



BITS&BYTES
POLO TEAM





BITS&BYTES

THE FIRST PROFESSIONAL POLO TEAM FROM SILICON VALLEY

Bits & Bytes is the first professional polo team representing Silicon Valley around the US, founded by technology entrepreneur Aisha Quaintance. The team is in partnership with Ciro Desenzani, professional polo player and founder of Taqueada Polo Club Silicon Valley.

Silicon Valley and technology will be represented by Bits & Bytes Polo Team for the first time in medium and high goal level polo tournaments around the USA.

TAQUEADA POLO

Owned by professional polo player, Ciro Desenzani

Taqueada Polo is an international organization with over 15 years' experience, owned by professional polo player Ciro Desenzani. The club has locations in Buenos Aires and Palm Beach, and recently added a new club in Silicon Valley to bring professional polo to the area.

Ciro has played and managed clubs around the world during his career. He is a player for the Bits & Bytes Polo Team, recognized as one of the top polo coaches and has played a fundamental role in organizing the Bits & Bytes Polo Team through his strong connections and experience within the polo world.

Taqueada, along with Bits & Bytes, is delivering access to this amazing sport in the Bay Area and providing the opportunity for players from around the world to enjoy polo in the unique setting of Silicon Valley.





SPONSORSHIP

Bits & Bytes Polo Team offers bespoke sponsorship packages that provide luxury brands with a marketing partnership alongside the first polo team representing technology and Silicon Valley. As a sponsor you can have access to, and strategically align with, Ultra High Net Worth players as well as members and spectators. Each sponsorship package can be customized to meet your individual goals.

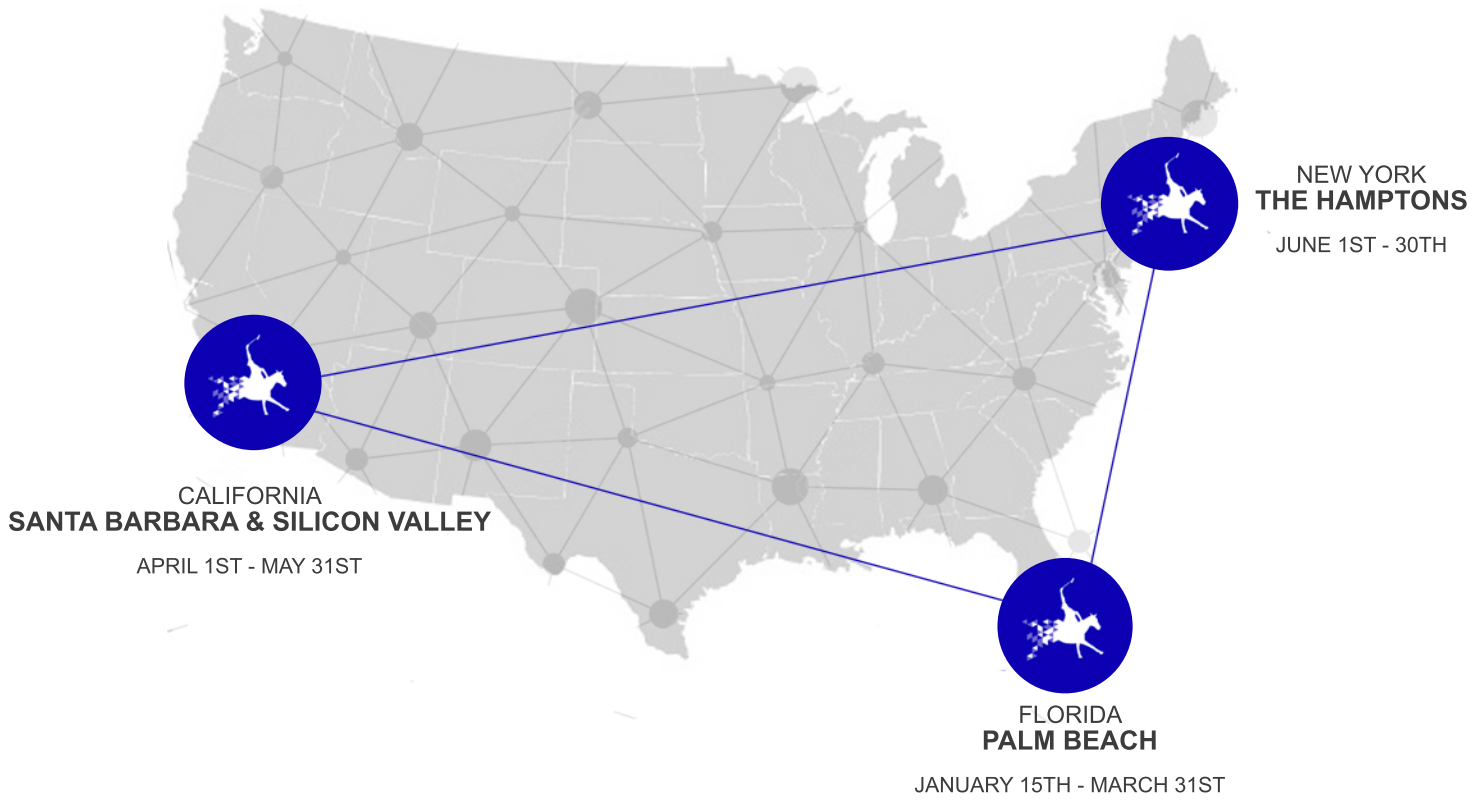
We are pleased to invite you to join us in our 2022 Polo Tour.





