START TIMES

Find your start time here. If you registered after Oct. 22, your start time will be sent to you next week.

- Please show up for your assigned start time to prevent lines at registration (and on course).
- Due to demand, some participants have been assigned a different start time than requested.
- The final start wave will go off at 12:30pm Saturday and 9:15am Sunday.
- TEAMS: If one person is assigned to a different start time, they are permitted to join the start time that was assigned to the rest of the team.

CAN'T MAKE IT? Your registration fee will allow you to access the event as a spectator on the day of your event. Or, you can transfer to another event to take advantage of your paid registration.

PARKING

PARKING LOT LOCATION

- If you've purchased parking, lot assignments will be sent to you by email with your start time the week prior to the event.
- A pre-purchased parking pass will be required. There will be NO day-of sales.
- For public transportation options, please visit the event webpage.

RULES AND INFORMATION

- Handicapped parking is available.
- No camping, RVs, or overnight parking.
- All violators will be towed.

FRUIT SHOOT MINI MUDDER

Fruit Shoot Mini Mudder is a 1-mile muddy obstacle course designed for Tough Mudders-in-training.

START TIMES

- Saturday Waves will be held on the hour from:
  - 9:00am-11:00am, 1:00pm-3:00pm
- Sunday Waves will be held at:
  - 9:00am, 11:00am, and 1:00pm

RULES AND INFORMATION

- Ticket price will increase to $30 on-site.
- Children must be at least 42 inches tall.
- A signed waiver and a parent or guardian's supervision is required.
- Don't forget a change of clothes!

SPECTATORS

SPECTATOR MAP

- Download the spectator map here.
- Spectator routes will start from the Start Line and Mini Mudder arches.

RULES AND INFORMATION

- Ticket price will increase to $40 on-site.
- Children 10 and under are free, but must sign a waiver with a parent or guardian.
- Spectators must have a valid photo ID such as a photo driver's license or passport.

IMPORTANT LINKS

SATURDAY TICKETS

- Saturday Parking Pass>>
- Saturday Spectator Ticket>>
- Saturday Mini Mudder Ticket>>

SUNDAY TICKETS

- Sunday Parking Pass>>
- Sunday Spectator Ticket>>
- Sunday Mini Mudder Ticket>>

WAIVERS

- Participant Waiver>>
- Spectator Waiver>>
- Mini Mudder Waiver>>
MUDDER VILLAGE

ZIPLOC BAG DROP
$10 CASH ONLY. Be sure to pick up a free gallon sized Ziploc bag to keep your stuff clean while you get dirty.

CELLUCOR WARM UP ZONE
Pre-course warm up at the Cellucor Warm Up Zone. Please report here 20 minutes before your start time.

HISCOX COURAGE ZONE
Look out for the Hiscox Courage Zone before Electroshock. Enter to win a courageous trip for two here.

CHIPOTLE CHILI STAND
A 10+ mile hunger can only be tamed by some tasty chili from Chipotle. Purchase your chili in Mudder Village while supplies last!

MERCHANDISE
Check out the Merchandise tent to get your event t-shirt, or visit our website to get gear for the course.

SHOCK TOP BEER GARDEN
You've finished the course - now head to the Shock Top Beer Garden to get your hard-earned finisher beer.

OBERTO BEEF JERKY
Power up with some Oberto Beef Jerky after you crush the course. Samples will be at the finish line.

MET-RX BIG 100 BARS
If getting your orange headband wasn't enough, grab a Big 100 bar at the finish line to refuel.

RADISSON PONCHOS
Muddy shoes or clothes? Radisson has you (and your car) covered. Free ponchos will be available at the Exit.

RIGHT TO PLAY AMBASSADORS
Come meet Olympians Molly Schaus and Summer Sanders and world Champion, Sasha DiGiulian on 11/7 from 10-12 at FSMM course.

SAFETY
- Do not attempt electric shock obstacles if you have certain health conditions, epilepsy, or a pacemaker.
- You MUST be able to swim 50 yards if you attempt water obstacles.
- If you do not feel comfortable completing any obstacle, DO NOT attempt it; simply continue on to the next obstacle via the bypass lane.

