



THE BRITISH OPEN POLO  
CHAMPIONSHIP FOR THE  
COWDRAY GOLD CUP

EXHIBITORS 2025

## COWDRAY ESTATE

The history of Cowdray Estate stretches back to 1273, when the original manor house was first built across the serene River Rother from Midhurst in West Sussex. Over the centuries, Cowdray has earned its place as one of England's most iconic sporting estates, nestled in a landscape of breathtaking beauty.

Home of Viscount Cowdray and his family since 1909, the estate has been a welcoming haven for friends and guests, sharing their passion for sport, hospitality, and wellbeing.

For more than a century, Cowdray has been the heartbeat of the English summer season. Polo teams from across the globe gather here, drawn by the estate's prestigious tournaments and the allure of its historic grounds.

Each July, Cowdray plays host to the world-renowned British Open Polo Championship for the Cowdray Gold Cup. Set against the majestic backdrop of the Cowdray Ruins, this event is a highlight of the British social calendar, drawing the largest and most enthusiastic polo crowd in the United Kingdom.

In addition to its prestigious Polo Club, within its 16,000 acres, Cowdray enterprises include:

- Polo Academy
- Golf Club
- Shooting School
- Farm Shop & Café
- House & Events
- Accommodation
- Wellbeing
- Heritage
- Fishing
- Property
- Farming
- Forestry





## COWDRAY PARK POLO CLUB

Cowdray Park Polo Club, often called the 'Jewel in the Crown' of the Cowdray Estate, has been at the forefront of professional polo in the UK and internationally for the past century.

Founded in 1910 by the Pearson family as a small country club, Cowdray Park became a prominent polo destination after WWII, thanks to John Cowdray, the 3rd Viscount Cowdray. Despite losing his arm at Dunkirk, he continued to play polo via an artificial arm adapted to hold the reins with a hook, building the UK's leading string of twelve polo ponies and encouraging wider participation in the sport.

In 1953, Cowdray Park hosted the first Coronation Cup, drawing a crowd of over 10,000 people, including HM The Queen and HRH The Duke of Edinburgh. Teams from the UK, USA, Argentina, and Chile competed, establishing the club's reputation on the global stage.

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





# THE BRITISH OPEN POLO CHAMPIONSHIP FOR THE COWDRAY GOLD CUP

Cowdray Park Polo Club proudly hosts The British Open Polo Championship for the Cowdray Gold Cup, a premier tournament in Europe at 22-goal level (High Goal) ranked alongside the Argentine and US Opens.

As a highlight of the UK polo season, the event features over 40 high-stake matches, including The Midhurst Town Cup, Semi-Finals, and the highly anticipated Final. Attracting over 25,000 spectators during the three-week tournament, it also serves as a key social event in the UK summer calendar, offering world-class sporting entertainment that is live-streamed globally via Cowdray TV.

With all the international stars of the game in action in the incomparable setting of Cowdray Park's stunning grounds, situated in the heart of the South Downs National Park, the tournament draws in polo aficionados from all over the world.

[Watch 2024 Highlights](#)







## EXHIBITING 2025

Exhibiting at The British Open Polo Championship for the Cowdray Gold Cup allows brands to connect with a diverse, affluent audience. Set against the stunning backdrop of the Cowdray Ruins in the South Downs the event has become more than just a polo tournament; it is a day out for families, high-net-worth individuals and business leaders looking to enjoy a luxurious yet relaxed atmosphere whilst seeking premium experiences.

Beyond the excitement of the polo, the Cowdray Gold Cup provides a rich array of off-pitch activities that keep spectators engaged throughout the day. With the opportunity to exhibit at The Midhurst Town Cup, Semi-Final and Final, the events feature premium shopping, artisan food and beverage stalls, live demonstrations, and a lively post-match after-show with live bands and DJs. These dynamic events give brands the perfect platform to not only reach their target market but to create lasting impressions through interactive and experiential marketing.

Significant recent investment by Cowdray Park Polo Club has elevated the events, ensuring that creativity, customer experience, and a boutique shopping atmosphere remain central. Exhibiting here positions your brand as part of an elite, carefully curated collection that enhances the overall guest experience.

Now is the time to book your spot and elevate your brand at one of the UK's most prestigious polo events.



