

EVENTS/CAUSES

Jet Edge looks to polo season for new clients

July 14, 2014



Jet Edge partners with Bridgehampton Polo Season

By NANCY BUCKLEY

Private aviation company Jet Edge International is participating in the 2014 Bridgehampton polo season as the official private jet partner.

[Sign up now](#)

Luxury Daily

Jet Edge is teaming with Hearst's Town & Country magazine for the opening and closing days of the season and will offer its private fleets for charter by fans throughout the entire season. The VIP experience will likely create an alliance between polo fans and the brand that might carry through to future interactions.

"The partnership will enable us to extend our luxury large-cabin fleet to delight new and existing clientele to create unprecedented seasons year over year," said Bill Papariella, president and CEO of [Jet Edge](#), Los Angeles, CA.

"Bridgehampton Polo Season is a world-class sport and perfect match for Jet Edge," he said.

"We are a private aviation leader servicing the world's most elite travelers with only the most luxurious, large-cabin aircraft, many of which share a passion for the sport and this annual celebration in the Hamptons."

Fan experience

The Bard Capital Company, Jet Edge International, provides large cabin aircrafts for private charters. The company has California-, New York-, Florida- and Asia-based fleets.

The company manages more than half a billion dollars in aircraft and operates with owners to maintain and charter their jets to other individuals.

Jet Edge will offer its jets for charter for the season to facilitate transportation for fans and clients to and from the Bridgehampton polo matches.

The partnership was announced on the brand's Facebook and Twitter pages.



Inside a Jet Edge plane

The Bridgehampton Polo Season begins on July 19 and continues for the following six Saturdays until August 23. The season takes place in Bridgehampton, NY, at the Two Trees Farm.



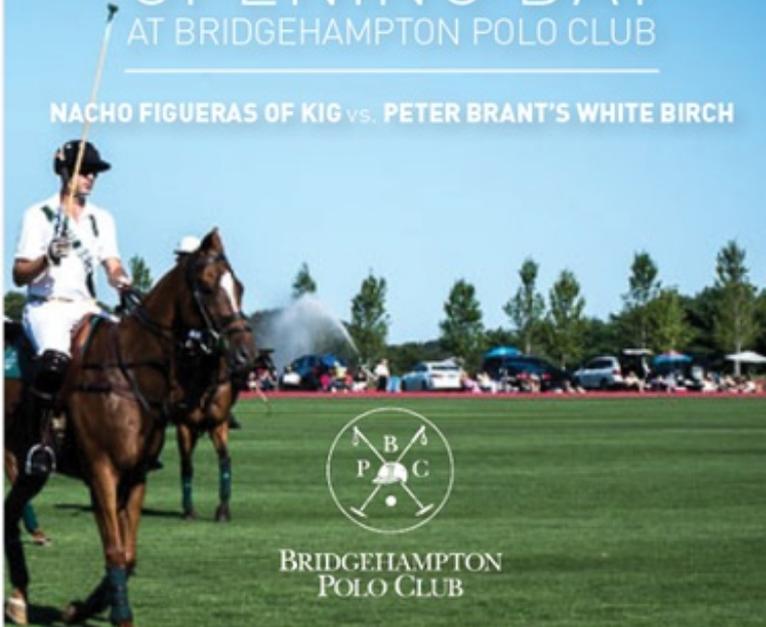
Bridgehampton polo

This season will feature some of the world's top polo players including Nach Figueras, Ralph Lauren model and international polo player. Also, the founder of Bridgehampton Polo Club, Peter Brant's White Birch Farm team will compete.

Town&Country
cordially invites you to join us at

OPENING DAY
AT BRIDGEHAMPTON POLO CLUB

NACHO FIGUERAS OF KIG vs. PETER BRANT'S WHITE BIRCH





BRIDGEHAMPTON
POLO CLUB

SATURDAY, JULY 19, 2014
3 P.M. RECEPTION
4 P.M. OPENING CEREMONY & POLO MATCH
TWO TREES FARM | 849 HAYGROUND ROAD | BRIDGEHAMPTON, NY

please RSVP to
TCPOLO@HEARST.COM

PRESENT INVITATION FOR COMPLIMENTARY PARKING
Gate-fee donations go to the Bridgehampton Child Care Recreational Center

TOWN&COUNTRY **LANCÔME**  **JET EDGE**

special thanks to
SPIRE WINE COLLECTION

Jet Edge Facebook post

The summer season will attract fans to Long Island's South Fork, and the assistance of Jet Edge will create an easy and comfortable means of transportation to the matches.

Partnering with sports

A partnership with an athletic event can create awareness of a brand to sport enthusiasts who may have been unaware of a brand otherwise. Luxury brands often team with large tournament or events to engage with current consumers and educate enthusiasts about their brand.

For instance, Swiss watchmaker Hublot strengthened its connection to world of soccer through its international "Hublot Loves Football" campaign in the weeks leading up to the start of the FIFA World Cup June 12.

The global tour took Hublot from country-to-country where the watchmaker had been awarding local head coaches with timepieces, hosting events and debuting its “Official Watch” of the international soccer matches. As the official timekeeper of the World Cup, hosted in Rio de Janeiro, Brazil, Hublot aimed to maintain retention in cities with a high concentration of soccer fans outside of the host city ([see story](#)).

Similarly, Italian automaker Maserati propelled the brand with its title sponsorship of the United States Polo Association’s U.S. Open Polo Championships at the International Polo Club in Palm Beach, FL.

The USPA Maserati 109th U.S. Open Polo Championships ran for four weeks. Maserati likely gained brand exposure during this event since these matches were the highest-rated polo tournament in North America ([see story](#)).

A sports partnership allows a brand to participate in a world that aligns closely with its own product. Polo can attract individuals who are interested in a customized, VIP travel experience, therefore Jet Edge’s partnership will likely increase fan awareness and potentially gain the brand new clients.

"The end goal of this partnership is to create a luxury experience that lives beyond the flight," Mr. Papariella said.

"Our California, New York, Florida and Asia-based fleet strategically position us to service the polo fans and our clients, bringing them together for the quintessential VIP experience along with internationally acclaimed matches and other top global luxury brands," he said.

Final Take

Nancy Buckley, editorial assistant on Luxury Daily, New York

Embedded Video: [//www.youtube.com/embed/WMsFQrqq7Es](https://www.youtube.com/embed/WMsFQrqq7Es)

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.