PHOTOGRAPHY
- In 2015, course photos are completely FREE to all participants compliments of GameFace Media.
- Look out for photographers along the course and make sure your bib number is showing.
- Stay tuned for an email post event with a link to find your photos.

COURSE AND OBSTACLES

CAN'T WAIT? CHECK OUT THE COURSE MAP HERE.

CHIPOTLE HAMSTER WHEEL
How many times can you turn the Chipotle Hamster Wheel?

HISCOX FACES OF COURAGE
Climb up 20ft. monkey bars then drop onto an airbag below.
Veuve Clicquot
POLO CLASSIC
New York 2012
Program Review
1. Showcase the style, touch and twist of Veuve Clicquot via a unique consumer lifestyle experience that also drives significant PR & buzz beyond the event day

2. Encourage increased consumption frequency among target consumers and deepen brand connection and loyalty

3. Build on success of 2011 by adding new strategic layers to increase multi-touch point communications, trade activation and commercial ROI
Veuve Clicquot Polo Classic is the most highly-anticipated and stylish daytime event signaling the start of the summer season in the United States.
Veuve Clicquot 2012 PROGRAM KPIs

ACHIEVEMENTS

Reach > 500 VIPs and 5,000 VCP target consumers on event day
700 VIP Guests
150 VIP Trade Guests
5,500 Public Attendees

Achieve >1.7 billion press impressions and >10 million advertising and marketing impressions
- Almost 2 billion press impressions
- 15,207,767 million advertising and marketing impressions

Increase brand social media engagement for the target VCP consumer
- After event date announcement, VC Facebook page acquired 17,968 new unique fans and a total of 454,816 post impressions
- Trending #VCPoloClassic received 24.3 million impressions and almost 700 tagged photo's uploaded to Instagram
- VCPC Microsite garnered approx 150k pageviews, with visitors spending an average of 2:10 on the site
Veuv Clicquot Polo Classic: Saturday, June 2, 2012 at Liberty State Park, Jersey City, NJ

Overview

- 700 VIP guests, celebrities and influencers attended in the VIP Marquee
- VIP Guests were transported via private boat from Vesey Street in Manhattan to Liberty State Park, where trolleys escorted them to the event grounds
- 5,500 public attendees purchased $25 tickets for Public Side admission
- Public attendees arrived at Liberty State Park either by boat from Battery Park in Manhattan or shuttle service from the Hudson-Bergen Light Rail Station in New Jersey
- Event supported Work to Ride, an equestrian charity benefiting disadvantaged urban youth
- VIP passed hors d'oeuvres and food stations designed by Silkstone, of The Fat Radish and Ruschmeyer’s
- Public concessions included pre-sold Picnic Baskets and Picnic Fare available for purchase on the day, designed by Silkstone
- Team Black Watch and Team Nespresso squared off on the Polo Field for an exhibition match
- Captain of Black Watch and MVP, Nacho Figueras, led his team to victory

Run of Show

10:30AM  Check In Began
11:00AM  First VIP Boat Departed for Liberty State Park
11:30PM  Champagne Fete Began
2:00PM   Polo Exhibition Match Began
3:00PM   Awards Ceremony and Celebratory Clicquot Hour
5:00PM   Final Boat Departed from Liberty State Park
CO-HOSTS

- Vanessa Kay, President, Veuve Clicquot USA
- Nacho Figueras & Delfina Blaquier
- Special Event Co-Host, Academy Award Nominee and Golden Globe Winner, Clive Owen
Work to Ride

• The 2012 Veuve Clicquot Polo Classic benefited Work To Ride, a non-profit equestrian program providing disadvantaged urban youth with activities centered around horsemanship, equine sports and education.

• As the Veuve Clicquot Polo Classic strives to promote the sport of polo, Work To Ride utilizes the special connection between youth and horses to teach strength, support and teamwork.

• One of Work To Ride's star players, Kareem Rosser, played alongside Nacho Figueras at the Veuve Clicquot Polo Classic this year.

• The organization hopes to expand the program and develop an arm in or around New York City at some point in the near future.

