



August 14-16
2026

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Partnership Opportunities

Next-level hospitality, brand activation and networking



Polo in the Park 2026

Polo in the Park has become a Copenhagen summer favourite. In 2026, the event unfolds over three days — each offering distinct opportunities for partnership, hospitality and brand activation.

Friday — Business Barbecue: A relaxed after-work kick-off invitation-only w/ Argentine asado, mingling and opening matches. Space for product presentation, inspirational talks, mingling and lead-generation in a chilled "Friday bar" setting.

Saturday — Polo Derby Day: The main social day of the weekend. Daytime glamour, champagne, hospitality, VIP hosting, partner activations and strong media interest — an ideal platform for lifestyle-driven brand experiences.

Sunday — Family Day Finals: A relaxed day where families can enjoy the atmosphere, watch the polo finals, explore branded displays, mingle and spend time in lounge areas with coffee and light food.

Together, the three days create a complete platform — from business and networking to style, lifestyle and family time — making Polo in the Park one of Copenhagen's most flexible summer events for companies looking to engage different audiences in one place.



FRIDAY – Business Barbecue

14/8 2pm-6pm

Tournament kick-off afternoon to mingle, connect and be inspired — with Argentine asado and the first polo matches of the weekend.

Target Group

- Invited business guests from partners and Copenhagen Polo Club — including customers, decision-makers, industry contacts, media and relevant thought leaders.

Highlights

- Afternoon event with Argentine asado, mingling and the opening matches of the tournament.
- Lounge area by the field with drinks and short talks.
- Partner products / branding displayed prominently in the VIP area.

Partner Benefits

- A straightforward setting to meet new contacts, generate leads and entertain key clients in a relaxed business environment.
- A strong frame to show your brand profile and design.
- Co-branding opportunities on the day.

Atmosphere

- Informal, welcoming and lively — a good place to talk, connect and meet new people.



SATURDAY– Polo Derby Day

15/8 12pm-5pm

The tournament's big social day — daytime glamour, great hospitality and high-energy polo in a premium setting.

Target Group

- The main day is a ticketed event attracting around 1,000 visitors from Copenhagen, Hellerup, Gentofte and nearby affluent neighbourhoods. It's a strong setting for VIP hospitality and client hosting. Polo is a fast-paced action sport that appeals both to guests with an interest in horses and to those who simply enjoy a stylish, social day out.

Highlights

- Daytime glamour with polo action on the field as the unique attraction
- VIP area with champagne, gourmet lunch and DJ.
- Strong brand activation, product display and content opportunities

Partner Benefits

- High visibility through on-site presence and co-branding.
- A strong setting for VIP hospitality, with a premium atmosphere and natural mingling opportunities created by the frequent breaks in the polo matches.
- Ideal platform for content and lifestyle storytelling in social media.

Atmosphere

- Elegant, lively and social — a standout summer event where sport and style come together.



SUNDAY – Family Day Finals

16/8 10am-3pm

A welcoming day for all ages with a chilled atmosphere and the deciding matches of the weekend.

Target Group

- Families from Copenhagen, Charlottenlund, Hellerup and surrounding neighbourhoods, employees, friends and wider audiences.

Highlights

- Relaxed brunch vibe with coffee, croissants and light snacks.
- Sponsored competitions during the matches to engage the audience
- Activities for both kids and adults incl. kids' area with pony meet-and-greet and short pony rides.

Partner Benefits

- A friendly setting to engage families with branding and relevant lifestyle products close to the field.

Atmosphere

- Easy, open and family-friendly.



Corporate Tickets & Partnership Opportunity

DKK excl. VAT

CORPORATE TICKETS FOR POLO IN THE PARK

Perfect for hosting clients, partners or employees on one or more days of the event. Mix and match tickets to suit your objectives.

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| • Friday — Business Barbecue: Afternoon event with networking lead generation, bbq and opening matches. | 750 |
| • Saturday — Polo Derby Day: VIP access, gourmet lunch and open bar. | 1,500 |
| • Sunday — Family Day Finals: Access to private area, coffee, snacks and refreshments. | 300 |

OFFICIAL PARTNER

A partnership with Copenhagen Polo Club gives you year-round visibility at all home games and events at our grounds at Lyngebækgård on Strandvejen — as well as exposure during Polo in the Park in Charlottenlund.

from 50,000

Your partnership package can include a mix of:

- Year-round branding on arenas, club house, website and newsletter
- Joint social media campaigns on specific themes
- Commentator mentions during matches and events
- Access to use club facilities for private events (team off-sites, press events or client gatherings)
- Invitations to partner-only networking events
- Sponsored polo team with branded playing shirts
- Private corporate marquee
- Banners, product displays or sampling
- Speaking opportunities

Terms & Conditions apply.



Copenhagen
Polo Club

Christian Green
+45 25 11 52 42
cg@cphpolo.com

