



EXHIBITORS PACK 2024

COWDRAY PARK POLO CLUB

Cowdray Park Polo Club is often described as the 'Jewel in the Crown' of the Cowdray Estate. For the last century, Cowdray Park has been at the forefront of professional polo in the UK and internationally.

Competitive polo has been played at Cowdray since 1910, when it was founded as a small country club by the Pearson family.

Following WWII, John Cowdray, the 3rd Viscount Cowdray established the Club as one of the most famous polo clubs in the world, securing its place at the pinnacle of the sport, nationally and internationally. Having lost his left arm at Dunkirk in 1940, John Cowdray had an artificial arm adapted so that he could hold the reins with a hook and continue to play polo. He proceeded to build his surviving string of twelve polo ponies to make the UK's leading string. He loaned ponies to other players to increase participation in the sport.

In 1953, Cowdray Park hosted the first Coronation Cup, where teams from the UK, USA, Argentina and Chile competed. The final drew a crowd of more than 10,000 people, including HM The Queen and HRH The Duke of Edinburgh.

The Gold Cup was inaugurated in 1956 and remains Europe's premier high goal tournament, welcoming its Golden Jubilee in 2006.



Why Exhibit at Cowdray?

The Cowdray Gold Cup Final attracts up to 10,000 spectators who flock to our 'prestigious' Lawns polo grounds, set against the backdrop of the historic Cowdray Ruins in the heart of the South Downs.

Immerse your brand in the glamorous 'Game of Kings' which attracts an affluent audience including international polo aficionados and VIP guests, yet also welcomes the wider community to enjoy world class sporting entertainment. We provide an unmissable opportunity to market to an ABC1 audience. Spectators also enjoy a full programme of entertainment off the pitch. In addition to a premium shopping experience, visitors will find with a traditional fairground, demonstrations, artisan food and beverage, 'festival' style, and an eclectic mix of live bands and DJs to form the post-match "after show".

Be part of our carefully curated collection of exhibitors, showcasing your product at a unique sporting celebration at the Home of British Polo. Significant investment by Cowdray Park Polo Club in recent years has helped elevate the event, ensuring that creativity, customer experience and a boutique shopping experience are at the heart of the occasion.

Our smaller events, including the Gold Cup Semi Finals and The Midhurst Town Cup, are equally not to be missed and continue to grow every year. They provide a more intimate experience for which we choose a smaller number of unique exhibitors to attend. We favour quality over quantity in order to provide brands with more opportunity to promote and retail to a growing audience.





Year	Winner
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The Cowdray Gold Cup

With all the international stars of the game, Cowdray Park Polo Club is proud to host the British Open Polo Championship for the Cowdray Gold Cup.

- Ranked alongside the Argentine and US Opens
- Europe's premier tournament
- Featuring the world's best players
- Highlight of the UK polo season
- Key event in the UK summer social calendar
- Three-week long competition
 - Midhurst Town Cup - Opening Weekend
 - Semi-Finals - Two decider matches
 - Gold Cup Final
- Over 40 high-octane matches
- World class sporting entertainment
- Up to **30,000 spectators** throughout tournament
- Live-streamed around the world

Significant investment by Cowdray Park Polo Club in recent years have helped elevate the event ensuring that authenticity, creativity and customer experience remain at the core of everything we do.

The Final of the British Open Polo Championship for the Cowdray Gold Cup takes place on Cowdray Park's famous 'Lawns' grounds, set against the backdrop of the iconic Cowdray Ruins.

- Quintessentially British event
- Attracts up to 10,000 spectators
- Relaxed family centric atmosphere
- Full programme of entertainment
- Luxury shopping village
- Artisan food and beverage
- VIP hospitality
- Live music and DJs
- Traditional fairground
- After-party
- Pitch-side hospitality

[Watch 2023 Highlights](#)





The Midhurst Town Cup

A fantastic family day which combines exhilarating high-goal polo with a number of attractions off the pitch. Cowdray's take on a traditional British village fete showcasing the best from the Estate and wider local community.

Date: Sunday 30th June 2024

Location: Cowdray Park Polo Club, Midhurst, West Sussex, GU29 0AJ

Attendance: Up to 5,000

Setup: 7.30am – 10.30am

Opening Times: 11.00am – 6.00pm

Match: 3.00pm (subject to change)

The day first featured as a major event on the Cowdray calendar in 2016 and continues to grow each year, attracting up to 5,000 spectators. It is a hugely popular day with local families and businesses.

