



U.S. POLO ASSN.
SINCE 1890

USPA GLOBAL LICENSING INC.
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U.S. Polo Assn. promotes authentic connection to the sport of polo in Dubai American brand secures official apparel sponsorship at international polo tournament

WEST PALM BEACH, FLA. (February 21, 2017) – The internationally distributed brand U.S. Polo Assn. will once more support tournament polo in the Middle East, this time as the official apparel sponsor for the 2017 high-goal Julius Baer Gold Cup (Dubai Open), outfitting teams, officials and staff with jerseys and showcasing product during the event. Competition starts Feb. 18 and continues through the final match, Friday, March 10, at the Al Habtoor Polo Resort and Club in Dubai, an elegant multi-discipline equestrian community.

Not to leave out the loyal spectators at the games, a merchandise tent will make it easy for both fashionistas and fans to bring home a piece of the sport. U.S. Polo Assn. branding features the popular Double Horsemen mark of two mounted players battling over the ball at full speed. For reliving the excitement or to catch it for the first time from home, Eurosport will broadcast the final match March 20, 2017. The successful American retailer's stores in Dubai and Abu Dhabi are promoting attendance to this invitation-only polo and social event with a sweepstakes for tickets, T-shirt giveaways and social media coverage of the festive events as they unfold.

“With 52 stores in the region, we knew we had a great chance to connect the history of our sport and its official brand, here where polo and horses are so well loved,” said David Cummings, CEO/president of the brand’s managing entity, USPA Global Licensing Inc., a subsidiary of the United States Polo Association. A former polo player, Cummings added, “After sponsoring polo tournaments in Istanbul and New York’s Central Park, the response was so rewarding we’ve been looking for something similar, and we’ve found it in Dubai.”

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ABOUT U.S. POLO ASSN.

U.S. POLO ASSN. is the official brand of the UNITED STATES POLO ASSOCIATION (USPA), the non-profit governing body for the sport of polo in the United States since 1890. All U.S. POLO ASSN. product is Official Product of the UNITED STATES POLO ASSOCIATION.

U.S. POLO ASSN. products enjoy worldwide distribution through independent retail, department, online and U.S. POLO ASSN. stores, selling clothing for men, women and children, as well as accessories and handbags, luggage, watches, shoes, home furnishings and more.

USPA Global Licensing Inc. (USPAGL) is the for-profit subsidiary of the USPA and the exclusive worldwide Licensor for the USPA's global licensing program in over 135 countries.

The USPAGL mission is to create a long-term source of revenue for the UNITED STATES POLO ASSOCIATION, who uses the funds to govern, promote and develop the sport of polo through many diverse programs such as youth and children mentoring, intercollegiate/interscholastic competition, equine welfare and polo horse and player safety, among others.

We encourage you to visit our website at www.uspoloassnglobal.com.

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