Friends of Liberty State Park

Veuve Clicquot also made a contribution to the Friends of Liberty State Park, an organization dedicated to the park's future as a free, green and non-commercial, urban waterfront oasis.
VIP Marquee Interior

VIP Marquee Outdoor Seating
VIP Bar Decor

Dynamic Wall
Canary Mansion

Test Tube Chandelier
Veuve Clicquot
EVENT OVERVIEW
VIP MARQUEE DÉCOR

Flowering Dome

Library Dynamic Wall
VEUVE CLICQUOT

EVENT OVERVIEW
VIP MARQUEE DÉCOR

Grass Table and Chandelier
EVENT OVERVIEW

VEUVE CLICQUOT ANIMATION

Veuve Clicquot Kite Flying

Farm Stand

Foosball Table

Live Entertainment
EVENT OVERVIEW
GUESTS: VIP MARQUEE
The Veuve Clicquot Polo Classic attracts a young affluent crowd.

- 71% Female; 29% Male
- 88% between the ages of 21 – 35
- 70% have graduated college; 27% have earned/are earning graduate degrees
- Average income of $103k

Veuve Clicquot Polo Classic guests are Socialites, attending a wide array of events and activities, including:

- Museum/Art Exhibit Opening: 84%
- Charity Auction: 73%
- Fashion Show: 67%

The Veuve Clicquot Polo Classic is a buzz-worthy event. 94% of guests agreed that it was an experience they will tell others about.

*Research conducted by Sponsorship Research International*
Veuve Clicquot

EVENT OVERVIEW

GUESTS: PUBLIC SPECTATORS
COMMUNICATION PLAN: DIGITAL ADVERTISING

This year, advertising consisted of a strategic and comprehensive digital plan, including:

Google Search:
- Pre Sell Out: Ads link to event page
- Post Sell Out: Call to “Like” VC on Facebook and enter to win tickets
- Post Event: Drive to YouTube to view event videos

Facebook Advertising:
- Pre Sell Out: Drive to event page to purchase tickets
- Post Sell Out: Call to “Like” VC and enter to win tickets
- Post Event: Call to “Like” VC and enter the post event style sweepstakes

Digital Ad Plan: NYMag.com, Urban Daddy, Refinery29
- Pre Sell Out: Ads to link to event page
- Post Sell Out: Call to “Like” VC on Facebook and enter to win tickets
- Refinery 29 Post Event: Drive consumers to “Like” VC on Facebook and enter style sweepstakes
- NYMag Post Event: Link to YouTube to view event videos

Total advertising impressions: 5,609,511

JOIN US JUNE 2, 2012
Liberty State Park

JOIN US JUNE 2, 2012
Liberty State Park
TICKETS MUST BE PURCHASED IN ADVANCE
WWWVCPOLOCCLASSIC.COM
Veuve Clicquot developed a robust website (www.vcpoloclassic.com) to communicate key event details of the event, while reflecting the style of the brand.

- The website was fully optimized to allow viewing from smartphones
- Multiple pages of content on event, including:
  - About VC page, Polo Style & Penelope Parasol Collaboration, Maps & Directions, Interview with Nacho Figueras, Picnic Basket Pre-Order, Month of Clicquot information and information about Liberty State Park
- Live Twitter Feed on Homepage
- Pages to link to social media platforms (Facebook, Twitter, Foursquare, Instagram Tab)
- Since launching, the website garnered approx **150,000 page views** in just 5 weeks!
PR efforts for the 2012 Veuve Clicquot Polo Classic have generated almost 2 BILLION media impressions to-date
COMMUNICATIONS PLAN: PRE EVENT BROADCAST
COMMUNICATIONS PLAN:
POST EVENT BROADCAST
COMMUNICATION PLAN:
SAMPLE PRINT COVERAGE

US WEEKLY
HOT PICS

NEW YORK

ELLE
JUNE FASHION EDITION
MADE IN THE SHADE Watch Nacho Figueras show off his athletic prowess

TOWN & COUNTRY
SOCIAL CALENDAR
JUNE 2
VEUVE CLICQUOT POLO CLASSIC
LIBERTY STATE PARK, NJ
Champagne and polo against the backdrop of Manhattan and the Statue of Liberty.
vcpoloclassic.com
COMMUNICATION PLAN: SAMPLE ONLINE COVERAGE

VOGUE

Patriot Games
Week of June 11, 2012

ta品种 in the country pride that was first spotted in Britain during the Diamond Jubilee celebrations has spread to this side of the pond. In lace dresses, floral skirts, and even pantsuits, our ten best dressed this week couldn't seem to stay away from the all-American shade of red, white, and blue.