Played on the first Sunday of the Gold Cup tournament at the Lawns grounds, the Midhurst Town Cup was originally presented to the Club by the local business community in 1953 in recognition of the prominence brought to the town by polo.





The Cowdray Gold Cup Semi Finals

A smaller day than the Final but no less important. The Semi Finals are much loved by all true polo aficionados with the atmosphere building in anticipation of the Final. The day attracts up to 5,000 spectators and features two thrilling matches.

When: Wednesday 17th July 2024

Where: Cowdray Park Polo Club, Midhurst, West Sussex, GU29 0AJ

Attendance: Up to 5,000

Setup: 7.30am – 9.30am

Opening Times: 10.00am – 6.30pm

Matches: 12pm and 4pm (subject to change)

The day provides the opportunity for your brand to reach the luxury sector. The majority of visitors attending are from London and the South East areas, along with many from overseas. The event has been established for over 15 years making it a tried and tested day and a great marketing opportunity.



The Cowdray Gold Cup Final

The Final attracts up to 10,000 spectators to the stunning 'Lawns' polo grounds set against the backdrop of the Cowdray Ruins. The day is the largest and most prestigious polo event in the UK, having been established as a spectator event for over 20 years.

When: Sunday 21st July 2024

Where: Cowdray Park Polo Club, Midhurst, West Sussex, GU29 0AJ

Attendance: Up to 10,000

Setup: 7.00am – 9.00am

Opening Times: 9.30am – 8.00pm

Match: 3.00pm (subject to change)

The event provides a relaxed family centric atmosphere with a full programme of events and entertainment including a traditional fairground, carefully selected artisan food and beverage, the luxury retail village showcasing over 50 brands, and an eclectic mix of live bands and DJs to form the now widely celebrated "after show".





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Testimonials



In terms of sales the Cowdray Gold Cup Final is one of the busiest days of the year for Hudson and Colt. Despite rain showers at the 2021 event, the footfall through the trade village was consistently high throughout the day. The public were keen to spend and clearly making the most of the party atmosphere, the gorgeous views and the incredible polo. We were impressed with the flexibility of the organisational team at Cowdray as well as the layout of the trade village. Communication on the day was good and Connie made an effort to check how everything was going several times during the event. This was our first year also attending the Semi Finals and, although it drew a smaller crowd than the Final, we did a roaring trade, with the glorious weather on the day definitely helping!"

Natasha, Director of Hudson & Colt



Phillipa and I from Talolo Boots loved being at Cowdray for the Gold Cup series. The events were very well attended, there was lots going on, some great polo and enough of the right audience who were interested in our product. The organisers were relaxed, helpful and always available if there was an issue. We loved being at the event and look forward to next year."

Lucy Stoddart & Phillipa Whitney, Directors of Talolo Boots





What Will it Cost You?

Midhurst Town Cup – Retail Village

Section	Plot Type	Plot Price (VAT not applicable)
Space Only	3m x 3m	£100
	3m x 6m	£200

The Cowdray Gold Cup Semi Final – Retail Village

Section	Plot Type	Plot Price (ex. VAT)	Plot Price (inc. VAT)
Retail Shedding Unit	3m x 3m	£387.50	£ 465.00
	3m x 6m	£775	£ 930.00

To book your plot, please request an application form by emailing exhibitors@cowdraypolo.co.uk

Please note: Space only upon enquiry for Semi Finals and Finals Day. There are limited Corner and Premium Plots. Each plot is inclusive of 4 wrist bands for staff members. Additional general admission tickets can be purchased up request. Please specify what plot you would like on the application form. These plots will be allocated on a first come first serve basis and will be confirmed once we have received payment.



What Will it Cost You?

The Cowdray Gold Cup Final – Retail Village

Section	Plot Type	Plot Price (ex. VAT)	Plot Price (inc VAT)
Retail Shedding Unit	Corner Plot - 3m x 3m	£604.17	£725
	Regular - 3m x 3m	£512.50	£615
	Regular – 3m x 6m	£1,025	£ 1,230

To book your plot, please request an application form by emailing exhibitors@cowdraypolo.co.uk

Please note: Space only upon enquiry for Semi Finals and Finals Day. There are limited Corner and Premium Plots. Each plot is inclusive of 4 wrist bands for staff members. Additional general admission tickets can be purchased up request. Please specify what plot you would like on the application form. These plots will be allocated on a first come first serve basis and will be confirmed once we have received payment.



What Will it Cost You?

