

PR / MEDIA MANAGEMENT / SOCIAL MEDIA



www.poloplus10.com

THE POLO+10 GMBH IS THE 1ST CHOICE AS MEDIA SERVICE PROVIDER FOR THE INTERNATIONAL SPORT OF POLO.



PRINTED EDITIONS — Since 2004, POLO+10 is deeply rooted in the polo scene and with its main editions POLO+10 (German) and POLO+10 WORLD (English) the biggest polo magazine in the world regarding circulation and range.

CORPORATE PUBLISHING / TOURNAMENT MAGAZINES — Since then, POLO+10 also produces corporate publishing products and tournament magazines for a growing number of renowned organisers of international polo events.

ONLINE — The online and newsletter service reaches readers all over the world, POLO+10 has more than 65,000 followers on Facebook and other social networks. Our website informs you in three languages: English, German and Spanish. The POLO+10 Newsletter is regularly produced and sent to our readers in three languages. The international POLO+10 mailing list is the biggest and most elaborated displayer in the world of polo.



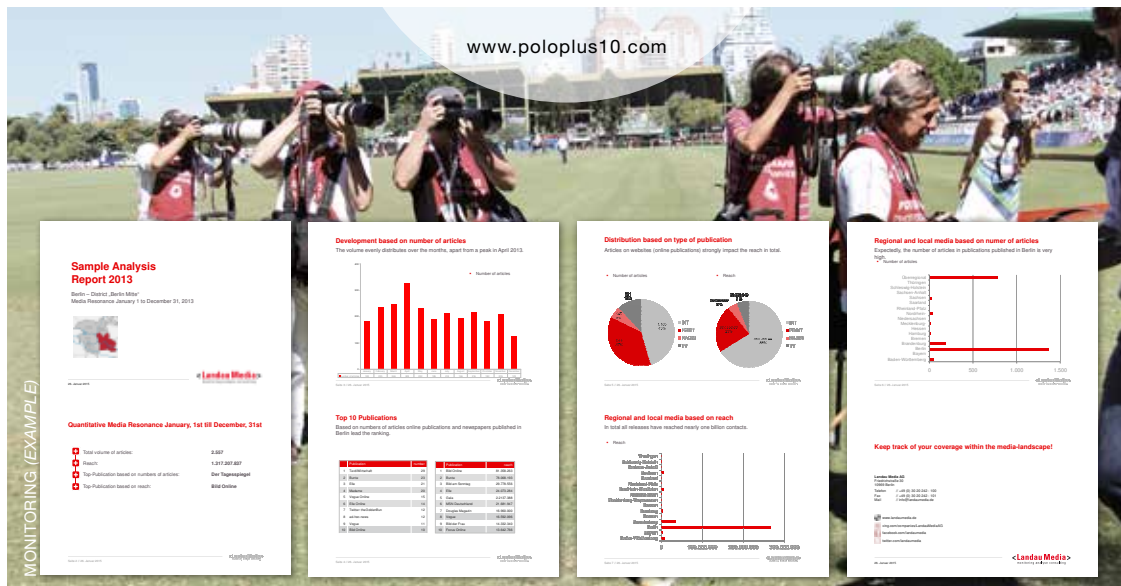
PR & MEDIA — Due to the demand of several of our clients, we provide our expertise in PR and our contacts to players and into the polo community as a service for international polo clients and tournament organisers – with great success.

POLO+10 is an official cooperation partner of the Federation of International Polo (FIP), of the German Polo Association (DPV), of the Swiss Polo Association (SPA), of the Austrian Polo Association (APA), of the Central European Polo Association (CEPA), of the Polo Club Luxembourg, of the Mexican Polo Federation (FMP), of the South African Polo Association (SAPA) and of the International Beach Polo Association (IBPA).



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PR + MEDIA RELATIONS



POLO+10 COMBINES: PROFESSIONAL KNOW-HOW, ESTABLISHED INTERNATIONAL NETWORK, JOURNALISTIC EXPERTISE ON PUBLIC RELATIONS, PROFESSIONAL MONITORING AND CLIPPING, ADVANCED MEDIA ANALYSIS, EDITING CLIPPING MATERIAL FOR SPONSORS AND CLIENTS.

ACCREDITATION ———— ●
SUPPORT SERVICE JOURNALISTS
PRESS OFFICER

Management, editing and administration of all media requests. Maintenance of the entire process of accreditation as well as reception and guidance of the journalists during the whole venue.

CLIPPING & ANALYSIS ———— ●



In cooperation with our partner Landau Media: In perfect coordination with the client's criteria, we research the most important reports on different media channels, including print, internet, TV and radio. A personal editorial team ensures continuous high quality and a precise customization of the client's press review according to their profile.

ON SITE & MEDIA ———— ●



Creation of a press kit for the entire event in consultation with the organiser. Interview coordination and scheduling. Guidance, briefing and staging of VIP guests. Daily press releases in English and German to the qualified distribution lists. On-spot player meet & greet, result publishing etc.

