

Breaking Barriers in  
Polo Together



# Empowering Women in Polo

## **WOW Series**

## **Team 2025**

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SPONSORSHIP OPPORTUNITIES

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# Driving Change and Empowering Women in Polo

Join us in supporting women breaking barriers and creating lasting change in the sport of polo

## Our Goal

...to secure \$40K to cover team event expenses and marketing collaborations, including entry fees, horse rentals, professional fees, and housing

*We commit to full transparency in the allocation of funds, ensuring every dollar directly supports the team's success and growth.*

## Our Mission

... to build strategic partnerships that break down the historical barriers of an exclusive, male-dominated sport, while carrying forward the vision of Work to Ride by advancing diversity, inclusion, and visibility within the polo community.

# What is Polo?



*\*Chukker: period of play in polo*

**Polo — a sport like no other. Polo is not just the sport of Kings and Queens ; it is a community event**

Polo is a team sport played on horseback where players use a long-handled mallet to hit a ball through goalposts, aiming to score more points than the opposing team; the game is played on a large field, divided into periods called "chukkers," and players typically change horses between each chukker\* to ensure the horses can handle the intense activity

***Fun Fact: It is one of the world's oldest known team sports***

- Played outdoors on fields greater than 9 football fields in size or in the arena
- Outdoor polo is played 4 vs 4 & arena is 3 vs 3
- Players use 4 - 10 horses per game depending on the number of chukkers<sup>1</sup> & level of play
- Womens handicaps range from 0 to 10 goals,with 10 being the best, most prestigious rating

# What is WOW



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WOW, which stands for Women of Wellington, was established in 2024 to revolutionize women's polo in the United States' polo hub, Wellington, FL. The mission of the WOW Series is to create competitive and accessible opportunities for women players, empowering them to excel in a historically exclusive sport.

## Revolutionizing Women's Polo in Wellington, FL

Taking place in January, February, and March, the WOW Series aims to elevate the visibility of amateur and professional women polo players, providing a platform for them to gain exposure and progress to prestigious tournaments, such as the U.S. Women's Open

# Meet Shariah Harris

Team Manager



- Recognized as a trailblazer from an early age, Shariah has made a significant impact on the polo community, breaking barriers and inspiring others.
- Shariah began her journey in polo at the age of 8 through Work to Ride, a non-profit organization supporting under-resourced urban youth in Philadelphia. Her story proves that thriving in an elite sport like polo doesn't require wealth—just opportunity.
- Her achievements include being named Interscholastic Player of the Year (2016), Intercollegiate Player of the Year (2020), the first African American woman to compete in high-goal polo in the U.S. (2017), and most recently, the first African American woman to compete in the U.S. Women's Open (2024).
- Off the field, Shariah balances her polo career with her work as an operating room nurse and her passion for flag football, competing in national tournaments.

# Why Sponsor

## The WOW Series Team?

Supporting the WOW Series team offers unparalleled opportunities to:

- Empower women and women in sports, showcasing their talents on a national stage.
- Champion diversity and inclusion, reaching underrepresented minority groups in polo.
- Engage audiences across income brackets, connecting people from all walks of life.
- Tap into the medical industry, leveraging Shariah Harris's dual career as a nurse.
- Connect with the horse community across disciplines, fostering collaboration and engagement.

# Audience Insights

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## Demographics:

- Avg Polo Spectator Age: 47 years
- College Degree or Higher: 76.8%
- Net Worth: 64.2% exceed \$1M

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## Lifestyle:

- Spectators are affluent, family-oriented, and have disposable income.
- Proven consumers of luxury goods and services.

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## Reach:

Estimated 50,000–60,000 polo spectators in 2024, with higher attendance expected for 2025

# Media Opportunities

## Shariah Harris and Work to Ride: *Icons of Change*

Shariah Harris and the Work to Ride program have become iconic in the polo community and beyond, exemplifying the transformative power of opportunity in an elite sport.

Their inspiring stories and legacy of fostering diversity and inclusion have garnered global media attention, highlighting their profound impact on the sport and the lives they touch.



## Media Coverage Highlights

- Award photos and event coverage are featured on partner websites, social media, newsletters, and digital channels, maximizing sponsor visibility to a wide, affluent audience.
- Sponsoring the WOW Series Team aligns with a narrative of progress and inclusion while providing access to an established media presence with significant marketing potential
- Shariah has been featured prominently on **ESPN, ABC, NBC, Palm Beach Illustrated**, and numerous other outlets, gaining recognition for her trailblazing achievements

## Social Media

Combined social media following of Shariah and Work to Ride: 10,000+ engaged followers, with consistent global interest in their milestones.

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# Sponsorship packages

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**Tier 1:**  
**Logo Sponsor**

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**Tier 2:**  
**Horse Sponsor**

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**Tier 3:**  
**Team Sponsor**

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**Tier 4:**  
**Player Sponsor**

all packages to include a tax write off

# Tier 1: Logo Sponsor

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- Sponsor logo placed on team hats, team jerseys and playing pants pocket
- Sponsor to receive folder of 10-20 high resolution images for social media and marketing purposes
- Sponsor to receive promotions from players on social media with pictures and 15 sec reel on Instagram



# Tier 2: Horse Sponsor

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- Company logo on all horse saddle pads, team jerseys and playing pants pocket
- Signed team jersey
- Sponsor to receive folder of 20-30 high resolution images for social media and marketing purposes
- Sponsor to receive promotions from players on social media with pictures and 15 sec reel on instagram



# Tier 3: Team Sponsor

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- Sponsor to receive all the above mentioned benefits
- Company logo to cover one leg of playing pants
- Stick and ball session with the team
- Sponsor logo on team mats and chairs at every practice and game



1 Year Long Partnership Opportunity!

# Tier 4: Player Sponsor

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- This package covers the tournaments Shariah enters in for the full 2025 year. This package allows for a greater audience outreach nationally, as Shariah travels throughout the US for various tournaments
- Sponsor logo to be worn on Shariah playing whites in every tournament she competes in for the year
- Year round advertisement/marketing on Shariah social media and interviews/appearances
- Join in on a journey of tenacity, trailblazing and perseverance !



**Connect with us to explore  
this exciting opportunity!**

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## **Contact Shariah**

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Thank  
**you!**

**Can't wait to have you join  
along this amazing journey!**