



MONO POLO

Partner Exposure Report

Prepared for [Sponsor Company Name]

REPORTING PERIOD · JUNE 2027

EXECUTIVE SUMMARY

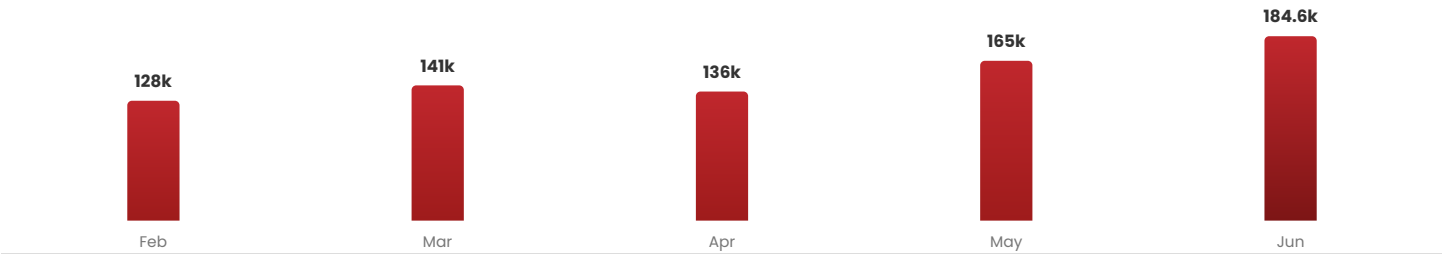
June 2027 at a glance

Headline figures for [Sponsor Company Name]'s exposure across the Mono Polo digital and matchday ecosystem this month.

184,600 TOTAL IMPRESSIONS ▲ 12% vs May	3,240 WEBSITE CLICKS TO SPONSOR ▲ 8% vs May	41,900 VIDEO VIEWS (BRANDED) ▲ 27% vs May	2,150 MATCHDAY AUDIENCE REACH — steady
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Mono Polo played two tournaments at Guards Polo Club and one at Cowdray Park in June, with [Sponsor Company Name] branding featured across horsebox livery, team kit, and matchday signage at all three fixtures. Digital exposure rose across every channel this month, driven by a strong-performing highlights Reel from the Cowdray fixture (see Content Highlights, page 4) and continued growth of the Substack long-form audience.

Monthly Impressions Trend



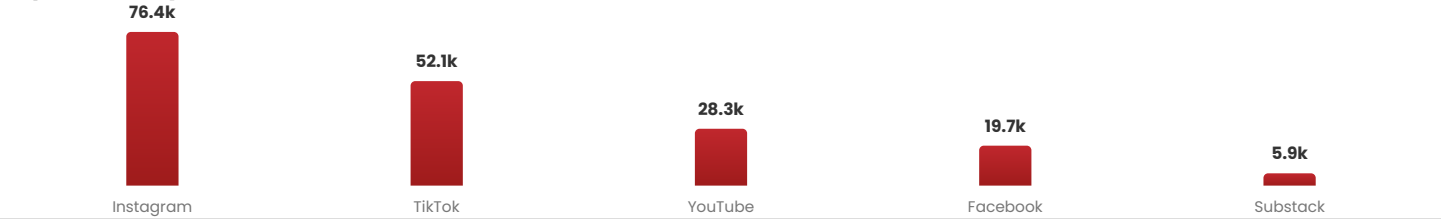
DIGITAL CHANNEL BREAKDOWN

Where your brand appeared

Every piece of content featuring [Sponsor Company Name] branding this month, by channel.

CHANNEL	BRANDED POSTS / VIDEOS	IMPRESSIONS	ENGAGEMENTS	ENGAGEMENT RATE
Instagram	9	76,400	4,120	5.4%
TikTok	4	52,100	3,860	7.4%
YouTube	2	28,300	1,010	3.6%
Facebook	6	19,700	640	3.2%
Substack	1 (long-form)	5,900 opens	210 clicks	3.6% CTR
Website (mono-polo.pages.dev)	Sponsor page + 2 mentions	2,200 page views	3,240 clicks out	—

Impressions by Channel



CONTENT HIGHLIGHTS

Top performing branded content

The three strongest pieces of content featuring [Sponsor Company Name] this month.

VIDEO THUMBNAIL	PHOTO THUMBNAIL	ARTICLE THUMBNAIL
TIKTOK & REELS Cowdray Park highlights reel — horsebox livery and pitch-side boards in shot throughout. 38.2k views · 2.9k likes	INSTAGRAM POST Hamish & Derek post-match, kit branding visible, tagged to sponsor account. 12.4k reach · 640 likes	SUBSTACK "Inside a 6-Goal Season" long-form piece, sponsor named in the opening paragraph. 5.9k opens · 3.6% CTR

Website & Click-Through Performance

Clicks to [Sponsor] website (UTM-tagged)	3,240
Sponsor page views on mono-polo.pages.dev	2,200
Top referring channel	Instagram (46%)
Click-through rate, sponsor CTA link	4.1%

Click-through by referring channel



MATCHDAY & AUDIENCE

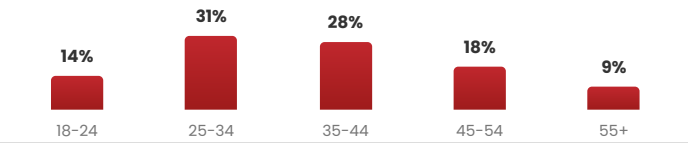
On the ground and who's watching

Physical exposure at fixtures this month, and a snapshot of the digital audience.

Matchday Exposure Log

DATE	FIXTURE / VENUE	EST. ATTENDANCE	HOSPITALITY GUESTS HOSTED	EXPOSURE
7 Jun	4-Goal Cup, Guards Polo Club	~650	4	Livery, kit, pitch boards
14 Jun	6-Goal Trophy, Guards Polo Club	~800	6	Livery, kit, matchday programme
28 Jun	6-Goal Cup, Cowdray Park	~700	5	Livery, kit, pitch boards

Audience by Age



Audience Geography

United Kingdom	72%
Argentina	9%
United States	7%
Rest of Europe	8%
Other	4%

Earned media and next month's outlook

Press & Earned Media Mentions

OUTLET	PIECE	SPONSOR VISIBLE	EST. REACH
Polo Times	Cowdray 6-Goal Cup round-up	Yes — team photo caption	~14,000
Hurlingham Polo Association newsletter	Fixture results listing	Team name only	~6,500

Outlook — July 2027

Two further 6-goal fixtures scheduled at Cowdray Park, plus the start of pre-season content from the Argentina horse-scouting trip beginning to feed into the digital channels. Expect a step up in video volume as the documentary team begins filming, and a dedicated Substack piece previewing the trip.



MONO POLO

This report is illustrative only, built to show sponsors the structure and depth of monthly reporting they can expect as a Mono Polo partner. Live reports are compiled monthly from each channel's own analytics and reviewed by Derek MacLennan before distribution.

mono-polo.pages.dev/partners