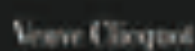


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SNOW POLO WORLD CUP
KITZBÜHEL



12TH-15TH OF JANUARY 2023



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FOREWORD: POLO TOURNAMENT 2023

IN THE BEGINNING, THERE WAS THE THOUGHT, the idea, the concept. As a young house with just 17 employees, we ventured to organise the snow polo tournament in Kitzbühel for the first time in 2002. To be the main sponsor of this event for the 20th time now fills us with pride. Over the years, the Kitzbühel Polo Tournament has grown hand in hand with us to what it is today: While BENDURA BANK AG has made the leap to the fourth largest financial institutions in the country, our event has become one of the two absolute highlights of the year in the so called "Gamsstadt", and thus becoming an integral part of the event calendar.

While Austrian polo is closely linked to Kitzbühel, we believe that European polo has its roots in Great Britain. The oldest team sport in the world probably originated in Persia around 600 years B.C., and was only brought to the island by the British from India in 1869. Polo was an Olympic discipline for the first time in London in 1908. From there, the passion for polo made its way to Argentina, where it has become a popular sport ever since. Today, polo is played in over 50 countries. Snow polo is considered a particularly noble and demanding variant of this graceful sport.

As in any team sport, the chain in polo is only as strong as its weakest link. It is all the more important to compensate for the shortcomings of others with your own strengths and thus to strengthen each other's backs. Many entrepreneurs have recently had to subject their chains to a tough endurance test, and quite a few have snapped. BENDURA BANK AG was a reliable partner and a trustworthy team player for clients and employees alike, even in times of the least predictability and the greatest uncertainty. At this point, allow us to express our thanks for your loyalty. In times like we had to experience, it is anything but a matter of course.

At the same time, BENDURA BANK AG has used the event-free period of the last two years to prepare itself for its future growth in the best possible way. Between May 2019 and October 2021, a substantial extension was built at their headquarters in Gamprin-Bendern. With now more than 5,350 sq.m. of usable space, which can accommodate 250 employees, a clear signal is being sent: We want to continue growing and positioning ourselves as a visibly successful, reliable and stable boutique bank for wealthy private and discerning institutional clients. And it is precisely this attitude that our new BENDURA Campus reflects: straightforward, durable and solid, yet transparent, perhaps even indestructible. But at the same time, generous, inviting and professional. This building, its lines and materials are intended to evoke precisely these associations in the visitors. Customers and partners are well looked after here. Employees should be able to present this business card of BENDURA Group with pride and joy and feel that they are in good hands when they enter their bright, modern and comfortable workplace every day.

This building as a metaphor for reliability, integrity, trust and irrevocable values should give us the opportunity and perseverance in 2023 and in the future. That despite any unforeseeable influences, we will continue to grow and to be a trustworthy and reliable partner for our customers.

If I could only name one positive aspect of the last two years, it would definitely be the "new modesty" that has found its way into our lives due to the global situation. But the anticipation for our snow polo tournament has never been greater! For the 20th time, we will be able to indulge in this sublime sport and, above all, enjoy one thing: the joy of good company. With this in mind: BENDURA BANK AG wishes its guests exciting matches, fruitful discussions and relaxing days in the "Gamsstadt".

VORWORT POLO-TURNIER 2023

AM ANFANG STAND DER GEDANKE, die Idee, das Konzept. Als junges Haus mit gerade einmal 17 Mitarbeitenden wagten wir uns im Jahr 2002 erstmals an die Organisation des Schneepoloturniers in Kitzbühel. Nunmehr zum 20. Mal als Hauptsponsor dieses Event zu begleiten, erfüllt uns deshalb zurecht mit Stolz. Über die Jahre ist das Kitzbüheler Poloturnier Hand in Hand mit uns zu dem gewachsen, was es heute ist: Während die BENDURA BANK AG den Sprung zu den vier größten Finanzinstituten des Landes geschafft hat, ist unsere Veranstaltung zu einem der zwei absoluten Jahreshighlights in der Gamsstadt aufgestiegen und somit aus dem Eventkalender nicht mehr wegzudenken.

