

EXHIBITOR PACK 2026

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
- Wellbeing
- Heritage
- Farming
- Forestry
- House & Events
- Accommodation
- Property
- Fishing







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.





COWDRAY GOLD CUP

The British Open Polo Championship for the Cowdray Gold Cup

Hosted by Cowdray Park Polo Club, the British Open Polo Championship for the Cowdray Gold Cup is Europe's premier polo tournament—ranked alongside the Argentine and US Opens. Featuring the world's best players, it stands as the highlight of the UK polo season and a cornerstone of the summer social calendar.

Spanning three weeks, the championship draws over 30,000 spectators for more than 40 thrilling matches, including The Midhurst Town Cup, Semi-Finals, and the iconic Final on Cowdray's legendary Lawns, set against the backdrop of the Cowdray Ruins and broadcast globally via Cowdray TV.

Significant recent investments have elevated both the tournament and the hospitality experience, which now sells out each year, uniting players and spectators from around the world at the home of British polo.

Watch the 2025 highlights



EXHIBITING 2026

Exhibiting at Cowdray Park's British Open Polo Championship offers brands an exceptional opportunity to connect with a diverse, affluent audience in a truly iconic setting. Set against the historic Cowdray Ruins in the South Downs, this world-class event is more than polo- it's a luxurious day out for families, high-net-worth individuals, and business leaders seeking premium experiences.

Beyond the excitement of the matches, the Cowdray Gold Cup features a vibrant array of off-pitch attractions, from premium shopping and artisan food and drink to live demonstrations and lively post-match celebrations with bands and DJs. With opportunities to exhibit at The Midhurst Town Cup, Semi-Finals, and Final, brands can engage directly with spectators 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 DATES AND TIMINGS 2026

The British Open Polo Championship for the Cowdray Gold

MIDHURST TOWN CUP

Dates:

28th June 2026

Timings:

9:30am Gates Open

I2pm Match I3pm Match 28:00pm Gates close

GOLD CUP SEMI-FINALS

Dates:

15th July 2026

Timings:

9:30am Gates Open

I 2:00pm Match I4:00pm Match 28:00pm Gates close

GOLD CUP FINALS

Dates:

19th July 2026

Timings:

9:30am Gates Open

Ham Ladies High Goal Final

1:00pm Ladies High Goal Presentation

3:00pm Gold Cup Final

5:30pm Gold Cup Presentations6:00pm Retail Village Closure

10:30pm Gates Close

Location: Cowdray Park Polo Club, GU29 0AQ





MIDHURST TOWN CUP SUNDAY 28TH JUNE 2026

Get ready for an unforgettable day where world-class polo meets a vibrant celebration of community and countryside life. The Midhurst Town Cup at Cowdray Park Polo Club offers a unique twist on the traditional British village fête, showcasing the very best of the Cowdray Estate and the surrounding local area.

As Cowdray's fastest-growing event, selling out for the past two years, the Midhurst Town Cup combines thrilling high-goal polo with a lively and varied selection of off-pitch entertainment, retail opportunities, and family activities. It's the perfect setting for brands and exhibitors to engage with a discerning, family-oriented audience in a relaxed yet prestigious environment.

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. Today, it remains one of the highlights of the summer social calendar - attracting thousands of visitors each year to enjoy sport, shopping, food, and fun in the heart of the South Downs.

Dates: 28th June 2026

Location: Cowdray Park Polo Club, GU29 0AQ

Attendance: Up to 6,000

Opening Times: 9.30am - 8.00pm (Breakdown from 6pm)

Matches: 12pm & 3pm (Subject to change)

2025 Guide to the Day

GOLD CUP SEMI-FINAL WEDNESDAY 15TH JULY 2026

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.

Dates: 15th July 2026

Location: Cowdray Park Polo Club, GU29 0AQ

Attendance Up to 5,000

Opening Times: 9.30am - 8.00pm (Breakdown from 6pm)

Matches: 12pm & 4pm (Subject to change)

2025 Guide to the Day





GOLD CUP FINAL SUNDAY 19TH JULY 2026

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

This year marks an exciting first: the British Ladies Open Championships Final will take place on the morning of the Gold Cup Final, bringing yet another world-class match to this highly anticipated day. This addition further enhances the prestige of the event while extending spectator engagement and increasing attendance throughout the day.

With a family-friendly atmosphere at its heart, the Gold Cup Final offers a full programme brimming with excitement including a traditional fairground, a curated selection of artisan food and drink, and a luxury retail village featuring over 40 brands. The celebrations continue into the evening with a lively "after show", showcasing an eclectic mix of live bands and DJs to round off an unforgettable day at Cowdray.

For exhibitors, this flagship event provides an unparalleled opportunity to showcase products and services to a large, engaged audience in a prestigious and memorable setting.

