

SPORTS

Second Annual Family Polo Day celebrated at Greenwich Polo Club

June 14, 2016



Match in progress at the Second Annual Family Polo Day, Greenwich Polo Club, Greenwich, CT. The Luxury Marketing Council of Connecticut-Hudson Valley organized

By STAFF REPORTS

The Luxury Marketing Council of Connecticut-Hudson Valley held its Second Annual Polo Family Day on Sunday, June 12 at the Greenwich Polo Club in Greenwich, CT. In attendance were more than 150 members and their families and friends from the Luxury Marketing Council's Connecticut-Hudson Valley and New York City chapters.

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The weather cooperated and guests enjoyed a sampling of summer beverages and foods from selected members, contests, and children's games and activities. All this as they watched a thrilling second round match in one of polo's most prestigious tournaments, the Monty Waterbury Cup, that went into overtime with White Birch finally beating Goose Creek 9 to 8.

"We are grateful to our member, Greenwich Polo Club, for hosting the event," said Kathryn Minckler, founder/chairman of the [Luxury Marketing Council of Connecticut-Hudson Valley](#).

"It is one of my favorites because it celebrates what I consider to be one of the three most important luxuries the luxury of family and friends and because it brings back happy memories of my childhood when my family lived next door to the Menlo Circus Club in Atherton, California," she said.

Pony up

The Greenwich Polo Club, established in 1981 by paper magnate Peter Brant, is the recognized venue for high-goal polo during the summer season in the United States. Mr. Brant is also the owner of Art in America and Interview magazines, and one of the leading collectors of Andy Warhol art.



Sponsors of the Family Polo Day included The Cup Bearer, The RealReal, Co-Communications, VOCE DI and Yumi EcoSolutions. Kristen Jensen handled photography.

"No sport in the world conjures a sense of luxury like polo and attending a polo match makes you feel part of an elegant and rarified world," said Liz Logie, luxury manager of the private client group for The RealReal Inc.

"The RealReal offers its clientele a means to buy and sell luxury items with the ultimate in white-glove service," she said. "As a sponsor of The Luxury Marketing Council Family Polo Day, we hope to introduce the discerning polo audience to our world of luxury consignment."



Mulling around at the Luxury Marketing Council of Connecticut-Hudson Valley's Second Annual Family Polo Day June 12 at the Greenwich Polo Club in Greenwich, CT

Amanda Smith, principal of Amanda Smith Caterers, was similarly pleased with the event.

"The Luxury Marketing Council Family Polo Day was the start to our summer last year and a number of new important relationships," Ms. Smith said.

"This year, we were anxious to participate again and chose to set up a crepe stand as we had done something similar for the Town and Country East Coast Polo Championships event last year that everyone loved," she said.

Wise council

The **Luxury Marketing Council**, founded in 1994, is a global community of CEOs and chief marketing officers. The council has chapters in 57 cities worldwide with membership of more than 1,000 luxury brands and 5,000 CEOs and CMOs.



Crowds watching the polo game at the Greenwich Polo Club

The Connecticut-Hudson Valley Chapter, serving one of the most influential luxury markets in the U.S., was founded in 2013.

THE ANNUAL Polo Family Day looks set to become a fixture in the chapter's calendar.

"It's one of only a few purely social events that we put on each year and we hope that our members leave with their own happy memories," Ms. Minckler said.