PR & MEDIA REFERENCES OF POLO+10: ARENA POLO WORLD CUP AZERBAIJAN IN BAKU / AZERBAIJAN • SANTA MARIA POLO CLUB SOTOGRADE • POLO CLUB MONACO • CHIEMSEE POLO CLUB • LA TARDE POLO CLUB, ARGENTINA • BENDURA BANK SNOW POLO WORLD CUP KITZBÜHEL • SNOW POLO WORLD CUP ST. MORITZ • JULIUS BÄR BEACH POLO WORLD CUP SYLT • BERENBERG GERMAN POLO MASTERS SYLT • IBIZA POLO CLUB • LA MARTINA • YOUPOOLY POLO CHALLENGE • BARRALINA POLO CLUB MALLORCA • POLO CLUB SEVILLA • ARGENTINA POLO DAY

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POLO+10 PR PACKAGE



BASIC PACKAGE

CA. 4,500 EURO — PREPARATION:

Before the event event identity/ press strategy for the event to be defined and personalized through an initial meeting:

- Visual language (pictures, emotions, atmosphere)
- Communication: expression style, tone
- Target setting and analysis of current situation: Where are we now and where do we want to go?
- Definition of measuring criteria for targets of communication, which have been mutually agreed on
- Success monitoring based on the measuring criteria
- incl. 1 on-site appointment with the event organiser (travel expenses will be charged accordingly)

CA. 4,500 EURO — PRESS KIT:

- Creation and coordination of a press kit including information about sponsors and players

CA. 6,500 EURO — FIVE PRESS RELEASES PER TOURNAMENT:

- Writing, publishing and distribution of press releases
two preliminary reports, two event reports, one post-event report / language by choice
 - Coordination with the event organiser over the press releases
 - Dispatch to the POLO+10 distribution list & the international polo press
 - Publication of the press release on the POLO+10 website and on the social media channels
- Each additional press release (creation and dispatch) = 500 Euro**

CA. 7,000 EURO — PRESS TEAM ON-SITE:

- POLO+10 press team, 2 persons on-site on the final weekend / arrival Thursday, departure Monday (travel and accommodation expenses will be charged accordingly)
 - Coordination, material provision, and management of the media representatives during the event
 - Coordination and scheduling of interviews during the event, coordination of appointments, meet & greet events
 - Press/media room assistance (press area to be provided by the organiser)
 - Score and information on-site board update (board provided by organiser)
- Recommendation:** Booking of an additional person for the press team (see add-on packages)

FROM 3,000 EURO — PRESS CLIPPING, EVALUATION / ANALYSIS OF OUTCOME:

(ACCORDING TO WORKLOAD)

- performed by Landau Media GmbH, incl. layout and PR documentation

CA. 4,500 EURO — POLO+10 BACK OFFICE:

- Back Office coverage, translation, dispatch of press releases and social media

COMBINATION PRIZE AND OFFER ON REQUEST

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POLO+10 PR PACKAGE



ADD-ON PACKAGES ON DEMAND / ACCORDING TO WORKLOAD

ACCREDITATION:

- Creation of accreditation documents/credentials
- Editing of media requests / information and dispatch of press images
- Accreditation list management
- On-Site accreditation process maintenance for the final weekend of the event

PERSONALISED PRESS MAILING LIST:

- Expanded mailing list: Creation of a personalised local/regional press mailing list

PHOTOGRAPHY:

- Briefing and coordination with the press photographer (coordination of sponsors imagery requests)
- Social photos of the audience in the event area and the VIP area for the event homepage and for the presentation of the event to sponsors

FILM / INTERVIEWS:

- Production of a mobile video with interviews of players, sponsors /atmosphere and polo action

PR CAMPAIGNS:

- Planning of PR campaigns for media placement of the events

ADDITIONAL PERSON FOR THE PRESS TEAM:

- An additional person for the POLO+10 press team on-site for photographs, video, social media action

WE CAN HELP YOUR POLO EVENT REACH A WIDE AUDIENCE. IN COOPERATION WITH THE EXPERTS OF LANDAU MEDIA, POLO+10 PROVIDES DIRECT CONTACT WITH THE POLO SCENE, THE INTERNATIONAL NETWORK OF JOURNALISTS AND PUBLICATIONS. WE MEASURE MEDIA RELATIONS AND THE SUCCESS OF PUBLIC RELATIONS AND EDIT THE RESULTS OF THESE MEASUREMENTS FOR YOUR PRESENTATIONS TO SPONSORS. WE PREPARE CUSTOMER-SPECIFIC DISTRIBUTION LISTS, TAILOR-MADE REGARDING YOUR TARGET GROUP. WE WILL BE PLEASED TO PROVIDE MORE INFORMATION OR TAKE CARE OF YOUR SPECIAL REQUEST.

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