## EVENT TIMINGS 2025

**Event:** The British Open Polo Championship for the Cowdray Gold

**Dates:** Midhurst Town Cup Sunday 29<sup>th</sup> June  
Semi-Final Wednesday 16<sup>th</sup> July  
Final Sunday 20<sup>th</sup> July

**Location:** Cowdray Park Polo Club, GU29 0AQ

**Times:** **MIDHURST TOWN CUP**  
10:00am Gates Open  
12:00pm Match 1  
3:00pm Match 2  
8pm Gates close

**SEMI-FINAL**  
9:30am Gates Open  
12pm Match 1  
4pm Match 2  
8pm Gates close

**FINAL**  
9:30am Gates open  
3pm Gold Cup Final  
5:30pm Gold Cup Presentation  
6:00pm Retail Village closure  
10:30pm Gates close

Timings are subject to change







## EXHIBIT

### MIDHURST TOWN CUP

### SUNDAY 29<sup>TH</sup> JUNE 2025

Get ready for an unforgettable family day out, where thrilling high-goal polo meets a lively array of attractions beyond the pitch. Cowdray brings its unique twist to the classic British village fete, celebrating the best of the Cowdray Estate and the vibrant local community.

Recent investments at the club and Cowdray Estate have transformed The Midhurst Town Cup into an even more vibrant and engaging event. With larger, more dynamic content offerings and enhanced facilities, the club has attracted bigger crowds, creating a lively and welcoming atmosphere. It's now an even more exciting place to visit with family and friends, offering memorable experiences for all ages.

Played for on the first Sunday of the Gold Cup tournament at the Lawns polo 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.

- Date:** Sunday 29<sup>th</sup> June 2025
- Location:** Cowdray Park Polo Club, Midhurst, West Sussex, GU29 0AJ
- Attendance:** Up to 5,000
- Opening Times:** 10:00am – 8.00pm (subject to change)
- Match(s):** 12:00pm & 3.00pm (subject to change)

[2024 Guide to the Day](#)



# EXHIBIT

## GOLD CUP SEMI-FINAL

### WEDNESDAY 16<sup>TH</sup> JULY 2025

While it may be smaller than the Final, the Semi-Finals are anything but ordinary. This beloved event draws a dedicated and passionate crowd of true polo enthusiasts, generating an electric atmosphere as everyone eagerly anticipates the climactic showdown. With up to 5,000 spectators, the day features two exhilarating matches that captivate fans, keeping them on the edge of their seats.

For your brand, this is a prime opportunity to engage with the luxury market. The audience comprises predominantly London and South East residents, along with a significant number of international visitors. With over 15 years of history, this well-established event is not just a thrilling day of polo—it's an unparalleled marketing opportunity that shouldn't be missed.

- Date:** Wednesday 16<sup>th</sup> July 2025
- Location:** Cowdray Park Polo Club, Midhurst, West Sussex, GU29 0AJ
- Attendance:** Up to 5,000
- Opening Times:** 9:30am – 8.00pm (subject to change)
- Match(s):** 12:00pm & 4.00pm (subject to change)

2024 Guide to the Day







## EXHIBIT GOLD CUP FINAL SUNDAY 20<sup>TH</sup> JULY 2025

The Final draws a vibrant crowd of up to 10,000 spectators to the stunning Lawns polo grounds, set against the impressive backdrop of the Cowdray Ruins. This day represents the pinnacle of polo in the UK, celebrated as the largest and most prestigious event of its kind for over 20 years.

With a family-friendly atmosphere at its heart, the event features a full programme brimming with excitement, including a traditional fairground, a carefully curated selection of artisan food and drink, and a luxury retail village showcasing over 40 brands. The festivities culminate in a lively “after show” with an eclectic lineup of live bands and DJs, ensuring a truly unforgettable experience!

**Date:** Sunday 20<sup>th</sup> July 2025

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

**Attendance:** Up to 10,000

**Opening Times:** 9:30am – 10:30pm (subject to change)

**Match:** 3.00pm (subject to change)

[2024 Guide to the Day](#)

# EXHIBITOR FEES 2025

## MIDHURST TOWN CUP

Included:

- Plot space only

All exhibitors are responsible for their structure and fit-out

### Price per plot

Plot     £110 (no VAT applicable)

## SEMI-FINAL

Included:

- Structure within the Cowdray Retail Village
- 4x exhibitor passes per 3x3m plot
- Allocated Exhibitor car parking
- Dedicated point of contact before and on-event

All exhibitors are responsible for their fit-out

Plot spaces can be selected at the time of booking

### Price per plot

3x3m   £475 (inc. VAT)

3x6m   £950 (inc. VAT)







## EXHIBITOR FEES & ADDITIONAL OPTIONS 2025

### FINAL

Included:

- Structure within the Cowdray Retail Village
- 4x exhibitor passes per 3x3m plot
- Allocated Exhibitor car parking
- Dedicated point of contact before and on-event

