



The three day function gets massive international media coverage. Sponsors receive full exposure around the polo field in the form of boards and banners, an advertisement and company write-up in the exclusive event magazine, and extensive publicity with the press and media covering the event. Media groups covering this event will include MBC, Al Arabia, Future, LBC, Rotana, ORBIT, SKY Sports, and CNN. On the press front, Asharq Al-Awsat, Iqtisadiyah, Al Riyadh, Al Hayat, The Times, Daily Telegraph, and Financial Times, among others that will also be present.

As a unique opportunity for heads of top multinational companies, CEOs, government officials, and influential personalities to join together at the historic Guards Polo Club, this event is unparalleled in terms of assembling who's who of the British and GCC luminaries. Guests of Honor from previous years include HRH Prince Salman Bin Abdulaziz, HRH Prince Muteb Bin Abdullah Bin Abdulaziz, HRH

Prince Abdulaziz Bin Fahd Bin Abdulaziz, HRH Prince Fahd Bin Salman Bin Abdulaziz, HRH Prince Faisal Bin Salman Bin Abdulaziz, HRH Prince Al Waleed Bin Talal Bin Abdulaziz, HRH Prince Turki Al Faisal

Bin Abdulaziz, and Mr. Baha Al Hariri, son of late Lebanese Prime Minister Rafiq Al Hariri.

In addition to the Polo Cup, the sponsors of the event will be invited to send members of their companies to attend a high powered conference. The conference will be held on Monday June 19th and Tuesday June 20th at the Sheraton Park Lane Hotel in London and will be managed by MEED. BMG Foundation aims to highlight the attractive investment climate in the country including, the recent development in KSA Capital Market, Foreign Direct Investments, the insurance sector, WTO membership, privatization prospects, tourism, commerce and industry, Saudi research and marketing, petrochemicals, and The King Abdullah Economic City, etc.

As a major contributor to the success of the country's future growth, BMG have asked their esteemed delegates to deliver keynote speeches during this important conference and to join them at their other two noble events. Overall, the conference will provide a unique opportunity to the top officials of influential companies to meet and discuss business in an informal setting.

The 10th anniversary will be concluded by a Charity Concert. The charity concert will either be held at the Grosvenor House Hotel, Park Lane London or the Hilton Hotel, Park Lane London. BMG Foundations plans to hold the concert on evening of June 24 or 25 and all direct sponsors will have automatic entry into the concert along with x number of free tickets. Among some of the Performing Artists approached were: Mohammed Abdu, Kazem Al Sahir, Majda Roumi, Yusif Islam, and Sami Yusef.

In conclusion, the GCC Polo Cup offers unique, multi-layered benefits to its sponsors. From the massive international coverage to the opportunity to meet Royalty, political leaders, business leaders, and world-class celebrities, all while benefiting internationally recognized charities, this event is unrivalled. Related websites:

[www.bmgfoundation.com](http://www.bmgfoundation.com)  
[www.bmg.com.sa](http://www.bmg.com.sa)  
[www.guardspoloclub.com](http://www.guardspoloclub.com)