200km around the event site
- Signs at exclusive highway destinations in combination with large banner commercial
- Exclusive polo European magazine with a distribution at all European polo clubs as well as in selected luxury stores and hotels in Germany and Europe
- The FIP promotes the Rolex European Polo Championship in 120 Nations
- Ticket sale in advance via Ticket Counter and [www.ticketonline.de](http://www.ticketonline.de)



# LEAGUES AND TIMETABLE

## Leagues

LEAGUE A	LEAGUE B	LEAGUE C
 BELGIUM	 ENGLAND	 AUSTRIA
 ITALY	 FRANCE	 GERMANY
 SPAIN	 SWITZERLAND	 NETHERLANDS

## Timetable

<u>05.09.2008</u>		<u>10.09.2008</u>	
BELGIUM	- ITALY	THIRD LEAGUE 1	- THIRD LEAGUE 2
ENGLAND	- FRANCE		
AUSTRIA	- GERMANY	<u>11.09.2008</u>	
		THIRD LEAGUE 1	- THIRD LEAGUE 3
<u>06.09.2008</u>		<u>12.09.2008</u>	
BELGIUM	- SPAIN	THIRD LEAGUE 2	- THIRD LEAGUE 3
FRANCE	- SWITZERLAND		
AUSTRIA	- NETHERLANDS	<u>13.09.2008</u>	
<u>07.09.2008</u>		BEST WINNER GAMES 1,2,3 - BEST LOSER GAMES*	
ITALY	- SPAIN	2 <sup>nd</sup> BEST WINNER GAMES 1,2,3- 3 <sup>rd</sup> BEST WINNER GAMES 1,2,3	
ENGLAND	- SWITZERLAND	<u>14.09.2008</u>	
GERMANY	- NETHERLANDS	2 <sup>nd</sup> BEST LOSER GAME 1,2,3 - 3 <sup>rd</sup> BEST LOSER GAMES 1,2,3	
<u>09.09.2008</u>		LOOSER GAME 4 - LOOSER GAME 5	
WINNER LEAGUE 1	- SECOND LEAGUE 2	WINNER GAME 4	- WINNER GAME 5
WINNER LEAGUE 2	- SECOND LEAGUE 3		
WINNER LEAGUE 3	- SECOND LEAGUE 1		

\* For best Loser we do count all games played also the games in the league



## PROVISIONAL SIDE EVENTS

### Side Events

04.09.2008

13:00 Team Meeting for all Teams playing the Rolex European Championship. They will get shirts and information concerning the tournament

#### Clubhouse

20:00 Welcome Cocktail with Food for all Teams. Teams will be presented. Please come with your Team shirts and Blazer

05.09.2008

20:00 Players Cocktail  
(more information will follow)

06.09.2008

13:00-17:30 VIP-tent for Players and Sponsors  
Extra Tickets are available under [www.poloevents.com](http://www.poloevents.com)

20:00 Dinner for all Teams

07.09.2008

13:00-17:30 VIP-tent for Players and Sponsors  
Extra Tickets are available under [www.poloevents.com](http://www.poloevents.com)

12.09.2008

21:00 Players Night  
(more information will follow)

13.09.2008

13:00-17:30 VIP-tent for Players and Sponsors  
Extra Tickets are available under [www.poloevents.com](http://www.poloevents.com)

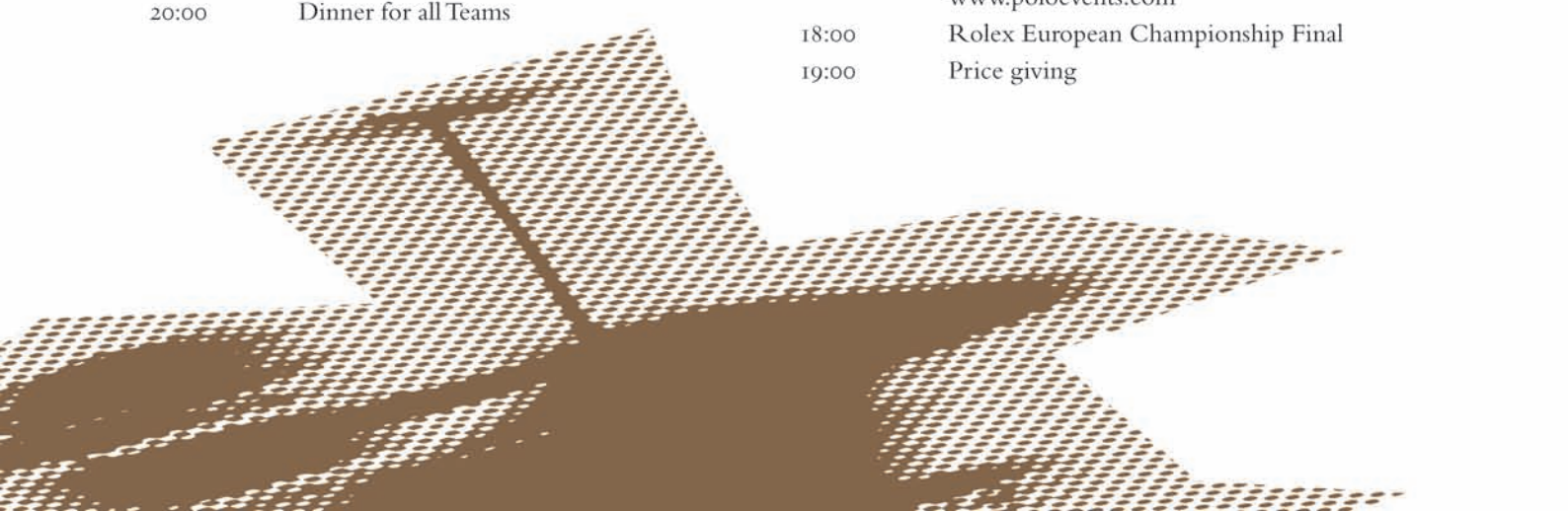
20:00 Final Party with Food and Drinks  
(more information will follow)

