



CPPC X GUSBOURNE

2025

GUSBOURNE

Objective

To position Gusbourne as the official English sparkling wine partner of the Cowdray Gold Cup, leveraging the prestige of British polo to attract new high-net-worth customers, elevate brand visibility, and reinforce Gusbourne's identity as a symbol of English heritage, craftsmanship, and modern luxury.

Core Aims

Brand Alignment:

Align Gusbourne with Cowdray's iconic heritage and the prestige of the Gold Cup, highlighting the shared values of craftsmanship, provenance, and understated excellence.

Lead Generation:

Engage and capture qualified leads from an affluent, discerning audience through carefully designed premium tasting moments and hospitality experiences.

Brand Visibility:

Deliver elegant, non-intrusive brand presence throughout the event via curated pouring, experiential touchpoints, digital visibility, and elevated hospitality activations.





KEY DELIVERABLES

1. On-Site Activation

Bespoke Bar

Masterclass Tasting

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 Gusbourne's "quiet luxury" ethos.

Target Audience: HNWIs, experience lead customers, wine collectors, and premium lifestyle consumers, particularly in the South of England.

PARTNERSHIP RESPONSE

Strategic Fit

Cowdray Park Polo Club and Gusbourne share a deep-rooted appreciation for British heritage, meticulous craftsmanship, and refined, understated luxury.

As custodians of one of the world's most prestigious polo tournaments, we offer Gusbourne a rare opportunity to engage with a discerning, influential audience in an environment that celebrates excellence, provenance and the very best of modern English luxury.



ON-SITE ACTIVATIONS

Bespoke Bar in the Exhibition Space

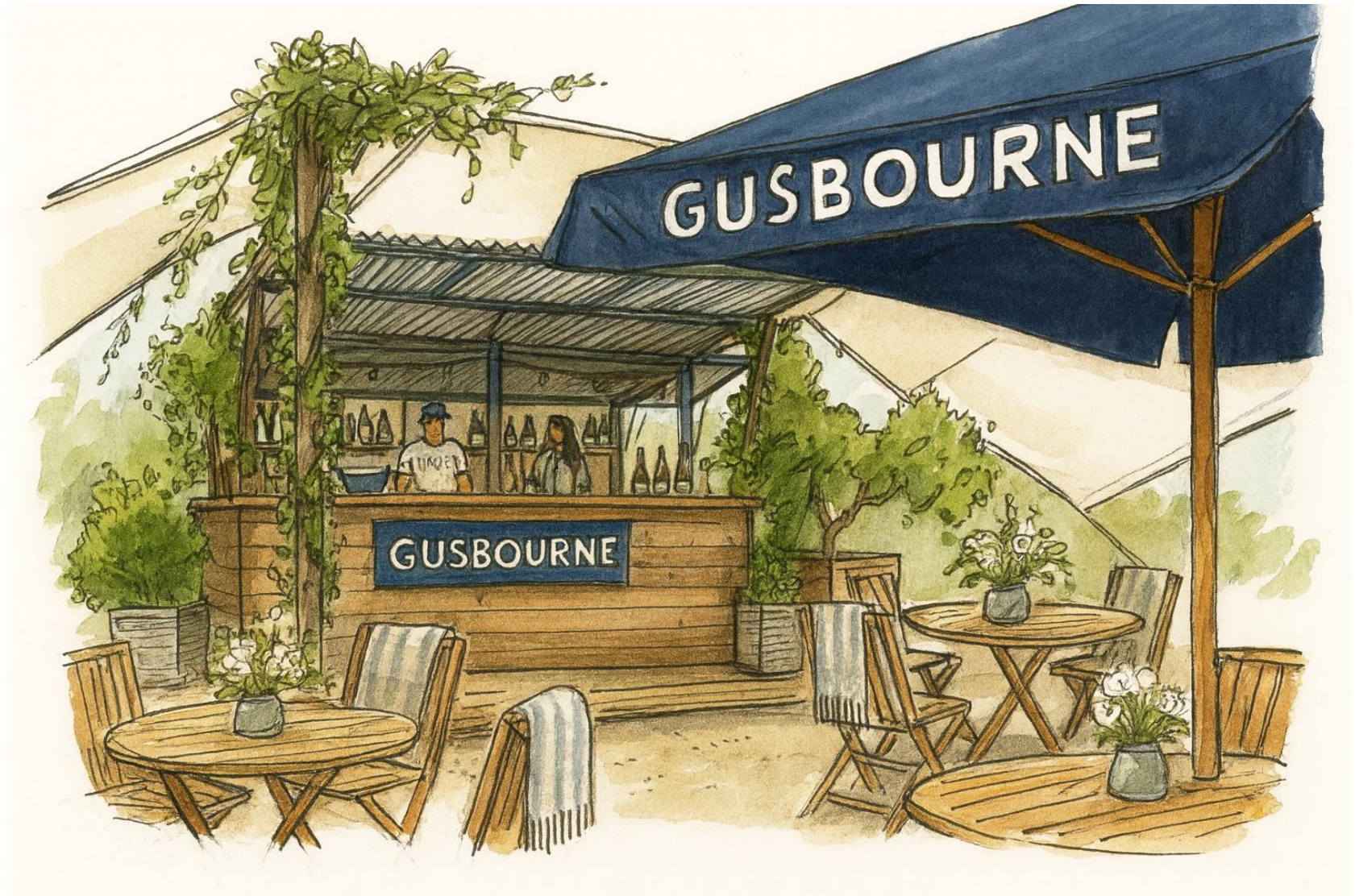
Gusbourne's bespoke bar at the Cowdray Gold Cup was designed as an elegant tribute to the vineyards of Appledore, bringing a sense of Kent's rolling landscape directly to the heart of the Lawns. With natural textures, soft greenery and refined detailing, the bar evoked the serenity and craftsmanship of Gusbourne's estate, creating a beautifully immersive setting for guests to enjoy exceptional English sparkling wine amidst the spectacle of world-class polo.

