



# The Jaeger-LeCoultre Belgian Polo Masters

25 September 2011



# The Concept:



## Concept:

- The Belgian Polo Masters with the right sponsor mix, guest mix, great atmosphere and the most important a unique Polo day.
- The event will be the platform used by Jaeger-leCoultre to celebrate the 80<sup>th</sup> celebration of the Reverso watch
- The event will be a one day event starting at 11.30 and finishing at 18.30 at Brecht (Polo Fields)

## Target audience:

- The top guests of title sponsor and all co-sponsors and the corporate participants
- The event will be focused around a lunch moment for 250 guests, and a target 250 + 100 extra guests for the after lunch high tea formula.
- This is not a public event: All guest will be invited by sponsors or by corporate packages





# The Concept:

## Setup:

- The marquee will be a highly decorated venue of 350 m<sup>2</sup> inside and 250 m<sup>2</sup> outside (terrace (covered and uncovered)).
- The catering and lunch will be inside and the seating to watch the Polo game will be outside.
- The marquee will be equipped with a welcome entrance, VIP toilets and kitchen marquee.
- JLC will occupy with its collection and display cabinets the central part of the marquee.

## VIP Entertaining:

- For entertaining purpose we will of course have the two polo games.
- During the High Tea a Scottish bagpipes band or Jazz combo will play live music.
- We will also host a one day Polo clinic for all the VIP guests to try Polo on one side of the marquee





# The Concept:



## Menu:

### Cocktail:

### Parfums d'Europe Programme 25-09-2011:

- Appetizers – Comfort Food (6 stuks pp)

**11u30** Lunch: Welcoming guests for lunch

### Voorgerecht:

- Supreme van kreeft en Coquilles met jonge prei en krokante groentjes  
Champagne cocktail

### Hoofdgerecht“Degustatiebuffetjes”:

- Terrine van foie gras met verse brioches  
Appetizers & Comfort Food
- Zeewolf met een crème van aardpeer en geplette bintjes, zachte kerrie, kappertjes,  
12u30 olijfolie en limoen; Risotto met seizoensgroentjes  
Lunch

- Lamscarré van Pauillac met 3 auberginebereidingen

**14u00** Salade rucola en Parmezaan, Poccacia's  
Speech (by tittle sponsor)

- Tomate Crevette (handgepelde), *Verse frietjes en mayonnaise*

**14u15** Gegrilde Rib Eye “Tagliata”, Rozemarijnardappeltjes  
First game

### High Tea:

- Mokka, Thee, Limoncello & Fragolino

**15u30** Wijnrecepten Welcoming guests for High Tea

- Buffet: “Sucré & Salé

**16u15** Second Game

### Open Bar:

**17u30** Champagne (Laurent Perrier) Closing speech (by tittle sponsor)

- Verse juices
- Waters en softdrinks  
Closing champagne cocktail

- Pils

**18u30** Aangepaste rode en witte wijnen  
End



# Exclusive Corporate Packagers:

## Nominated company Tables:

- 8 Persons: Champagne cocktail + Lunch + High tea + Closing champagne cocktail
- Two polo games with explanation and comments
- Acces to the Polo Clinic
- 4 Programmes

*Package: 2.800 € excl VAT*

## High Tea Afternoon:

- 8 Persons: High Tea + Closing champagne cocktail
- One polo game with explanation and comments
- 4 Programmes

*Package: 1.400 € excl VAT*



## Contact:



HL Event Sa  
40C Rue Egide Van Ophem  
1180 Bruxelles  
Belgique

Tel: +32 2 649 92 64

Fax: +32 2 649 92 65

Website: [www.hlevent.com](http://www.hlevent.com)