

EVENTS/CAUSES

## Tesla Motors to feature award-winning model at charity polo match

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By JEN KING

American electric-automaker Tesla Motors is participating at nonprofit organization Safety Harbor Kids's 7th annual charity polo match where donors will raise education funds for parentless and homeless children.

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**Luxury Daily**

Tesla Motors and the events financial sponsors will be in attendance at the annual Safety Harbor Kids Polo Fundraiser held Sept. 7 in Pacific Palisades, CA. Participating in a charity event is one way a brand is able to display its core values while still promoting its products.

"Safety Harbor Kids is thrilled to [feature] Tesla because we respect its environmentally sound approach to energy and transportation, which is in alignment with Safety Harbor Kids's Environmental Awareness program for the children that believes in changing the consciousness of future generations," said John Williams, founder of [Safety Harbor Kids](#), Malibu, CA.

"We want to provide future generations a world that is environmentally healthy and Tesla is making strides to create that type of world," he said.

[Tesla Motors](#) was unable to comment directly.

## Safe Harbor

Safety Harbor Kids is a non-profit charity organization dedicated to enriching the lives of parentless and homeless through education, music and art.

The organization serves more than 3,000 at-risk children within Los Angeles and Ventura Counties.

Attendees of the 2012 fundraiser include actors John Savage, Eric Roberts and Michael Clarke Duncan. Past supporters of Safety Harbor Kids's fundraiser include actress Reese Witherspoon and actors Jeremy Piven, Mel Gibson and Jim Belushi.



*2012 Safety Harbor Kids Polo Fundraiser*

This year's fundraiser is sponsored by financial companies Goldman Sachs, Houlihan Lokey and The Gold Hedge, the British American Business Council, marketing firm Segno Marketing, motion picture equipment company Panavision, luxury resort properties Elite Island Resorts and others. The event will be held at Will Rogers Polo Club.



*Will Rogers Polo Club*

General admission to the fundraiser is \$45 with donation table packages ranging from

\$950-10,000.

The day will include food prepared by frequent Food Network Chef Jack Lee, wine tasting, polo matches, an open bar, a string quartet and vocalists, surprise entertainment and a “best hat” contest.

Tesla Motors will participate by having its model S on display throughout the event for guests to explore, which it likely chose the model S to display at the fundraiser to further promote it being voted Motor Trend Car of the Year.



### *Model S*

A polo match, typically associated with affluence, is an ideal venue for Tesla Motors to attract new consumers.

### Giving back

Attending charity events allow a brand to highlight core values as well as interact with affluent consumers.

A number of luxury brands seek involvement with charities.

For example, Swiss watchmaker Patek Philippe redesigned a classic timepiece from its Grand Complications collection to be auctioned off to help research a cure for Muscular Dystrophy.

Proceeds from the Monaco auction of Patek’s exclusive titanium-cased Reference 5004 benefit the Monaco Associate Against Muscular Dystrophy ([see story](#)).

Similarly, Starwood’s St. Regis Hotels & Resorts and British automaker Land Rover came together on the polo field as team sponsors for the Sentebale Royal Salute Polo Cup fundraiser May 15 at the Greenwich Polo Club in Greenwich, CT.

The Sentebale charity was founded by Britain’s Prince Harry and Prince Seeiso of Lesotho to help the neediest children of Lesotho, Africa. St. Regis and Land Rover join other brands such as Hearst’s Town & Country, whiskey maker Royal Salute and British jeweler Garrard to support the fundraising event ([see story](#)).

Brands involved in philanthropy can benefit by choosing worthy causes.

"While Safety Harbor Kids members enjoy the finer things in life, they also keep perspective on what is really important, which is why they donate to these wonderful children," Mr. Williams said.

"It goes beyond just sharing the wealth," he said.

"We create programs that teach the kids money management, etiquette, manners and other skills that will help them get ahead in life."

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

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