Data-capture Across the Site

Gusbourne introduced a refined data-capture activation across the Cowdray Gold Cup bars, where guests could scan a discreetly placed QR code for the chance to win a coveted Collectors' Membership. The mechanic offered a seamless way for polo spectators to engage with the brand, while allowing Gusbourne to connect directly with an audience already aligned with its values



EXHIBITION
CONCEPT



EXHIBITION EXECUTION





ON-SITE ACTIVATIONS

Masterclass Tasting

A beautifully designed private hospitality suite for invited guests, seamlessly integrated into the VIP zone. Throughout the day, guests were treated to an exclusive masterclass hosted by Gusbourne's Head of Wine, showcasing the estate's most prestigious vintages in an intimate, guided tasting.

Hospitality Premium Pour

Luxury fine dining was on offer to guests including;

Gusbourne sparkling English wine reception with canapes

Four course fine dining menu

Drinks throughout the day with prime pitch-side location



ON FIELD ACTIVATIONS

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

Prestigious vintages presentation to the Most Valued Player during the final as well as the cup finals leading to it.

Presence on the trophy presentation stage backdrop.

Poured at every prize giving for the cup celebrations throughout the high-goal season.

[WATCH GUSBOURNE'S HIGHLIGHTS](#)



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

Gusbourne's bike positioned for all key arrivals and photo opportunities at the Gold Cup Draw.

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

Category exclusivity in all bars and clubhouses across polo.

Integration into all Cowdray Estate outlets and venues as well as Farm shop picnic hampers.



SOCIAL MEDIA & PR

Pre-event Campaign

Co-branded storytelling across Instagram, Facebook, LinkedIn, and Cowdray CRM. Pre-season photoshoot to capture teaser content..

Feature on Cowdray's channels profiling Gusbourne tasting notes and pairings.

Inclusion in the Cowdray Estate Cookbook: Seasons

Live Event Coverage

High-quality content capturing Gusbourne guests, celebration moments, and behind-the-scenes activations.

Influencer coverage via select lifestyle ambassadors and F&B creators.

Post-event Content

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

Coverage placement in luxury, F&B, 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 Gusbourne by our side for the Gold Cup, we will deliver moments that matter — and customers that convert.





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