



Invictus Polo

The Brand Platform in Motion

SPONSORSHIP & BRAND INTEGRATION DECK – 2026





Executive Summary

Invictus Polo is the first fully integrated, professional polo team built as a luxury marketing platform – combining world-class tournaments, high-end hospitality, branded experiences and continuous media production.

Inspired by Formula 1, we offer luxury brands

- Year-round branding in elite environments
- Media, content & influencer exposure
- VIP hospitality access
- Product integration & storytelling

All delivered as a full-service package.

Our 2026 debut season includes 20+ tournaments across 3 continents. Our media & sponsorship model is built for long-term brand equity, direct HNWI access and scalable international growth.

Vision & Mission

Our Vision

To redefine polo as a powerful stage for modern luxury brands – combining performance, prestige and emotional storytelling.

Our Mission

To offer premium partners a high-impact marketing platform that integrates sport, content and client engagement into a seamless, unforgettable brand presence.



Why Polo? Why Now?

- Polo delivers direct access to high-net-worth individuals, entrepreneurs, luxury travelers & family offices.
- Polo is underexposed – unlike golf or FI, brands are not competing for attention.
- Polo aligns with the values of luxury: style, tradition, courage, exclusivity.

The Problem:

Current polo sponsorship = a logo for a weekend.

The Solution

Invictus Polo offers a full-year, emotionally rich sponsorship platform with:

- ✔ Brand control
- ✔ Premium storytelling
- ✔ Hospitality experiences
- ✔ Social & media reach

At a fraction of the cost of other sports.

How It Works: The Invictus Sponsorship System

We operate like a Formula 1 team – with 360° brand visibility across

1. Polo Team

- International tournaments (High Goal, Snow Polo, Beach Polo)
- Professional players, curated horses
- Centralized CI, consistent branding

2. Brand Integration

- Logos on jerseys, horse gear, equipment, vehicles
- Custom merchandise & uniforms
- Sponsor-specific content & placements

3. Content Production

- Hero videos, highlight reels, editorial shoots
- Co-branded content with brands
- Full usage rights

4. Social Media Strategy

- Instagram, YouTube, LinkedIn, TikTok
- Influencer partnerships
- Paid ad campaigns using match footage

5. Hospitality & Events

- VIP lounges at tournaments
- Private events, dinners, previews
- Polo + drive/fashion/art experiences



Sponsorship Packages

Tier	Annual Fee	Industry Exclusivity	Branding & Media	Hospitality
Platinum	€500K – €1M	Yes	Jersey (chest), horse gear, trailer, content rights	Full access, private events
Gold	€250K – €499K	Yes (1 per sector)	Jersey (sleeve/back), co-branded zones	VIP access, dinner invites
Silver	€100K – €249K	Shared	Sleeve logos, stalls, mentions	Partial access
Bronze	€50K – €99K	Limited	Digital & event exposure	Day passes, social tags

Add-Ons: Invictus House access, Capsule Collection, Custom Events

Branding Surfaces & Asset Options

For example

On Field

- Jerseys: chest, back, sleeves
- Helmets
- Caps, scarves, gloves
- Horse gear: saddles, blankets, wraps, mallets
- Field furniture: banners, goal posts, lounge cushions
- Vehicles: trailers, trucks, Chauffeur Cars

Off Field / Lifestyle:

- Teamwear: polos, vests, knitwear, pants, boots
- Accessories: watches, sunglasses, bags, bracelets
- Hospitality: branded tableware, menus, decor
- Content: product placements in editorial shoots & videos

Content Engine

Formats we deliver

- Hero Video (per sponsor)
- Tournament Highlights
- Editorial Photo Shoots
- Behind-the-Scenes Reels
- Brand Testimonial Clips
- Social Stories (co-branded) & more

ALL CONTENT IS PROFESSIONALLY PRODUCED AND READY FOR CROSS-PLATFORM USE.



Digital & Media Strategy

Social Media Channels

Instagram: core visual storytelling

LinkedIn: B2B & sponsor relations

YouTube: video archive & campaigns

TikTok: behind-the-scenes, lifestyle reels

Paid Media

Meta Ads, YouTube Pre-Roll, TikTok Spark Ads

Focus: storytelling, luxury positioning, campaign launches

Influencer Collaborations

Polo, equestrian, fashion, automotive creators

Integrated live activations

PR & Publishing

Press placements (GQ, Robb Report, ICON)

Joint interviews & media days

Hospitality & Brand Experiences

Each sponsor receives tailored access to

- ✓ VIP lounges at tournaments
- ✓ Polo workshops & player meetups
- ✓ Private brand dinners
- ✓ Luxury test drives & co-events
- ✓ Lifestyle add-ons (wine tastings, fashion talks)

Optional: Invictus House

Luxury add-on hosting full brand immersion (client stays, curated experiences, media integration). Branded by the sponsor, managed by Invictus.



Season 2026 Preview



- 20+ Tournaments in 12 countries
- High Goal / Medium Goal / Snow / Beach
- Polo World Cup, Sotogrande, Dubai, Chantilly, Saint-Tropez

Each tournament = branding + content + hospitality

Why Partner with Invictus?

Feature

Year-Round Presence
Full Brand Control
Emotional Engagement
Premium Content
Scalable Platform
First Mover Status

Your Advantage

Not a weekend, but a 12-month journey
Your CI, your story, our platform
Guests, clients, and audience remember your brand
You own the media, we produce it
From Europe to global
Be the brand that brought polo to the 21st century

