

USPA SERVICES AND COMMUNICATIONS DEPARTMENT

2021 Fall Board of Governors,
Committee and LLC meeting



THE TEAM



Services

EXECUTIVE DIRECTOR:

Carlucho Arellano

MEMBERSHIP & HANDICAP DIRECTOR:

Lindsay Dolan

TOURNAMENT COORDINATOR:

Kaila Dowd

MEMBERSHIP OFFICE ADMINISTRATOR:

Beatriz Ferreira

Communications Department

DIRECTOR OF COMMUNICATIONS:

Matt Baran

COMMUNICATIONS MANAGER:

Cristina Fernandez

COMMUNICATIONS COORDINATOR:

Jewel Connelly

WEBSITE ADMINISTRATOR:

International Polo Academy

MEMBERSHIP STATISTICS



4,753

CURRENT USPA MEMBERSHIP



62% MALE
38% FEMALE



221

CURRENT USPA MEMBER CLUBS



USPA Clubs World Map

Handicaps

4,026

MEMBERS HOLD A
OUTDOOR HANDICAP

69% ARE RATED 0
OR LOWER

3% ARE RATED 5
AND ABOVE

3,208

MEMBERS HOLD AN
ARENA HANDICAP

49% ARE RATED 0
OR LOWER

5% ARE RATED 5
AND ABOVE

1,488

MEMBERS HOLD A
WOMEN'S OUTDOOR
HANDICAP

71% ARE RATED 1
OR LOWER

3% ARE RATED 5
AND ABOVE

1,331

MEMBERS HOLD A
WOMEN'S ARENA
HANDICAP

44% ARE RATED 1
OR LOWER

8% ARE RATED 5
AND ABOVE

2021 USPA TOURNAMENTS

Tournaments

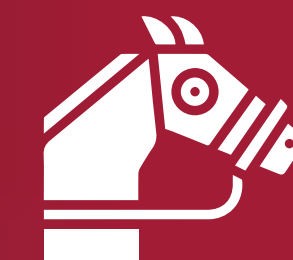
 **378**
TOURNAMENTS AWARDED
TO **114** CLUBS



 **194** TSP/PMMP

Tournament Breakdown

 **284**
OUTDOOR

 **95**
ARENA
+42%

 **45**
WOMEN'S

 **95**
MILITARY

 **4.5**
AVERAGE NUMBER
OF TEAMS IN 2021

 **31**
TOURNAMENTS
PLAYED WITH 2
TEAMS ENTERED
(124 IN 2019)

Tournament Stimulus Package/Prize Money Matching Program

104 CLUBS
ENROLLED

 **\$531K** AWARDED IN
PRIZE MONEY

COMMUNICATIONS DEPARTMENT

OCTOBER 2020 - OCTOBER 2021

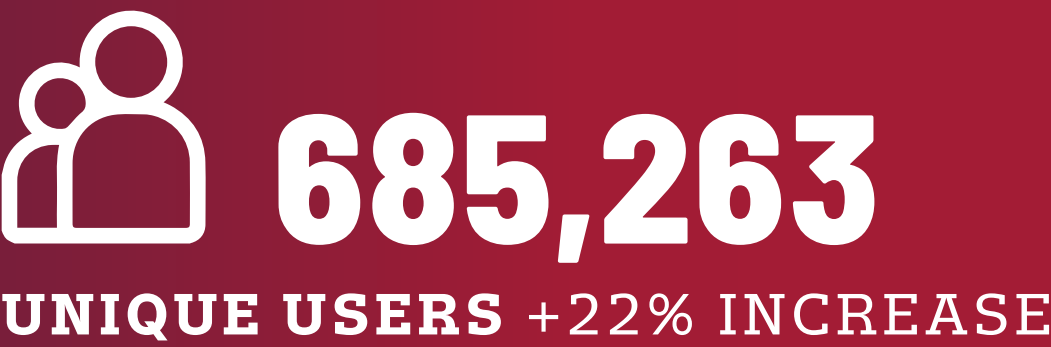
Social media growth and engagement across Instagram, Facebook, Twitter and YouTube