The Cowdray Gold Cup Combined Semi-final & Final – Retail Village

Section	Plot Type	Plot Combo Discount Price (ex. VAT)	Plot Combo Discount Price (inc. VAT)
Retail Shedding Unit	Regular - 3m x 3m (Final + Semi)	£810	£972
	Regular - 3m x 6m (Final + Semi)	£1,620	£1,944

To book your plot, please request an application form by emailing exhibitors@cowdraypolo.co.uk

Please note: Space only upon enquiry for Semi Finals and Finals Day. There are limited Corner and Premium Plots. Each plot is inclusive of 4 wrist bands for staff members. Additional general admission tickets can be purchased up request. Please specify what plot you would like on the application form. These plots will be allocated on a first come first serve basis and will be confirmed once we have received payment.



Furniture and Flooring

Furniture	Price (inc VAT)
6' Trestle Table	£ 12.00
Plastic Folding Chair	£ 3.60

Boarded & Carpeted Floor	Price (inc VAT)
3m x 3m	£ 150.00
3m x 6m	£ 300.00

Electricity

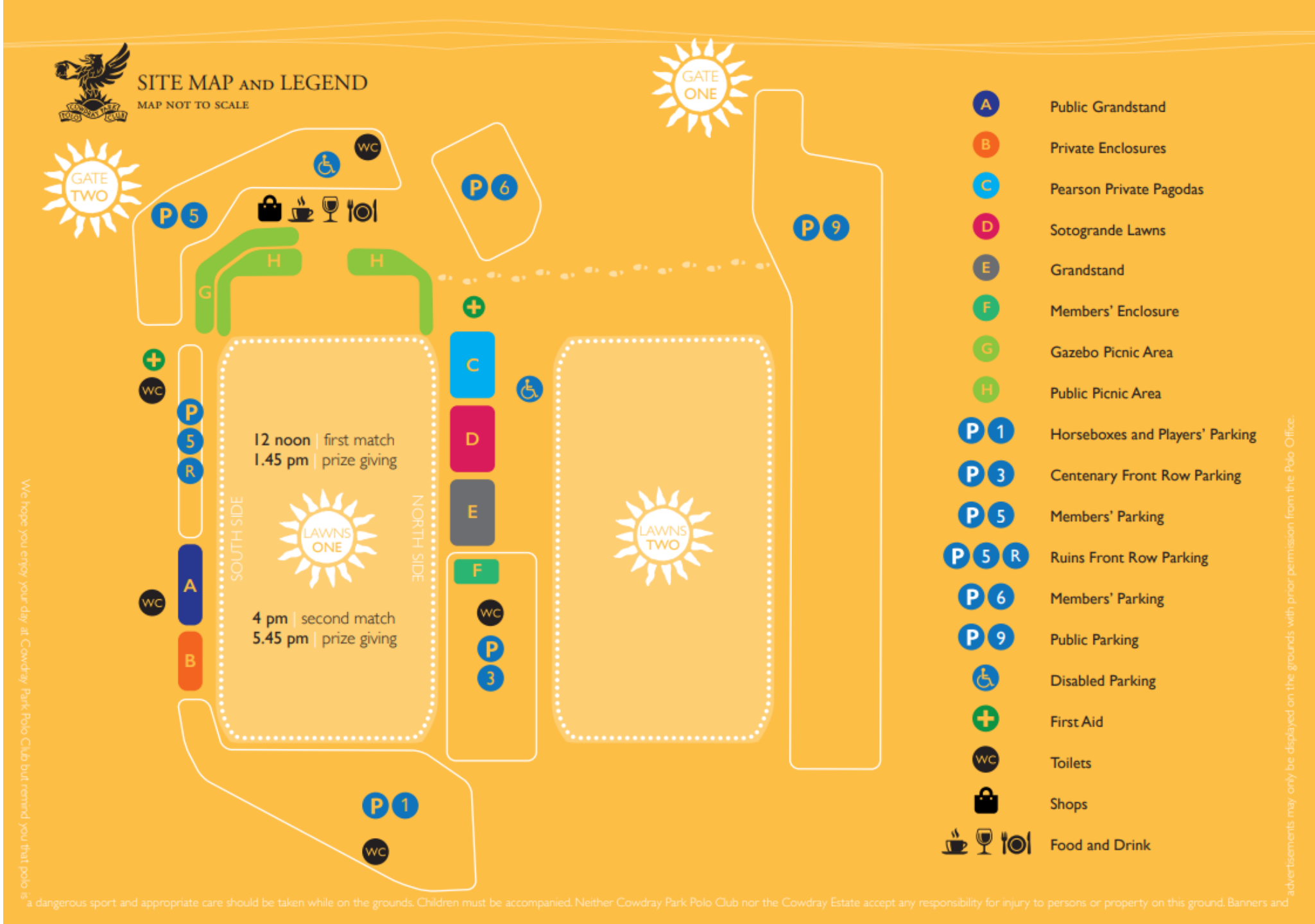
Electricity	Price (inc VAT)
2 x 13amp Sockets	£ 150.00