2022 POLO TOUR

Polo is growing across the USA. Silicon Valley is greatly underrepresented in polo, and there is a big opportunity for companies to share the Bits & Bytes image and join us to be the first to represent technology and all of Silicon Valley on our 2022 Polo Tour.





2022 POLO TOUR

The purpose of the 2022 Polo Tour is to represent Silicon Valley around the US in the three largest polo centers.

PALM BEACH FLORIDA

JANUARY 15TH - MARCH 31ST

12 GOAL TOURNAMENTS LIVESTREAMED

Bits & Bytes will play tournaments at Grand Champions Polo Club, the International Polo Club of Palm Beach and other exclusive polo clubs in the area.

16 GOAL CHARITY TEST MATCH LIVESTREAMED

Fundraiser in support of a Bits & Bytes Charity. The sponsored brand will heavily feature around the field, spectator areas etc.

SANTA BARBARA & SILICON VALLEY CALIFORNIA

APRIL 1ST - MAY 31ST

12 GOAL TOURNAMENT

La Herradura Polo Classic hosted at the legend of polo, Memo Gracida's polo club in Santa Ynez. The tournament will be played in front of an exclusive audience.

16 GOAL TEST MATCH LIVESTREAMED

La Herradura Polo Club

SILICON VALLEY CUP LIVESTREAMED

Taqueada Polo Club Silicon Valley

THE HAMPTONS NEW YORK

JUNE 1ST - 30TH

12 GOAL TOURNAMENT

At Two Trees Polo Club located in the center of the Hamptons, one of the most exclusive polo areas in the world.

16 GOAL NATIONS CUP LIVESTREAMED

Bits & Bytes to represent the USA in the Nations Cup against competing countries.



OUR AUDIENCE

Polo is enjoyed on and off the field by some of the most influential people in the world. The atmosphere around the game provides an ideal place for people to network for social and business purposes.

Bits & Bytes will play a combination of matches that are open to the public and exclusive invite-only events for high-end guests and members.





OUR AUDIENCE

\$5 million

Average net worth of
polo spectators

\$500,000+

Average household
income

90%

College educated

75%

Stay in five-star hotels
and resorts

50%

Fly first class

48

Average age of polo
riders and enthusiasts

12

Average number of
business travels
per year

6

Average number of
vacation travels
per year



MEDIA OUTLETS



LIVESTREAMED GAMES - Via Silicon Valley TV, ChukkerTV, Global Polo, Prensa Polo and other polo game platforms



WORLDWIDE POLO MEDIA - All games and activities will be covered by worldwide polo press including:

- ESPN Polo
- CLICKPOLO
- Prensa Polo
- United States Polo Association: Polo Players' Edition
- Pololine

Media includes print, online, social media and video interviews



SILICON VALLEY NEWS OUTLETS - Tournament results, player interviews and team write-ups



4 million+

Views of the 2020 US Open final streamed across 5 different platforms including CBS sports, Eurosport, Dsport and TVG Network