Während der österreichische Polosport eng mit Kitzbühel verbunden ist, hat das europäische Polo in unserer Wahrnehmung seine Wurzeln in Großbritannien. Dabei ist der älteste Teamsport der Welt wohl etwa 600 Jahre vor Chr. in Persien entstanden und wurde erst 1869 durch die Briten aus Indien auf ihre Insel gebracht. 1908 war Polo in London erstmals olympische Disziplin. Von dort aus bahnte sich die Pololeidenschaft ihren Weg nach Argentinien, wo es längst zum Volkssport geworden ist. Inzwischen wird Polo in über 50 Ländern gespielt. Schneepolo zählt dabei als besonders edle und anspruchsvolle Variante dieser anmutigen Sportart.

So wie in jedem Teamsport ist auch beim Polo die Kette nur so stark wie ihr schwächstes Glied. Umso mehr gilt es, Unzulänglichkeiten anderer durch eigene Stärken zu kompensieren und sich so gegenseitig den Rücken zu stärken. Viele Unternehmer mussten ihre Ketten letztes einer harten Belastungsprobe aussetzen, nicht wenige sind gerissen. Die BENDURA BANK AG war selbst in Zeiten geringster Planbarkeit und höchster Unsicherheit für Kunden und Mitarbeitende gleichermaßen ein verlässlicher Partner und ein zuverlässiger Teamplayer. Erlauben Sie an dieser Stelle auch unseren Dank für Ihre Loyalität auszusprechen. In Zeiten, wie wir sie erleben mussten, ist sie alles andere als selbstverständlich.

Gleichzeitig hat die BENDURA BANK AG die veranstaltungsfreie Zeit der letzten zwei Jahre genutzt, um sich bestens für ihr zukünftiges Wachstum vorzubereiten. Zwischen Mai 2019 und Oktober 2021 entstand an ihrem Hauptsitz in Gamprin-Bendern ein beachtlicher Erweiterungsbau: Mit nunmehr über 5'350m² Nutzfläche, auf der 250 Mitarbeitende Platz finden, wird ein deutliches Signal gesendet: Wir wollen weiterhin wachsen und uns dabei als sichtlich erfolgreiche, verlässliche und stabile Boutique Bank für wohlhabende Privat- und anspruchsvolle institutionelle Kunden positionieren. Und genau diese Haltung spiegelt unser neuer BENDURA Campus wider: geradlinig, robust, massiv, zugleich transparent, vielleicht sogar unverwundlich. Gleichzeitig aber auch grosszügig, einladend und professionell. Dieses Gebäude, seine Linien und seine Materialien sollen genau diese Assoziationen beim Besucher auslösen. Kunden und Partner werden hier bestens umsorgt. Mitarbeitende sollen diese Visitenkarte der BENDURA Gruppe mit Stolz und Freude präsentieren können und sich beim täglichen Betreten ihres hellen, modernen und gleichzeitig wohligen Arbeitsplatzes gut aufgehoben fühlen.

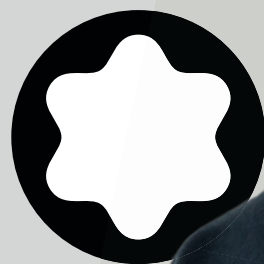
Dieses Gebäude als Metapher für Sicherheit, Seriosität, Vertrauen und unumstößliche Werte soll uns im Jahr 2023 und in Zukunft trotz etwaiger unvorhersehbarer Einflüsse die Möglichkeit und Ausdauer geben, weiterhin zu wachsen und unseren Kunden ein vertrauenswürdiger und verlässlicher Partner zu sein.

Dürfte ich nur einen positiven Aspekt der letzten zwei Jahre nennen, so wäre dies aber definitiv die „neue Bescheidenheit“, die aufgrund der globalen Situation Einzug in unser Leben gehalten hat. Dafür war die Vorfreude auf unser Schneepoloturnier noch nie grösser! Nunmehr zum 20. Mal werden wir diesem erhabenen Sport frönen und dabei vor allem wieder eines genießen können: die Freude an guter Gesellschaft. In diesem Sinne: Die BENDURA BANK AG wünscht ihren Gästen spannende Spiele, fruchtbare Gespräche und erholsame Tage in der Gamsstadt.