NEW YORK POST

Polo enthusiasts heat things up

Harper's Bazaar

THE 5TH ANNUAL VEUVE CLICQUOT POLO CLASSIC

While the 2012 series of celebrating the Queen's Jubilee, New York, or more specifically, Liberty State Park in New Jersey, got its own taste of Old World elegance at Veuve Clicquot's annual Polo Classic. The end of the day, Ashley Figures, took to the site before heading up to tell us that she was always the "dream of the week" on the United States. In expressions of the home team's success - with the help of a certain purveyor of bubbly - celebrations like Zoe Saldana, Olivia Munn and Julia Roberts, along with the fashion set, including Rachel Zoe, Poppy Delevingne and BAZAAR's own Derek Blasberg lounged on the lawn in their polo best to admire and take in a match. See the best looks of the day. -Kerry Pan

by Oceana Zutterfield
Thank you for a great partnership!
Veuvé Clicquot

POLO CLASSIC

CONCLUSION
Veuve Clicquot launched a Facebook Polo Style contest with images of the best style from public guests, taken by fashion blogger Jamie Beck. Fans voted on their favorite VCPC styles and looks.

The contest received **58k** votes, led to **872** new fans and had **6,000** unique views.

Promotional ads about the sweepstakes garnered **5,103,967** impressions.
VC collaborated with **Bergdorf Goodman** on a "POLOvore" Polyvore contest to award one fan who created the most stylish polo look tickets to the Veuve Clicquot Polo Classic, as well as a meet-and-greet with Nacho Figueras and the designer Wes Gordon at the event.

The collaboration resulted in multiple Facebook and Twitter posts, dedicated blog posts and recognition from Polyvore as one of the most successful contests they have ever seen.

The contest was promoted pre and during the event on:

- Bergdorf Goodman blog, 5th/58th
- Bergdorf Goodman Facebook and Twitter platforms
- **Total Impressions: 2,155,165**
The official hashtag, #VCPoloClassic, was promoted and utilized before, during and after the event among partners, industry insiders and key media to cross promote and generate awareness.

Most of the social media uploads included the location, Liberty State Park.

In total, the hashtag generated over 24.3 million impressions.
COMMUNICATION PLAN:

PHOTO BOOTH

Veuvé Clicquot offered guests in the General Public area the opportunity to capture the fun and festivities of the day via a branded photo booth.

Guests received a printed copy of their photos and were also encouraged to tag themselves in the VC photo booth album on Facebook, encouraging additional likes.

Facebook photos uploaded: 200
Album reach: 23,998 unique Facebook users
Veuve Clicquot created a bespoke Clicq’stagram App to showcase VC Season events in a fun and engaging way, which encourages sharing.

The App was launched at the Veuve Clicquot Polo Classic and appeared as a tab on Facebook, enabling images to be uploaded from consumer’s Instagram accounts when they included #vcpoloclassic, creating a beautiful online mosaic of event imagery.

Almost 700 photo’s were uploaded and the tab received 750 views.
Since announcing the Veuve Clicquot Polo Classic, the Veuve Clicquot Facebook page gained 17,968 new unique fans in under five weeks.

Content uploaded to the Veuve Clicquot Facebook page generated almost 470k post views since the event announcement on May 2 and received 9,886,203 impressions.
"That was the smoothest red carpet. There is such great event color here, *makes for a good story*"  
- Bennett Marcus, *Vanity Fair*

"It was so much fun and what a fantastic setting! Thank you for being so accommodating and wonderful. We had a great time and got the perfect coverage. *The event was fabulous.* I was also obsessed with the gorgeous flower arrangements and landscaping in the tent. *You should all be really proud.*"  
Taylor Jewell, *Vogue.com*

"Thank you so much for including me today, I had an absolute blast! *The red carpet was so smooth and the setting was beyond picturesque.*"  
Elana Fishman, *Lucky.com*

"Thank you so very much for the invite – it couldn’t have been more fun!!"  
Alex Apatoff, *People.com*
Communications Plan:
Sample Online Coverage