



Media Kit



20/22 WINDSOR CHARITY
POLO CUP

presented by





HISTORY

The polo field at Windsor was one of the first amenities constructed when Windsor was founded in 1989. Windsor co-founder Galen Weston, an avid polo player, was keen to introduce the sport to the growing Windsor membership. Over the years, Windsor has hosted numerous large-scale exhibition and charity polo matches including the Prince of Wales Cup in 1989 and 1990, which brought in celebrities and international polo players including Britain's Prince Charles.

In 2003, Windsor opened a full-scale Equestrian Centre. Under the direction and personal guidance of Director of Equestrian Operations Max Secunda, the Centre now features 26 stables and 14 paddocks, jumping, dressage and lunging rings. The facility also offers boarding, maintenance, lessons and riding for recreation, as well as a 170-yard-long multi-purpose stick and ball field and full-sized polo field for exhibition matches. This first-rate facility with top-notch instructors has helped Windsor's equestrian program to flourish.

Windsor continues to host important charity events including the biennial Windsor Charity Polo Cup. Co-chaired by Windsor co-founder, the Hon. Hilary M. Weston and Salvatore Ferragamo, the event raises funds for worthy causes selected by the Windsor membership, while also providing an unforgettable, entertaining and glamorous day of high-goal polo.

BENEFICIARIES

For years Windsor has enjoyed an enviable reputation as a community that demonstrates clear and committed support for a variety of nonprofit organizations, both nationally and locally.

Over the years, many deserving charities have benefited from proceeds raised at Windsor charity polo matches. The 2020 Charity Polo Cup raised \$333,000 for the Boys & Girls Clubs of Indian River County, the Literacy Services of Indian River County, and the Humane Society of Vero Beach & Indian River County – the highest amount of charitable dollars in the event's history.

Presented by PNC Bank, the 2022 Windsor Charity Polo Cup will benefit two local environmentally focused charities, the Ocean Research & Conservation Association (ORCA) and the Environmental Learning Center (ELC). Both organizations are doing exceptional work in the areas of protecting critical habitats, research and education.



EVENT ORGANIZERS

HONORARY CO-CHAIRS

The Hon. Hilary M. Weston

Salvatore Ferragamo

STEERING COMMITTEE

Jane Ford

Robert Gallagher

Betsy Hanley

Lauren Melillo

Max Secunda

Jane Smalley

Maria Whittle

MATCH DIRECTOR

Max Secunda

EVENT COMMITTEE

Victoria Alin

Melissa Handler

Leslie Bergstrom

Larry Hiegel

Teresa Blair

Erin Kane

Lisa Dmitri

Stacey Lewis

Jeanne Fallis

Lauren Melillo

Herb Fitz Gibbon

John Rogers

Barbara Schlitt Ford

Max Secunda

Jane Ford

Jane Smalley

Dennis Haddix

Maria Whittle

ABOUT WINDSOR

Windsor is a private residential community spanning 427 acres of lush barrier island between the Indian River and the Atlantic Ocean in Vero Beach, Florida. Established in 1989 by Hilary and W. Galen Weston of Toronto, Canada, Windsor was designed by renowned town planners Andrés Duany and Elizabeth Plater-Zybek in the New Urbanism style of residential living, one that offers public and community spaces framed by timeless architecture and landscape design that celebrates its tropical and unspoiled setting. The community is comprised of 350 homesites in various styles including village homes, cottages and country estates, all remarkable for their signature Anglo-Caribbean architecture and gracious living.

Windsor provides homeowners with privacy and seclusion combined with the finest amenities, exemplary services and sporting activities. Members enjoy an 18-hole links-style Robert Trent Jones Jr. golf course, Stan Smith designed Har-Tru tennis courts, an Equestrian Centre, 400-yard-long polo field, over four miles of riding trails, a fully-equipped Fitness Centre and offsite Gun Club. The Clubhouse, with interiors designed by Yabu Pushelberg, is a favorite gathering place much like the Beach Club which features an elegant restaurant with a veranda overlooking the Atlantic Ocean, a 25-meter pool, a handsome reception and library bar, a poolside grille and open-air bar. Windsor is also known for its art gallery featuring a revolving series of world-class exhibitions, and a Town Hall which serves as a chapel and a venue for weddings, concerts and lectures.

Windsor's affluent membership is comprised of second/third home buyers primarily from the Northeast USA, Southeast Canada and Europe. Family activities are an important factor in the current Members' choice of Windsor with multigenerational use of the Club as well as ownership by multiple members of the same family. Members are physically active, culturally-minded and appreciate Windsor's distinctive architecture aesthetic.