DR. MARKUS FEDERSPIEL
CEO, BENDURA BANK AG

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GREETINGS FROM KITZBÜHEL



Right on time in mid-January, the international polo elite gathers and transforms the tranquil town of Reith by Kitzbühel into a vibrant arena of sporting excellence. It is always a very special moment when the radiant Kitzbühel mountains mix with the vibrant speed of polo. Both have their charm, but when combined, the Snow Polo World Cup marks a very special atmosphere.

For more than 20 years, the world's largest Snow Polo Tournament has been a winter highlight here in Kitzbühel. Not only for equestrian enthusiasts and polo fans, but also for the many spectators, who come to enjoy the exciting competition between the teams that truly are an amazing experience. Skill, speed and elegance guarantee high-quality entertainment in a dignified ambience on these days.

We wish both the athletes and the spectators an exciting and accident-free tournament weekend. A big thank you to the organisers, especially Tito Gaudenzi and his team. With a lot of heart and commitment, the Snow Polo World Cup Kitzbühel is one of the highlights of our winter sports events. Special thanks also to our Bauhof-Team, above all Gerhard Hirschbichler, who work behind the scenes to ensure the best possible conditions at the tournament site.

We wish everyone great entertainment and exciting games.

Pünktlich Mitte Jänner, versammelt sich die internationale Polo-Elite und verwandelt das beschauliche Reith bei Kitzbühel in eine vibrierende Arena sportlicher Höchstleistungen. Es ist immer wieder besonders, wenn sich die strahlende Ruhe der Kitzbüheler Bergwelt mit der vibrierenden Schnelligkeit des Polosports vermengt. Beides hat seinen Reiz, in Kombination jedoch markiert der Snow Polo World Cup eine ganz besondere Atmosphäre.

Seit über 20 Jahren markiert das weltgrößte Poloturnier auf Schnee ein winterliches Highlight bei uns in Kitzbühel. Nicht nur für Pferdesportbegeisterte und Polo-Fans, sondern auch für die zahlreichen Zuschauer sind die spannenden Wettkämpfe zwischen den Mannschaften ein absolutes Erlebnis. Geschicklichkeit, Geschwindigkeit und Eleganz sind an diesen Tagen Garant für hochwertige Unterhaltung in einem gediegenen Ambiente.

Sowohl den Athleten als auch den Zusehern wünschen wir wieder ein abwechslungsreiches, spannendes und unfallfreies Turnierwochenende. Ein großer Dank gilt an dieser Stelle den Organisatoren, allen voran Tito Gaudenzi und seinem Team. Mit viel Herzblut und Engagement ist der Snow Polo World Cup Kitzbühel einer der Höhepunkte unserer winterlichen Sportveranstaltungen. Ein besonderer Dank gebührt auch unserer Mitarbeiter des Bauhofs, allen voran Gerhard Hirschbichler, welche im Hintergrund für die besten Rahmenbedingungen am Turnierplatz Sorge tragen.

Gute Unterhaltung und spannende Spiele wünscht

DR. VIKTORIA VEIDER-WALSER
CEO OF KITZBÜHEL TOURISM

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A MESSAGE FROM LIFESTYLE POLO & EVENTS



TOGETHER, WE CELEBRATE TWO DECADES OF POLO IN KITZBÜHEL. Welcome to the BENDURA BANK Snow Polo World Cup 2023!

To have reached this milestone is a coveted privilege for the team, the City of Kitzbühel, and BENDURA BANK, our sponsor since the inception of this time-honored tradition of sport and leisure. We extend a gracious welcome to Kitzbühel and look forward to the coming days of celebration.

This year is particularly special, as we all gather with renewed perspectives on both sport and life. It's wonderful to know the sport of Polo will endure and thrive, thanks to our gracious sponsors and guests. We appreciate your support and participation throughout the years.

My father Reto and I first started this event in 2003. At that time we had only 4 teams and 1,000 spectators. BENDURA BANK Snow Polo World Cup is now the largest and one of the most prestigious snow polo events in the world, featuring 8 teams, 120 horses, and over 15,000 esteemed guests.

As we celebrate this event, we are excited to consider what the next 20 years of Polo will bring to this destination.

