



CPPC X BENTLEY

2025

# BENTLEY MOTORS

## Objective:

To position Bentley as the official automotive partner of the Cowdray Gold Cup, leveraging the prestige of British polo to attract new high-net-worth customers, drive brand visibility, and reinforce Bentley's identity as a symbol of heritage, quiet luxury, and refined performance

## Core Aims

**Brand Alignment:** Align Bentley with Cowdray's iconic heritage and the sport of kings, reinforcing both brands' shared values of tradition, craftsmanship, and understated excellence.

**Lead Generation:** Capture qualified customer leads from an affluent, targeted audience through thoughtful, high-end activations.

**Brand Visibility:** Deliver elegant, non-intrusive brand presence throughout the event via curated on-field, digital, and hospitality experiences.





## KEY DELIVERABLES

### 1. On-Site Activation

Car Showcase:

Test Drive Appointments

Key on-field moments:

### 2. On-Field Branding

### 3. Hospitality

### 4. Events & Experiences

### 5. Social Media & PR

### 6. Data Capture

**Tone of Activation:** Understated elegance. Everything must feel *earned, not forced* — consistent with Bentley's "quiet luxury" ethos.

**Target Audience:** HNWIs, family offices, rural gentry, and premium lifestyle consumers, particularly in the South of England.



## PARTNERSHIP RESPONSE

### Strategic Fit

Cowdray Park Polo Club and Bentley share a deep-rooted heritage, a commitment to British craftsmanship, and an appreciation for understated luxury. As custodians of one of the most prestigious polo tournaments in the world, we offer Bentley a rare opportunity to connect with a refined and influential audience in an environment that epitomises elegance, performance and tradition





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## Bentley Motors announced as official partner of the British Open Polo Championships

 Emily Bevan  
23 April 2025 / 06:28 BST



## ON-SITE ACTIVATIONS

### Bentley Owners' Pagoda

A beautifully designed, private hospitality suite for invited guests, seamlessly integrated into the VIP zone. Curated guest list includes HNWIs, landowners, classic car enthusiasts, and senior hospitality decision-makers. On-site digital registration to enable follow-up with warm leads post-event.

### Model Showcase & Test Drive Sign-Up

Display of two hero Bentley models at high-traffic points: Main Entrance and Pitch-side.

Hosts to offer QR-code registration for bespoke test drive experiences at local dealerships or customer homes. Subtle branded signage with storytelling around each vehicle's design, performance, and heritage.



# EXHIBITION CONCEPT



# EXHIBITION EXECUTION







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## ON FIELD ACTIVATIONS

Elegant Bentley field boards placed along the main ground – designed to complement the event's aesthetics.

Co-branded 'Best Playing Pony' rug presentation by Bentley executive during the final.

Presence on the trophy presentation stage backdrop.

Two models to escort the teams onto the field at the start of the match for the semi-finals and final.

One model to be positioned at prize giving alongside the stage.



## HOSPITALITY & EVENTS

Gold Cup Draw at Cowdray House during the tournament, offering an elevated guest experience with fine dining, polo legends, and design-led conversation as well as ad broadcast on Cowdray TV

Bentley cars positioned for all key arrivals and photo opportunities at the Gold Cup Draw.

VIP chauffeur service for key guests in Bentley vehicles to and from the event.

Pearson Private Pagoda for guests and potential clients at the Gold Cup semi-finals and final, including private Bentley car park, fine dining and pitch-side private garden.





# SOCIAL MEDIA & PR

## Pre-event Campaign

"Where Horsepower Meets Horsepower": co-branded storytelling across Instagram, Facebook, LinkedIn, and Cowdray CRM. Pre-season photoshoot to capture teaser content..

Feature on Cowdray's channels profiling Bentley's design heritage and commitment to sustainability.

## Live Event Coverage

High-quality content capturing Bentley guests, vehicle moments, and behind-the-scenes activations.

Influencer coverage via select lifestyle ambassadors and automotive creators.

## Post-event Content

Co-branded film and stills delivered for internal and external use.

Coverage placement in luxury, automotive, and lifestyle press (Country Life, Gentleman's Journal, Polo Times).



## CONCLUDING STATEMENT

This partnership is not a sponsorship — it is a shared statement of British heritage, timeless design, and elevated experience. At Cowdray Park Polo Club, we don't just host events. We craft memories.

And with Bentley by our side for the Gold Cup, we will deliver moments that matter — and customers that convert.







Martine Hartridge | Managing Director

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