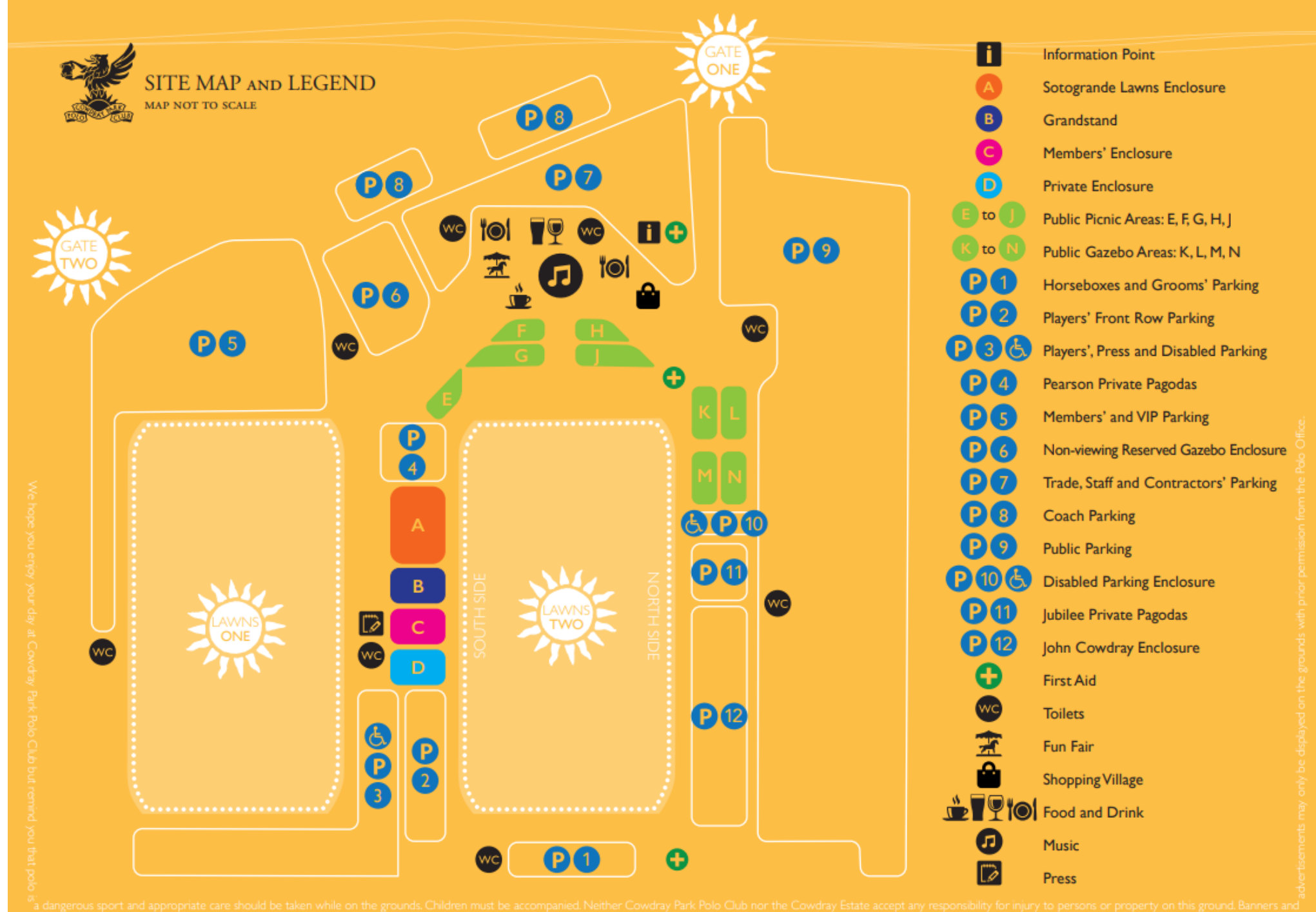
Site Map Semi-Finals

Site map subject to change.



Site Map The Final

Site map subject to change.







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Cowdray Park Polo Club

Cowdray Park

Midhurst

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