

FOOD AND BEVERAGE

## Veuve Clicquot leverages sponsored content to spur polo viewing parties

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*Veuve Clicquot Polo Classic at Liberty State Park, NJ*

By STAFF REPORTS

Champagne-maker Veuve Clicquot is extending the audience of its Polo Classic across the United States through a partnership with New York Magazine's The Cut.

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In a sponsored post on the lifestyle site, the beverage brand tells consumers how to host the perfect viewing party at their homes, with ideas for Washington, New York, Chicago and Dallas. The June 4 event at Liberty State Park in Jersey City, NJ will be streamed live, allowing fans to tune in regardless of their location.

### Party planning

The Veuve Clicquot Polo Classic is in its ninth year. The annual event includes a polo match, Champagne bars, food trucks and lawn games.

Leading up to the event, Veuve Clicquot is reaching out to The Cut's audience, prompting them to host their own viewing party. In a post, the brand lays out the best places to get a party-ready hairstyle and to shop for flowers, gourmet food and home dcor.

For instance, in Chicago, the post suggests getting a hairdo at Dream Dry at the Waldorf Astoria and heading to Southport Grocery for pre-made sandwiches and snacks such as cinnamon cayenne cashews.



*Veuve Clicquot Polo Classic*

Consumers can also tune back in to The Cut to stream the event.

The Polo Classic is a vehicle for Veuve Clicquot to show of its sense of style.

Last year, the LVMH-owned Champagne-maker outfitted ticket holders for its annual Polo Classic May 30 through a partnership with department store chain Saks Fifth Avenue.

Then in its eighth edition, the Veuve Clicquot Polo Classic combined the exciting sport of polo with the relaxing enjoyment of sipping a flute of Champagne. As with most equestrian sports, the fashions worn on the sideline are part of the atmosphere of the event, as affluents who attend aim to outdo their counterparts with elaborate hats and outfits ([see story](#)).

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