We extend a gracious thanks to our loyal sponsor BENDURA BANK, as well as our valued team sponsors Engel & Völkers, Bentley, Veuve Clicquot, Intocast, Bodvar, World Polo League and Mackage. We thank our partners, the TVB, and the city of Kitzbühel, who worked to realize this event alongside all of our dedicated sponsors and supporters.

We are looking forward to Polo at its best over the three tournament days, accompanied by great events that will make this a unique and unforgettable weekend. We wish all the participating players, horses, and their organizations the best of luck and success. We hope all of our guests enjoy the beautiful Tyrolean Alps as the quintessential backdrop to the oldest and most exciting team sport in the world. May the best team win!

Yours truly,

GEMEINSAM FEIERN WIR ZWEI JAHRZEHNTE POLO IN KITZBÜHEL. Willkommen beim BENDURA BANK Snow Polo World Cup 2023!

Diesen Meilenstein erreicht zu haben, ist ein begehrtes Privileg für das Team, die Stadt Kitzbühel und die BENDURA BANK, unseren Sponsor seit den Anfängen dieser altherwürdigen Sport- und Freizeittradition. Wir heißen Sie herzlich in Kitzbühel willkommen und freuen uns auf die kommenden Tage.

Dieses Jahr ist etwas ganz Besonderes, da wir alle mit neuen Perspektiven auf den Sport und das Leben zusammenkommen. Es ist schön zu wissen, dass der Polo-Sport dank unserer großzügigen Sponsoren und Gäste weiterbestehen und gedeihen wird. Wir danken Ihnen für Ihre Unterstützung und Teilnahme über die Jahre.

Mein Vater Reto und ich haben diese Veranstaltung im Jahr 2003 ins Leben gerufen. Damals hatten wir nur 4 Teams und 1.000 Zuschauer. Der BENDURA BANK Snow Polo World Cup ist heute mit 8 Teams, 120 Pferden und über 15.000 geschätzten Gästen die größte und eine der prestigeträchtigsten Schneepolo-Veranstaltungen der Welt.

Während wir dieses Ereignis feiern, sind wir gespannt darauf, was die nächsten 20 Jahre Polo für Kitzbühel bringen werden.

Wir bedanken uns herzlich bei unserem treuen Sponsor BENDURA BANK sowie bei unseren geschätzten Teamsponsoren Engel & Völkers, Bentley, Veuve Clicquot, Intocast, Bodvar, World Polo League und Mackage. Wir danken unseren Partnern, dem TVB und der Stadt Kitzbühel, die diese Veranstaltung zusammen mit all unseren engagierten Sponsoren und Unterstützern ermöglicht haben.

Wir freuen uns auf Polo vom Feinsten während der drei Turniertage, begleitet von großartigen Veranstaltungen, die dieses Wochenende zu einem einzigartigen und unvergesslichen Erlebnis machen werden. Wir wünschen allen teilnehmenden Spielern, Pferden und ihren Organisationen viel Glück und Erfolg. Wir hoffen, dass alle unsere Gäste die wunderschönen Tiroler Alpen als unverzichtbare Kulisse für den ältesten und aufregendsten Mannschaftssport der Welt genießen werden. Möge das beste Team gewinnen!

Mit freundlichen Grüßen,

TITO GAUDENZI
FOUNDER & CHAIRMAN, LIFESTYLE POLO & EVENTS

S.PELLEGRINO UND ACQUA PANNA

GRATULIEREN

*Zum
20. Jubiläum*

DES
**SNOW POLO WORLD CUP
KITZBÜHEL 2023**





Kitzbühel x Alexander Kellas





Kitzbühel

EVENT OFFICIALS

Tito Gaudenzi
Founder & Chairman

Elmar Balster
CEO

Dr. vet. Hans Peter Zarfl
Veterinary

Dr. med. Eva Waldenburger
Emergency Doctor

Dr. med. Andi Krüger
Polo Doc

Clara Podesta
Team & Players Liaison

Christian Dunkelberg
Time Keeper

Christina Schockemöhle
Press Officer

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Supervision Officer

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Production Manager

Francisco Podesta
Stable Manager

Stefan Rausch
Physiotherapist

Gerhard Hischbichler
Groundskeeper

Christian Steinbach
Snow Engineer

Richard Kratzer
Construction Manager

Martin Berger
Light & Sound Engineer

Erok
DJ

Stefan Pühringer
TVB Official

Sandra Wandl
BENDURA BANK Official

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POLO LADY
MAGAZINE

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GOOD DAY SUNSHINE



Veuve Clicquot



EVENT PROGRAM

12TH JANUARY 2023 | THURSDAY

- 18.00** Team presentation at Hotel zur Tenne
*Official introduction of all the teams, players and sponsors
(by invitation only)*
-

