



FASHION & POLO CLASSIC

WHERE CULTURE & CLASS CONNECT

ACCESS TO THE
LUXURY COMMUNITY
SPONSORSHIP PROPOSAL





BACKGROUND

The Fashion & Polo Classic is the premier luxury event celebrating African American and Latin culture. As a fashion designer and polo player, Miguel Wilson created the event to bring awareness to Ride to the Olympics Foundation (RTO). RTO is a non-profit organization that is dedicated to bringing exposure and opportunities to inner-city youth through equestrian sports and fashion. It was founded by Miguel Wilson in 2017.

The Atlanta Fashion & Polo Classic (AFPC) is recognized as the signature event of the year where culture & class connect. The AFPC features a fashion show showcasing the Miguel Wilson Collection and emerging designers. Other interactive and entertaining events are planned for a VIP experience, including celebrity guest performances, gourmet cuisine, signature cocktails, luxury automobile display, specialty vendor village, and much more.

We hope you will join us in our commitment to engage our community and to make a meaningful impact on the Ride to the Olympics Foundation.

Sincerely,

*Miguel Wilson
Founder*

*Kimberly Winston
CEO*

PARTY WITH A PURPOSE

The Message

Thank you for your consideration in joining us for one of the most amazing cultural experiences. The Fashion & Polo Classic is a Purpose driven event benefiting the Ride to the Olympics Foundation (RTO)

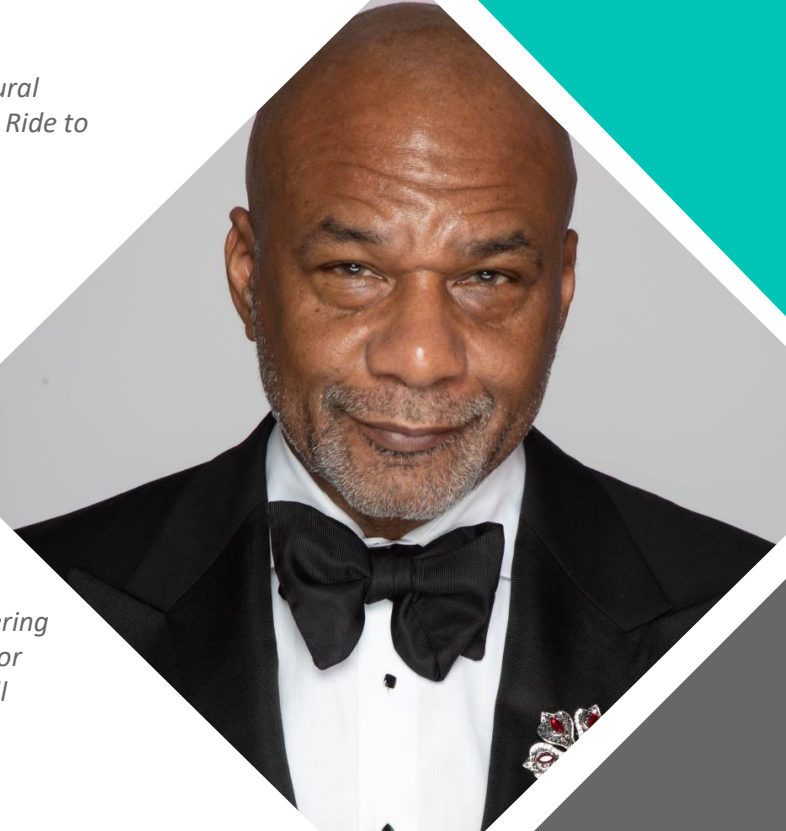
RTO is a non-profit organization dedicated to increasing awareness and community engagement through horse-related sports, fashion, and leadership development. RTO's primary mission is to empower the youth with the opportunity to learn the art of Equestrian Sports such as polo, show jumping, and dressage. This exposure will eliminate barriers and strengthen communities.

This years AFPC event will fund the following programs Day at the barn, Day at the Show, Individual & group lessons and teen summit. Over the course of the year will have exposed 500 youth to equestrian education, equestrian therapy and leadership development.

I want to personally extend my gratitude to The Corbett Group for their unwavering generosity and add a special that you to my other sponsors and special guests for your support. We could not accomplish our mission to help youth reach their full potential without faithful friends and supporter like you.

Thank you, I am forever grateful.

Miguel Wilson





**OPPORTUNITIES WITH THE NEXT
AFFLUENT CONSUMER**

50%

*avid luxury advocates are under the age of 50 and advocate for
brands that fit their ideals and sense of identity Source: Verb,
State Of Luxe Report 2021*

OUR AUDIENCES

AGE

21 – 44	33.9%
45 – 64	40.6%
65 or Above	25.5%

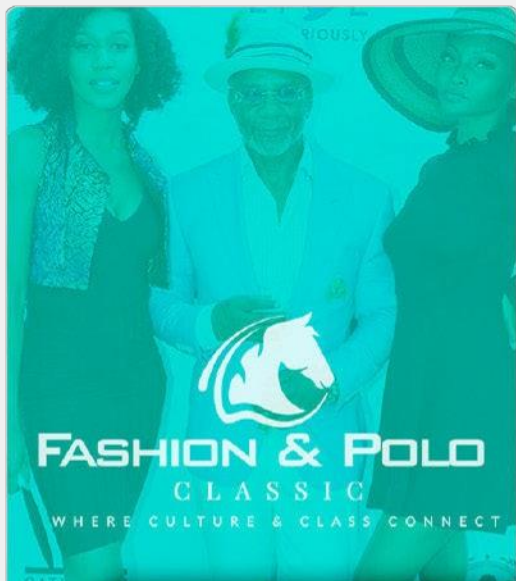
ANNUAL HOUSEHOLD INCOME

<\$100K	26%
\$101K – \$150K	53%
>#150K	21%

Ethnicity

Black	90%
Hispanic	4%
White	4%
Other	2%





*The Atlanta Fashion and Polo Classic is a premier event, created by celebrity fashion designer **Miguel Wilson** and sponsored by Bentley Atlanta.*

Your brand is cordially invited to be a part of this very exclusive and ultra premium experiential marketing event. As a Brand Sponsor your team members and clients will share this experience with other luxury brands such as Bentley Atlanta and their guests. This allows everyone to build new relationships, partnerships, and brand alliances while having a great time and supporting a worthwhile cause!