Social Media Highlights



USPOLO.ORG



Top 5 pages after homepage

- 1) TOURNAMENTS
- 2) SEARCH
- 3) LEARN TO PLAY
- 4) GAUNTLET OF POLO®
- 5) PLAYER SEARCH

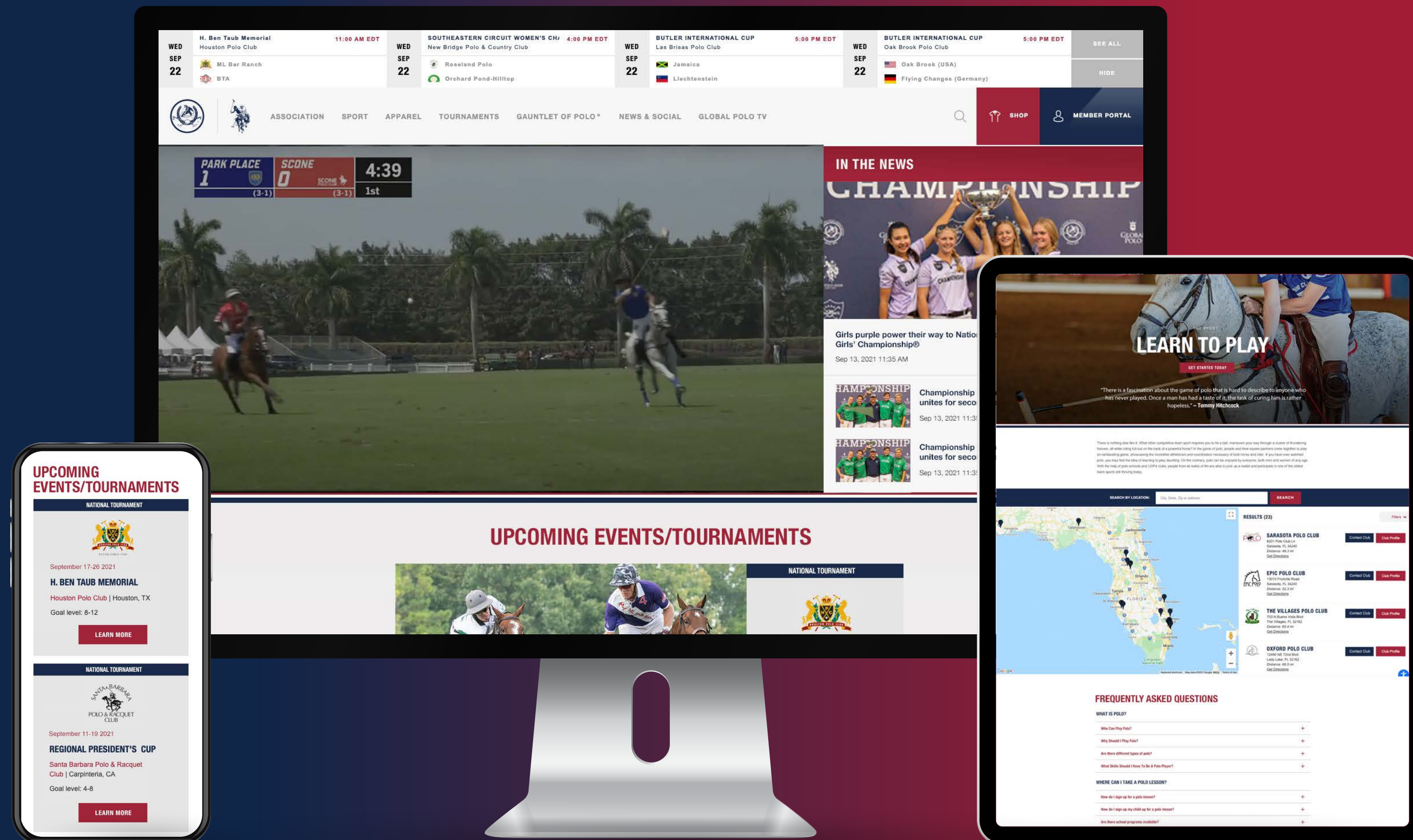


Email marketing



USPOLO.ORG MAKEOVER:

The Website is Getting a Facelift!