13TH JANUARY 2023 | FRIDAY

- 10.30** Game 1
- 11.45** Game 2
- 13.00** Game 3
- 14.15** Game 4
- 18.30** Team Captain Dinner at Kitzbühel Country Club,
co-hosted by the Polo Club Kitzbühel
(by invitation only)
- 23.00** Polo Player's Night at Club Take 5
-

14TH JANUARY 2023 | SATURDAY

- 10.30** Game 1 - 1st Semi Finals - Kitzbühel Cup - Runner up
- 11.45** Game 2 - 2nd Semi Finals - Kitzbühel Cup - Runner up
- 13.00** Game 3 - 1st BENDURA BANK Semi Finals
- 14.15** Game 4 - 2nd BENDURA BANK Semi Finals
- 20.00** Polo Player's Gala with the "Tyrolean" theme
Tickets are available at www.kitzbuehelpolo.com
-

15TH JANUARY 2023 | SUNDAY

- 10.30** Game 1 - Bodvar Rose Cup - 7th & 8th place
- 11.45** Game 2 - Casablanca Cup - 3rd & 4th place
- 13.00** Game 3 - Kitzbühel Cup - Runner up - 5th & 6th place
- 14.15** Game 4 - BENDURA BANK Finals - 1st & 2nd place
- 15.30** Awarding Ceremony
(Teams, Prize Giving, MVP, and Best Playing Pony)

** Please be advised that there may be sudden changes to the schedule during the day of the tournament.*

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KITZBÜHEL: THE BEGINNING

INTRODUCING A NEW TOURNAMENT IN A NEW LOCATION IS ALWAYS DIFFICULT, Snow Polo World Cup founder Reto Gaudenzi shares. Years after the success of St. Moritz, he and his son Tito Gaudenzi came up with an idea to stage another world-class snow polo tournament that'll help bring polo closer to more people. They both agreed that scouting for the perfect location was the most challenging part because apart from the excellent climate, they had to find a flat playing surface for the polo field.

Judging from his own experience, Tito came forward with the idea to do the event in Kitzbühel. "I love Kitzbühel. I went there multiple times through my childhood with my friends," he fondly shares. He also added that it's a great destination as it's one of the best-known winter resorts in Europe.

That couldn't be farther from the truth as Kitzbühel is an alpine town filled with rich history and undeniable charm that has captured the hearts of many. With their brilliant idea, they approached the Kitzbühel Tourism Board and quickly found support within the community that made the first World Snow Polo Cup in 2003 a success.



The logo for Augsburg Airways features a stylized blue 'A' with a white swoosh underneath, followed by the word 'AUGSBURG' in a bold, dark blue sans-serif font with a registered trademark symbol, and 'AIRWAYS' in a lighter blue sans-serif font below it.

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Back then, locals and business owners alike were very much into the idea of holding a snow polo event in the area. After all, such a prestigious event is a tourist magnet, which equates to the increasing number of visitors every season.

Looking back, Tito feels fortunate to have started the event despite the challenges they had to face to get it off the ground. “This is a smaller [polo] field, but we still had to find the right partners to help with the setup. At first, you won’t get a lot of the big national or international sponsors, so we had to get a lot of local support,” he says.

Their hard work has indeed paid off as they were able to fulfil the vision and goals they had for the event. Reto recalls, “The tournament was a great success; we had super snow conditions, a full house, and many happy sponsors and spectators.”

The cup gained more traction and moved forward in the next years, followed by the help of the Kitzbühel locals and resident hoteliers. Two decades later, the tournament has grown into an exquisite world-class

event where people from all over the world and from all walks of life gather to celebrate the majestic sport.

Tito is filled with gratitude and pride over this huge event milestone. “We just started with four teams and a thousand people throughout the event to, now, having a total of eight teams, 15,000 people, a massive VIP tent and a retail village. It has become a global event with players from 11 nations and 120 top polo ponies present. It grows every year, and it’s not stopping,” he says with pride.