This event draws an audience of 2,000 people with a reach that spans across the country. Our extensive list of VIP guests consist of executives, business owners and influencers. The highlight of the day is the "Miguel Wilson Fashion Experience" fashion show featuring Miguel Wilson "Groom Review" NFL Legends. You will also enjoy the experience of watching a competitive live Polo Match.

The Atlanta Fashion and Polo Classic event will be showcased at the scenic Horse Mansion @ Bouckaert Farm. The Bouckaert Farm is an 8,000-acre equestrian paradise nestled in the heart of Chattahoochee Hill country



YOUTH TESTIMONIAL

Participating in the Ride To The Olympics Foundation has truly inspired me to take a leap of faith. The impact of being exposed to new things helped to motivate me. The one-on-one conversations with Miguel during my internship challenged me to look at life from a different perspective. I wanted to go straight into the United States Army after high school, but after Miguel suggested that I research going to college first and get the experience which would allow me to go in as an officer. That conversation with Miguel, RTO mentorship program and my research made a positive influence on my decision to go to college first and be able to say that I'm the first child in my household to attend. I've learned how to run a business, the art of equestrian sports and the importance of giving back to my community. Miguel and his team have supported me even down to buying my home-made sweet potato pies. One incredible thing was landing an opportunity for a paid internship at Miguel Wilson Collection store in Phipps Plaza. I'm looking forward to being apart of the Ride To The Olympics first black African American high school polo team.

I just wanted to say thank you to Miguel for all he has taught me. Thank you to everyone who supported RTO and Fashion & Polo Classic it has made a difference in my life.

*Xavier Poindexter
University of North Georgia Military College*





To access and remain competitive
within the luxury community,
brands must create *purpose-driven impact* and

CULTURAL RELEVANCE

SPONSORSHIP

\$150,000

FASHION & POLO CLASSIC TITLE SPONSOR (1)

• Event naming rights •Luxury Tent & Seating for 50 guests • Polo Field Party Tent Company Banner on Tent • Premier Step & Repeat • Opening Double Page Spread in Commemorative Booklet • Press Release Announcing Sponsorship • Logo/Name on Event Website, Foundation Website and Social Media • Premier Seating at All • Pre-Events • Premier Luxury Match Side Seating • Logo On Jersey • Present Trophy to Winning Team • Private Chef • Private Host • Private Servers)• Food Station • Full-Service Bar & Bartender • Bottles Service • Team Photo • Luxury Sprinter Shuttle to polo field*Private portable bathroom*Designated golf cart*Helicopter entrance for 4

FASHION & POLO CLASSIC PRESENTING SPONSOR (1)

• Luxury Tent & Seating for 20 guests • Company Banner on Tent • Premier Logo Placement on Step & Repeat • Opening Double Page Spread in Commemorative Booklet • Press Release Announcing Sponsorship • Logo/Name on Event Website, Foundation Website and Social Media•Premier Seating at All• Pre-Events•PremierMatchSideSeating•Logo OnJersey•Present Trophy to Winning Team•PrivateChef•PrivateHost•PrivateServers•FoodStation•Full-Service Bar & Bartender • Complimentary Bottles • Team Photo • Bentley Shuttle to Main Event Area

\$50,000

FASHION & POLO CLASSIC PLATINUM SPONSOR(1)

•30x40 Tent - Luxury tent and seating for 15 guest • 5 Bottles of champagne or Rose' and Premium Bar • Gourmetfood station • Single page ad in commemorative booklet • Logo on premier step & repeat • Tent signage • Logo on front of polo team shirt • Includes entry into the Founder's private luxury tent.

\$20,000

30X30 CORPORATE TENT FOR 12

• Luxury Tent and Seating for 12 Guests • 5 Bottles of Champagne or Rose' and Premium Bar • Tent Signage • Logo on Polo Team Sleeve • One Page Ad in Commemorative Booklet • Logo on Step & Repeat • Includes Entry into the Founder's Private Luxury Tent

\$15,000

20X20 CORPORATE TENT FOR 10

• Luxury Tent and Seating for 10 Guests • 5 Bottles of Champagne or Rose' and Premium Bar • One Page Ad in Commemorative Booklet • Logo on Step & Repeat • Tent Signage

\$10,000

FASHION SHOW SPONSOR (2)


• Reserved Table for 4 • 4 Ticket to all events • 4 reserved runway seats • Logo signage on site • Social media inclusion • 1/2 page in commemorative booklet • 2 Bottles of champagne or Rose'

\$5,000

To Purchase Individual Tickets and Table Please Visit: www.ATLANTAFASHIONANDPOLOCLASSIC.com

PHOTO GALLERY





THANK YOU SPONSORS
YOU MAKE DREAMS POSSIBLE

**Miguel
G. Wilson**



FASHION & POLO

CLASSIC

WHERE CULTURE & CLASS CONNECT

Our totally unique cultural experience builds word-of-mouth sharing. We want your brand to be a part of that experience.

We look forward to discussing a potential partnership with you.

For other ticketing options: www.fashionandpoloclassic.com

KIMBERLY WINSTON

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