AVIATION POLO CUP

CASTLE AIR | luxaviation



Introduction

18 years of the Aviation Polo Cup.

The Aviation Polo Cup unites the worlds of private aviation, luxury lifestyle, and elite sport in one prestigious day at Hurtwood Park Polo Club. Hosted by Luxaviation UK and Castle Air, the 2026 event welcomes around 800 distinguished guests, including HNWIs, aviation professionals, and luxury brand partners. Guests enjoy complimentary fine dining, champagne receptions, and premium hospitality throughout the day, with live polo matches, entertainment, and a luxury evening reception.

Saturday, 5th September 2026, from 13:00 to 23:00 BST
Hurtwood Park Polo Club in Surrey, UK.









Our Guests

Bringing together leaders, clients, and friends in celebration of flight.

The guests at the Aviation Polo Cup embody a unique blend of individuals who are at the heart of the aviation world. This distinguished gathering includes aircraft owners, discerning prospective buyers, and valued charter customers, all sharing a passion for flight and the finer things in life. Among them are FBO managers, each bringing an insider’s touch to the event, and close friends of both Castle Air and Luxaviation, united by their shared values and camaraderie with the hosts. Together, this diverse and distinguished mix enriches the event with its vibrant community, making it an unforgettable occasion of connections and celebration.

Partners & Sponsors:

















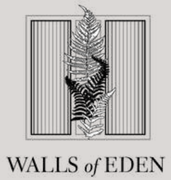






























INFLUENCER EXPOSURE



Digital Reach & Engagement Highlights

Over 8.9M reach over the event

To extend visibility beyond the event, the Aviation Polo Cup partnered with a curated collective of lifestyle and luxury influencers, delivering high-impact organic coverage across Instagram and TikTok.

PERFORMANCE OVERVIEW:

- 15+ influencers in attendance
- Combined audience: 8.9M+ followers
- Total estimated content reach: 3M–4.5M views across all posts and stories
- Average engagement rate: 5–7% (significantly above luxury benchmark)
- Top-performing content:
  - William Wade, Helicopter arrival video: 200K+ likes
  - Devon Broughton, Polo field feature: 149K+ likes
  - India Hogg, Helicopter POV TikTok: 480K+ views

- All influencers tagged @castleairgroup and @luxaviationuk, organically integrating both brands within aspirational lifestyle storytelling.



Where Brands Become Part of the Story

Influencers were strategically paired with partner brands throughout the event, creating authentic lifestyle moments that elevated brand perception.

By featuring products and experiences within a setting of private aviation, polo, and luxury hospitality, partners benefited from organic visibility, aspirational storytelling, and association with a high-net-worth audience. This approach positioned each brand not as a sponsor, but as part of the luxury world the event represents.







SPONSORSHIP OPPORTUNITIES



Sponsorship Levels

Sponsorship Tiers & Packages

Tier	Investment	Key Benefits
Platinum Sponsor	£40,000	Naming rights, prime logo placement, VIP access, Private hospitality enclosure for 150 guests
Gold Sponsor	£15,000	Logo on key materials, private hospitality pagoda for 20 guests, social media highlights
Silver Sponsor	£10,000	Event tickets, logo placements, digital and print promotions
Official Brand Partner	£8,000	Exclusive product rights, product placement, event tickets, digital promotion

All prices are exclusive VAT



Gold Sponsor

An exclusive opportunity to position your brand at the heart of the 2026 Aviation Polo Cup.

EXPERIENCE INCLUDES:

- Private hospitality pagoda with premium garden seating for 20 guests
- Two prime pitch-side sponsorship boards (print & placement included)
- One helicopter tour of the local area for up to six guests during the event
- Double page editorial in the event programme
- One branded social media video distributed via @castleairgroup and @luxaviationuk
- Two dedicated email marketing campaign to the APC guest list (1,000+ recipients)
- Social media coverage pre- and post the event
- Company logo featured on all communication & digital campaign, press, invites, photo walls, including the prize-giving stage.

Comparable UK polo sponsorships range from £10,000 to £18,000.
⁎Limited availability to five only.

£15,000 + VAT



Silver Sponsor

An exclusive opportunity to position your brand at the heart of the 2026 Aviation Polo Cup.

EXPERIENCE INCLUDES:

- 10 event tickets
- Two prime pitch-side sponsorship boards (print & placement included)
- One helicopter tour of the local area for up to six guests during the event
- Single page advert in the event programme
- One dedicated email marketing campaign to the APC guest list (1,000+ recipients)
- Social media coverage pre- and post the event
- Company logo featured on email & digital campaign, press, invites, photo walls, including the prize-giving stage.

Comparable UK polo sponsorships range from £10,000 to £18,000.
⁎Limited availability.

£10,000 + VAT



Private Hospitality Pagoda

Entertain clients or guests in a private pitch-side space for 20 people.

EXPERIENCE INCLUDES: Host clients or guests in a private pitch-side pagoda for up to 20 people. Package Includes:

- Private hospitality pagoda with premium garden seating for 20 guests
- Champagne welcome reception
- Complimentary premium bar and canapés during the match (4–5 hours)
- Dedicated host and waitstaff service
- Optional branded table signage
- Brand your space opportunity

Benchmark: Premium polo hospitality at Guards Polo Club or Polo in the Park range £8,000–£10,000.

⁎Only five are available.

⁎Offering included in “Gold Sponsor” tier with 50% discount.

£10,000 + VAT



Official Brand Partner

An exclusive opportunity to position your brand at the heart of the 2026 Aviation Polo Cup.

EXPERIENCE INCLUDES:

- 10 event tickets
- Exclusive rights to promote your brand as official APC event partner
- On-site activations: product displays, print materials, banners, raffle, competitions
- One prime pitch-side sponsorship boards (print & placement included)
- Pop up retail booth/ 3x3 pagoda for product display
- Social media coverage pre- and post the event
- Company logo featured on email & digital campaign, press, invites, photo walls, including the prize-giving stage.

Comparable UK polo sponsorships range from £10,000 to £18,000.
⁎Limited availability.

£8,000 + VAT

Additional Sponsorship Opportunities

Tier	Investment	Key Benefits
Players Team Sponsor	£5,000	Logo featured on Luxaviation UK or Castle Air team shirts
Best Playing Pony Sponsor*	£4,000	Logo on Pony award, representative to present, post event press
MVP Sponsor	£3,000	Logo on MVP award; representative to present, post event press
Drone Show:	£3,000	Branding Logo integrated into evening drone display
Retail Space	£1500	3x3 tent space with matting, power and WIFI

* reserved
All prices are exclusive VAT



Contact Information

For partnership opportunities and brand collaborations:



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Gallagher
PRIVATE JET MEDIA PJM
HURTWOOD PARK
BLACK RIVER CAVIAR URUGUAY
WOTTON HOUSE COUNTRY ESTATE HOTEL
SAGE&CO.
fly2help
Cornwall Air Ambulance
Döhle CORPORATE AND TRUST
VIN DE PROVENCE AIX
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