14.09.2008

13:00-19:00 VIP-tent for Players and Sponsors  
Extra Tickets are available under [www.poloevents.com](http://www.poloevents.com)

18:00 Rolex European Championship Final

19:00 Price giving





*The perfect opportunity for an extraordinary meeting with friend and/or business partners*

## VIP TABLES AND TOP CATERING

The elegant VIP tent will be open every Saturday and Sunday during the event duration. It will offer the opportunity of 6 to 10 people teak wooden tables during the hours of 13.00 and 18.00. In addition there will be a five star catering and a variety of bars offering champagne, cocktails, beers and coffee. The whole area offers a fascination view on the pitches to follow the action on the grass.



*Preliminary round September 6. and 7.*

VIP ticket, day price: 240 €

Table for 6 Pers., day price: 1,380 €

Table for 10 Pers., day price: 2,200 €

*Total duration of the event September*

*6./7./13./14.*

Table for 6 pers.: 5.600 €

Table for 10 pers.: 9.200 €

*Final days September 13./14.*

VIP ticket, day price: 260 €

Table for 6 Pers., day price: 1.500 €

Table for 10 Pers., day price: 2.400 €

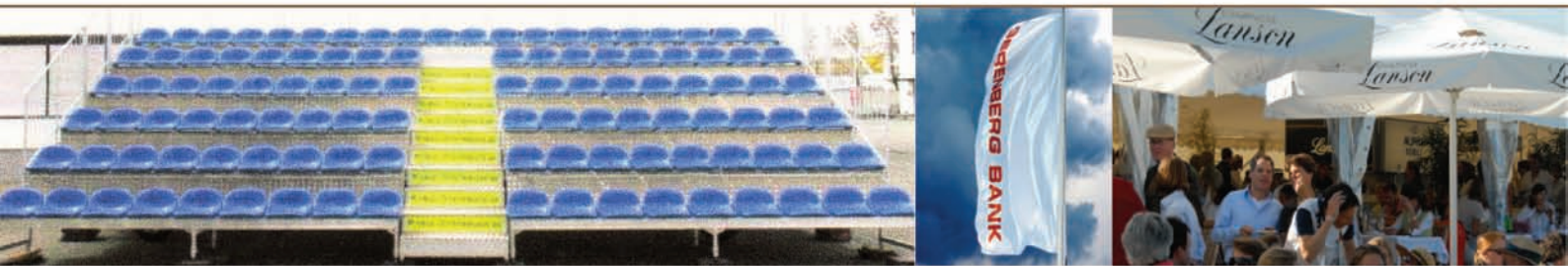


## BASIC SPONSOR

- on behalf of the sponsor we will reserve a table for six persons in the VIP area for the preliminary days, the semi final and final. You and your guests will be served culinary specialties and a variety of bars
- The company will have a company banner on one of the offered banner poles
- Two board of 5x2 meters at the pitch

Price per banner: 1.250 € (5m length, 2m high)

Price per meter: 250 €



## GRANDSTANDS

*on September 6./7./13. and 14.*

You receive a seated grandstand with about 120 seats. The grandstand will be alongside to the pitch in the public area and will be branded with the company's image. ★

Price per Grandstand: 7.500 €

(VAT has to be added to all prices)

★ Team sponsor presents the additional promotion material (banners, boars, pelmets and tournament blankets).  
For the imprints separate prices have to be calculated.





# PROFESSIONAL PR WORK

It is the target of the Pegasus Marketing GmbH to give the polo sport a presence in the media world wide. During the polo events it is the goal to explain the sport and to present the players and the sponsors as good as possible. The successful presswork and many press releases during the last years give reason to believe in an exciting future of polo.

*When working with the media and the public it is the main interest of the Pegasus Marketing GmbH to provide a personal, service-, and client oriented press work. As basis for an successful presswork we provide creativity, sensibility and experience.*







## POLO ON MANOR ASPERN

Manor Aspern, home to the polo club Schleswig-Holstein, will be hosting the Rolex European Polo Championship 2008.

The manor Aspern exists since the 16th century. In 2005 Christopher Kirsch did purchase the manor and established the polo sport here.

Since then there have been many renovations and reconstructions to create a sufficient centre for the sport with horses. The charm of the traditional manor was not lost. Also rarities are the two full size polo grounds that bring excitement to every polo player.

*The country flair is not only respected by the members of the club. Also a number of international polo players from Argentina, England and Spain got to love the fair at manor Aspern. Their knowledge and skill help the associated polo academy. Here everyone is capable to get into contact with the polo sport and profit from the experience of experts.*





THANK YOU FOR  
YOUR ATTENTION

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