1 million+

Average views for CLICKPOLO's weekly YouTube program

90,000+

Average weekly readership across polo media

2,000+

Average seating for polo stadiums (International Polo Club Palm Beach, Santa Barbara Polo and Racquet Club, Greenwich Polo Club & Southampton Polo Club)



65,000

Average number of Instagram followers across polo media accounts

5,000+

Hours of content streamed on Global Polo TV in 2020 with over 180,00 unique site visits



1 Bits & Bytes I can mix my two
one: polo and technology?



LA HERRADURA
14 GOALS TEST MATCH 2021



LA HERRADURA
14 GOALS TEST MATCH 2021



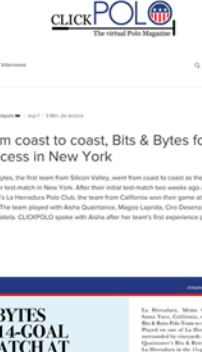
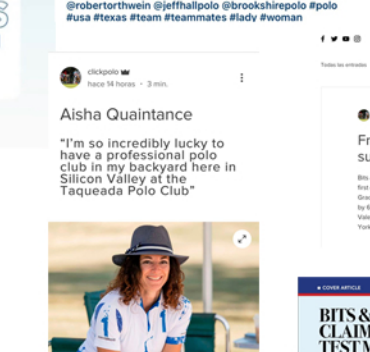
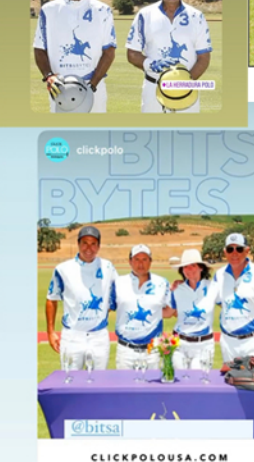
LA HERRADURA
14 GOALS TEST MATCH 2021



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14 GOALS TEST MATCH 2021



LA HERRADURA
14 GOALS TEST MATCH 2021





MAIN TEAM SPONSOR

January 15th – June 30th 2022

CENTRAL LOGO PLACEMENT ON TEAM SHIRTS

Team shirts to be worn at every tournament and test match played during the 2022 Polo Tour. See following page for logo placement.

FEATURED IN TEAM PRESENTATION

Bits & Bytes will present the polo team before each tournament which will be distributed to all media outlets.

FULL EVENT SPONSORSHIP FOR ONE TEST MATCH

Name inclusion on event title, banners around polo field, logo featured at trophy presentation, and area to showcase products.

LOGO PLACEMENT ON MERCHANDISE

Caps and jackets worn by players and supporting team members, and logo included on team tent used during all games. See following page for logo placement.

LOGO PLACEMENT ON HORSE EQUIPMENT

Saddle pads and field blankets for all team horses to be used at every tournament and test match played during the 2022 Polo Tour. See following page for logo placement.

INCLUSION IN ALL BITS & BYTES MEDIA

Logo present in photographs shown in interviews, print media, online media, social media, and promotional material

SPECIFIC BRAND MENTION FOR ALL TEAM INTERVIEWS

Printed and video interviews that are live or recorded

MAIN TEAM SPONSORSHIP PRICE: \$600,000



SUPPORTING TEAM SPONSOR

January 15th – June 30th 2022

LAPEL LOGO PLACEMENT ON TEAM SHIRTS

Team shirts to be worn at every tournament and test match played during the 2022 Polo Tour. See following logo placement section for examples.

FEATURED IN TEAM PRESENTATION

Bits & Bytes will present the polo team before each tournament which will be distributed to all of the media outlets.

LOGO PLACEMENT ON HORSE FIELD PRESENTATION BLANKET

Blankets to be used at every polo game. See following logo placement section for examples.

INCLUSION IN ALL BITS & BYTES MEDIA

Logo present in photographs shown in:

- Interviews
- Print Media
- Online Media
- Social Media
- Promotional Material

SUPPORTING TEAM SPONSORSHIP PRICE: \$60,000



LOGO PLACEMENT

MAIN SPONSOR







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Our partnerships are organically and strategically created to engage our high-end audiences with your brand and produce an impactful presence with measurable results.

CONTACT INFORMATION

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