Homepage:

- ▶ Developing new modules to entice first-time visitors to the sport
- ▶ Highlighted Video to Instantly Draw People Into the Action
- ▶ Upgraded News Section to Showcase Important Articles
- ▶ Upcoming Events/Tournaments Module to Replace Tournament Detail Page Sliders

Learn to Play:

- ▶ Improved user experience structure
- ▶ Interactive Club Map - Front and Center
- ▶ Age Specific Program Buttons
- ▶ Consolidated Frequently Asked Questions

LIVESTREAMING – USPA OFFICIAL EVENTS



USPA TOURNAMENTS
PRODUCED



GAMES BY THE END OF YEAR
(APPROX.)

- ▶ New Livestreaming Initiatives in 2021
- ▶ LiveX Livestream Consultant
- ▶ Timeline for 2023



USPA TOURNAMENT COVERAGE

	LIVESTREAMED	TOP-TIER	ANY USPA TOURNAMENT
TOURNAMENT CALENDAR	✓	✓	✓
TOURNAMENT CALENDAR RESULTS	✓	✓	Club Must Submit Photos
TOURNAMENT DETAIL PAGE	✓	✓	✗
TOURNAMENT RECAP	✓	✓	Club Must Submit
SOCIAL MEDIA COVERAGE	✓	✓	Club Must Submit Photos for Consideration
INSTAGRAM STORY	✓	✗	✗
HORSE LISTS	✓	✗	✗
PLAYERS QUOTES	✓	✓	Club Must Submit with Recap
MEDIA ALERT/PRESS RELEASE	✓	✗	✗

Changes for 2022

Top-tier tournament coverage will only include national and livestreamed tournaments.

FMB SILVER CUP® SEMIFINAL		
KLENTNER RANCH		
JACOB KLENTNER		SANTIAGO TOCCALINO
1	Richi	Moneda
2	Open Mampara	Bahia
3	Doro	Carta
4	Open Cleptomania	Santiagoueña
5	Open Cachafaz	Cartero
6	Open Mampara	Mariana
JESSE BRAY		JUSTIN KLENTNER
1	Sydney	Chimichurri
2	Venice	Limo
3	Fantasma	Mancha
4	Caimen	Van Gogh
5	Cell Tower	Samurai
6	Disney / Venice	Open Plantería





“We had to keep going forward one game at a time and putting our heads down, making a game plan for the team in front of us rather than the season as a whole. Jesse [Bray] was instrumental in that. He and I would always send inspirational quotes back and forth to each other.”

- JAKE KLENTNER -

 **60**
TOURNAMENT DETAIL
PAGES BUILT

 **120**
TOURNAMENT RECAP
ARTICLES
+33% FROM 2020

POLO (Formerly Polo Players' Edition)

What's changing?:

- ▶ Moving to six issues in 2022
- ▶ POLO Magazine Redesign
- ▶ Member Benefit - PPE Digital Archive
- ▶ POLO will be part of the Communications Department to closer align our coverage and consistency
- ▶ Gwen Rizzo will be joining the team as Editor and Publisher



MEMBERSHIP AND TOURNAMENT DATABASES TO BE REPLACED BY A MORE COMPLETE END-TO-END SOLUTION

- ▶ Hired PoloSK to assist in the in-depth review of current systems/databases and specifications of the new end-to-end solution
- ▶ Internal core team to produce detailed business requirements
- ▶ Seamless integration of PoloSK products/ software currently used by the Umpire LLC (Umpire Scheduler, Yellow/Red cards, Umpire Tests and Evaluation)
- ▶ Leverage PoloSK Score Keeper's discrete data points (ie: player stats, game results, awards, etc.)
- ▶ Improve access to information with powerful reporting tools



THANK YOU

