



# U.S. POLO ASSN. Official Apparel Partner of the POLO RIDER CUP

#POLORIDERCUP

GAME POLO is proud to announce that U.S. Polo Assn. will be the Official Apparel Partner for the next two editions (2023 & 2024) of the POLO RIDER CUP.

As part of this partnership, U.S. Polo Assn. the well-known and globally recognized brand of the United States Polo Association (USPA), will provide custom designed performance jerseys to each team of the POLO RIDER CUP for the 2023 and 2024 editions.

The POLO RIDER CUP is a unique 10-day international polo competition that runs from June 14 – 24, 2023. It's based on a new tournament concept to be recognized as the Club World Cup in the FIP World Polo calendar.

"No other brand is closer to the sport of polo than U.S. Polo Assn., which is why we are honored to serve as the Official Apparel Partner of the 2023 and 2024 POLO RIDER CUP," said **J. Michael Prince, President, and CEO of USPA Global Licensing**, the company that manages the U.S. Polo Assn. brand. "The POLO RIDER CUP is very special in that it brings together the best polo clubs from around the globe to compete under the sanction of the Federation of International Polo, all in one of the most beautiful locations in the world, St. Tropez, France."

**Olivier Godallier, President & Founder of GAME POLO, comments:** "We would like to thank U.S. Polo Assn. for partnering with the POLO RIDER CUP as Official Apparel Partner. We share the same goals: spreading the culture of polo and its core values amongst younger generations and developing awareness of this sport among worldwide fans through a continual pursuit of excellence. We look forward to many years of successfully working together."

#### 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 and one of the oldest sports governing bodies, having been founded in 1890. With a multi-billion-dollar global footprint and worldwide distribution through some 1,100 U.S. Polo Assn. retail stores and thousands of department stores as well as sporting goods channels, independent retailers and e-commerce, U.S. Polo Assn. offers apparel for men, women, and children, as well as accessories and footwear in more than 190 countries worldwide. U.S. Polo Assn. was named in the top five sports licensors in 2022, according to *License Global*. Visit [uspoloassn.com](https://uspoloassn.com) and follow [@uspoloassn](https://twitter.com/uspoloassn).

#### About GAME POLO ([www.poloridercup.com](https://www.poloridercup.com))

GAME POLO is a French sports marketing agency with activities in event management, marketing & sponsoring, licensing & merchandising, TV & digital distribution, and hospitality. GAME POLO is also the Organizer and Promoter of the POLO RIDER CUP

#### PRESS RELEASE

**Biarritz 07/02/2023**

For more information:

[neus@game-polo.com](mailto:neus@game-polo.com) | +33 5 5926 1687 | +34 680 451 282