ABOUT VERO BEACH

Regarded as the “gateway to the tropics,” Vero Beach is located in a climatic transition zone that offers cool ocean breezes and a mix of vegetation found in the coastal Carolinas as well as tropical palm trees. The area is also recognized as the “citrus capital of the world,” producing the finest Indian River citrus for the domestic market and worldwide export. Vero Beach has been termed “the Hamptons of Florida” and one of the top housing markets in Florida for CEOs.

Situated along Florida’s Treasure Coast, Vero Beach is a haven for golf, water sports, nature tours and fishing. Peaceful beaches, parks, museums, shopping and fine dining in its quaint downtown are all part of its charm. The Indian River Lagoon, which passes through Vero Beach, forms a significant portion of the Intracoastal Waterway and is a hub for waterborne recreational pursuits.

The city boasts a thriving cultural arts community with a packed calendar of performances, concerts and exhibitions taking place throughout the season. Since the early part of the century, the area continues to attract artists, writers, poets, and others who are passionate about the arts.

Vero Beach is highly accessible by plane. Melbourne, Orlando and Palm Beach are the nearest international airports. Private planes can fly into Vero Beach Regional Airport which is a 15-minute drive from Windsor. During season Elite Airways offers a regular schedule of direct flights from New York to Vero Beach Regional Airport.



ABOUT THE EVENT

A PERFECT DAY

Fans of polo know it as a majestic sport with players that show amazing skill – a sport showcasing the dexterity of not only the riders but also their horses. It is a high-intensity fast-paced game that has been played by kings and conquerors for centuries.

Recognized as the premier high-goal charity polo match of the Vero Beach season, past events have featured an exciting roster of top-level international players, including Ignacio “Nacho” Figueras, Rodrigo Andrade, Malcolm Borwick, Mike Azzaro, Magoo Laprida, and Nachi Du Plessis, to name just a few.

The Hon. Hilary M. Weston and Mr. Salvatore Ferragamo return as the Honorary Co-Chairs of the event. The 2022 event will again feature an elegant field-side luncheon. Other interactive and entertaining events and exhibitions are planned for the day, including a themed tailgate competition, high-end raffle, luxury automobile concours, specialty retail village, and much more.

For a glimpse of the action at the 2020 event, see the video at windsorcharitypolocup.com.

ATTENDANCE

Approximately 1,000 people are expected to attend the 2022 Windsor Charity Polo Cup. Guests come from around the world and include Windsor Members and their visiting family and friends; local area residents; seasonal visitors to the area and polo enthusiasts from nearby Palm Beach.

SCHEDULE

	Gates open Specialty Retail Village and Raffle Ticket Stands open People’s Choice Concours presented by The Space Coast Region Porsche Club of America
10 AM	
11:30 AM	Champagne reception in the main pavilion (for guests with luncheon tickets) Junior Player Demonstration
NOON	Pavilion luncheon served
1:30 PM	Raffle winners announced
1:45 PM	Opening Ceremonies
2 PM	Match play begins
Half-Time:	Divot Stomp and Luxury Automobile Parade Tailgate winners announced
Conclusion:	Awards ceremony

The day’s events are expected to conclude at approximately 5 p.m.



MEDIA COVERAGE

Past events have been featured in luxury lifestyle publications such as *Town & Country*, *Robb Report*, *Equestrian Living*, *Artful Living*, *Equestrio Magazine*, *New York Post*, *Private Air New York*, *New York Social Diary*, *Polo Players Edition*, *Elite Equestrian* and *Horse Nation*, as well as numerous local and regional publications including *Vero Beach Magazine*, *Vero Beach Portfolio*, *Palm Beach The Island*, *The Indian River Press Journal*, among others. The event also enjoys a strong social media presence.



SPONSORSHIP

The Windsor Charity Polo Cup is a signature event that offers a truly unique opportunity to entertain clients, family and friends, or to promote your business or product to a diverse and highly affluent audience. Participation at any level will not only increase name recognition and goodwill within the community but will also support the important work being undertaken by the event beneficiaries, ORCA and ELC. There are also many opportunities for in-kind support of the event. Food and Beverage, Raffle and Player Gift donations are always welcome. Custom sponsorship packages are available. Details on sponsorship can be found at windsorcharitypolocup.com.

ADVERTISING

The coveted event program featuring each year's commemorative poster image on the cover offers various advertising opportunities. Complimentary programs are provided to all luncheon ticket holders and are available for purchase during the event. Circulation is 1,500+ including attendees, players and event sponsors. Details on advertising opportunities can be found at windsorcharitypolocup.com.



CONTACT INFORMATION:

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