Dates: 19th July 2026

Location: Cowdray Park Polo Club, GU29 0AQ

Attendance: Up to 10,000

Opening Times: 9.30am - 10:30pm (Breakdown from 6pm)

Matches: I I am (British Ladies Open) & 3pm (Gold Cup Final)

2025 Guide to the Day

EXHIBITOR FEES 2026

MIDHURST TOWN CUP

Included:

• Plot Space Only 3x3

(All exhibitors are responsible for their structure and fit-out)

Price per plot

£125 (no VAT applicable)

SEMI-FINAL

Included:

- Structure within the Cowdray Retail Village
- 3 x 3m (Option to buy x2 adjoining plots)
- 4x exhibitor passes per 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

£485 (inc. VAT)

Location: Cowdray Park Polo Club, GU29 0AQ





EXHIBITOR FEES & ADDITONAL OPTIONS 2026

FINAL

Included:

- Structure within the Cowdray Retail Village
- 3 × 3m (Option to buy ×2 adjoining plots)
- 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)

Price per plot

3 x 3 **£660** (inc. VAT) 3 x 3 Corner **£775** (inc. VAT)

ADDITONAL OPTIONS

(Semi-finals and Finals only)

Boarded and Carpeted Floor £170.50 (inc. VAT) 3 x 3m

£341 (inc. VAT) $3 \times 6m$

6ft Trestle Table £14.30 (inc. VAT)
Plastic Folding Chair £4 (inc. VAT)
2x 13amp sockets £150 (inc. VAT)

Location: Cowdray Park Polo Club, GU29 0AQ

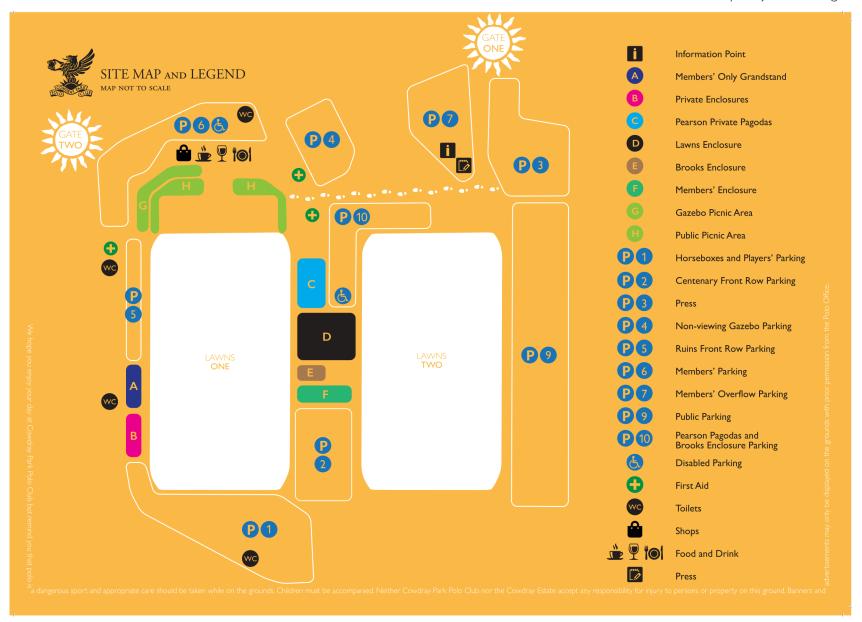
MIDHURST TOWN CUP MAP 2025

2026 Map subject to change



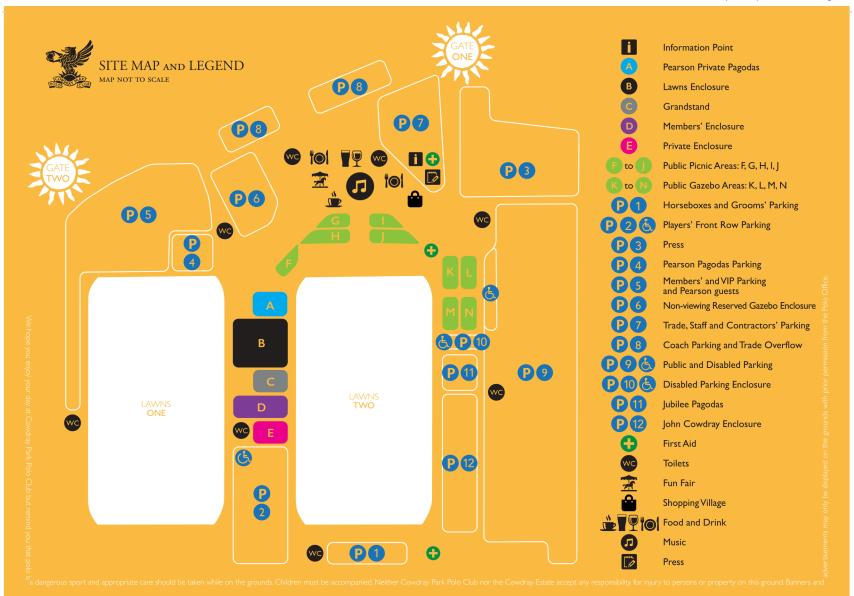
GOLD CUP SEMI-FINAL MAP 2025

2026 Map subject to change



GOLD CUP FINAL MAP 2025

2026 Map subject to change





EXHIBITORS@COWDRAYPOLO.CO.UK

01730 812 423

COWDRAY PARK POLO CLUB COWDRAY PARK, MIDHURST, GU29 0AQ