All exhibitors are responsible for their fit-out

Plot spaces can be selected at the time of booking

### Price per plot

3x3m	£635 (inc. VAT)
3x3m Corner	£750 (inc. VAT)
3x6m	£1270 (inc. VAT)

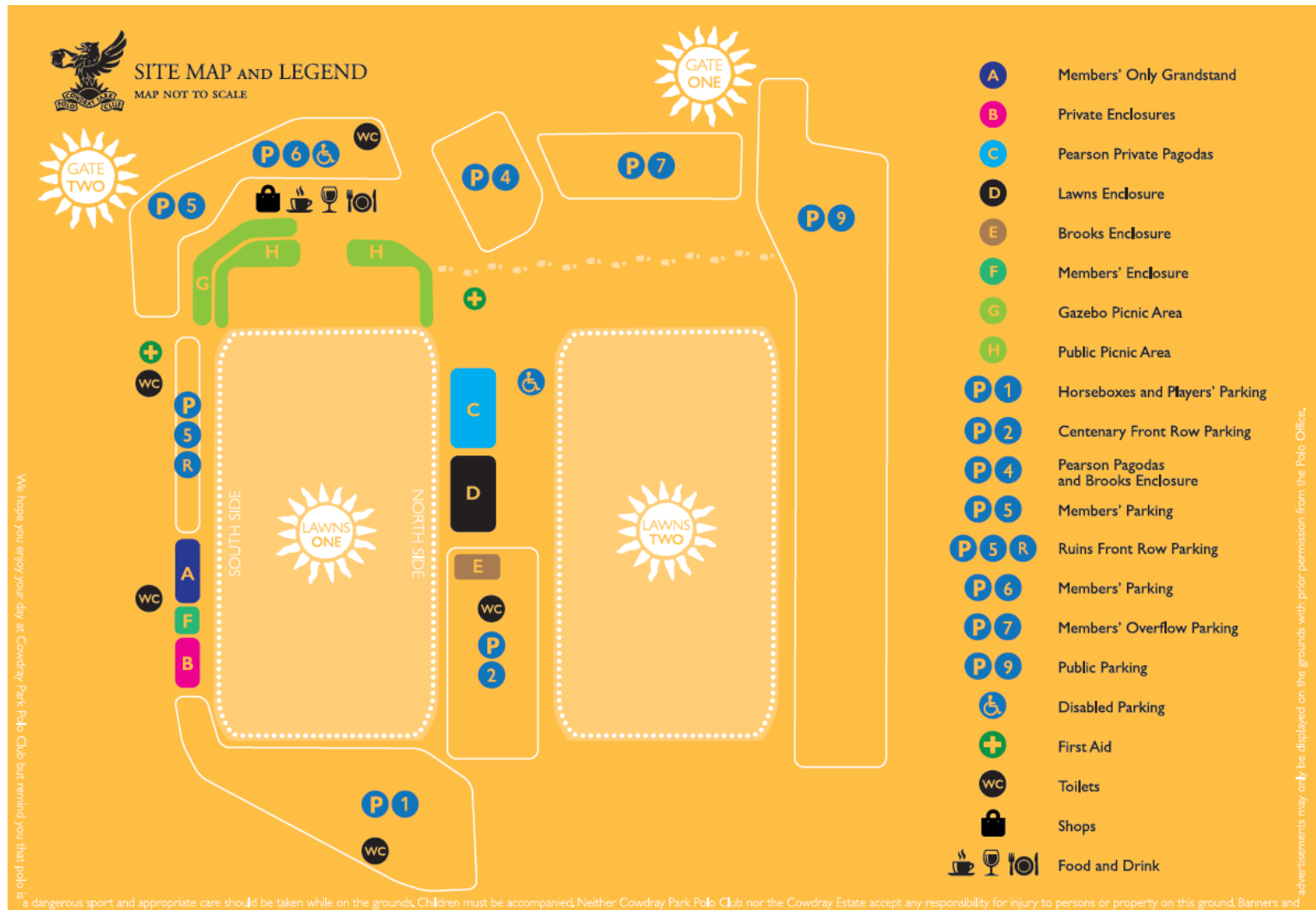
### ADDITIONAL OPTIONS

Boarded and Carpeted Floor	3x3m	£155 (inc. VAT)
	3x6m	£310 (inc. VAT)

6ft Trestle Table	£13 (inc. VAT)
Plastic Folding Chair	£3.70 (inc. VAT)
2x 13amp sockets	£155 (inc. VAT)

# GOLD CUP SEMI-FINAL MAP 2024

2025 map subject to change











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