On what makes him feel the proudest, Tito reveals that he is proud of and grateful for everything. From his team to their sponsors, especially the BENDURA BANK, TVB, and the city of Kitzbühel, and all their supporters. Besides, none of this success would be possible without their unwavering support.

Meanwhile, Reto, who is now solely focused on organising Snow Polo World Cup in St. Moritz, is also incredibly proud of Kitzbühel because what used to be a “baby” tournament has now matured and is turning 20. He beams with pride seeing the fruits of their family’s labour being loved and enjoyed by polo enthusiasts year after year.





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**MEET
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The Snow Polo World Cup in St. Moritz may be the oldest in the world, but the winter event in Kitzbühel has its own charisma and crowd. On the one hand, it makes Reto proud to see the event welcoming a new era of snow polo players under his son's leadership.

On the other hand, Tito believes the atmosphere in Kitzbühel feels more special because of the people, the town, and everyone involved. It's something that he couldn't find anywhere else, even after playing in different tournament locations, like St. Moritz. He describes Kitzbühel as a place with "a deep sense of community and family. It feels like a family affair."

Besides that, the Snow Polo World Cup in Kitzbühel isn't just about glam. Tito believes that when you have a great event attended by thousands of people, it is just right to support and give back to special causes close to their hearts. Thus, they had multiple charity partners in the past, and continue to forge partnerships with other local organisations. This, along with the continuous support of BENDURA BANK, keeps the momentum of bringing quality snow polo events for several years now.

With all of these elements combined, it is not precisely a question of how and why the Snow Polo World Cup in Kitzbühel constantly thrives. There is no other secret in making a tournament that lasts—it all relies on the organiser's hard work, commitment and service-minded attitude. May their fiery passion keep on burning!



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POLO GALLERY

A look through the highlights of the Snow Polo World Cup in Kitzbühel in the past years. Check out the cheery crowd, the intense play and the colourful parties that happened with the snowscape in view!



THE GOOD OLD DAYS

1. Heino Ferch
2. Tito and Reto Gaudenzi
3. Chernobobatey with Uschi Ackermann and Gerd Käfer
4. An intense moment on the snowfield
5. Vladimir and Vitali Klitchko with Werner Baldessarini
6. Heino Ferch and Werner Baldessarini
7. Tito Gaudenzi with the Best Playing Pony Santarita in 2005
8. Heino Ferch and Reto Gaudenzi
9. Price Giving of the 2004 Tournament





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2015-2016

1. Team Presentation 2015
2. Lifestyle Polo team 2016
3. Sebastian Schneberger and Philip de Groot with friends
4. Kai Pflaume and Jan-Erik Franck
5. Rhea Gutperle with friend
6. Ruth and Bernd Gruber
7. Philipp Hoflehner from Bernd Gruber with guests
8. Adrian Laplacette Jr., Victor Beckers, Augustin Kronhaus, Thomas Winter, and Lukas Sdrenka
9. Guests holding the Snow Polo World Cup ball
10. Mark Holmes, Jan-Erik Franck, and Victor Beckers
11. Richard Hauser and Tito Gaudenzi
12. Team Bendura Bank: Dr. Andreas Insam, Tito Gaudenzi, Pelon Escapite, Omar Mangalji, and Bash Kazi
13. Team Bernd Gruber: Adrian Laplacette Jr., Bernd Gruber, Steffi von Pock, Philipp Hoflehner, Eva Brühl, and Ruth Gruber
14. Team KCC: Thomas Winter, Tim Ward, and Trudo Knüfel





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HABSBURG HOTELS



4



5



1



6



7



2



8



3



9



10



11



12

2017-2018

1. Team presentation 2017
2. Team Bendura Bank: Dr. Andreas Insam, Melissa Ganzi, Alejandro Novillo Astrada, and Tito Gaudenzi
3. Augustin Kronhaus, Adrian Laplacette Jr., Caspar Crasemann, and Patrick Maleitzke
4. Elmar Balster
6. Corum Watches
7. Uma Galera
8. Team presentation 2018
9. Leopoldina Countess von Waldburg-Zeil, Philippa Baroness Groß von Trockau, Paulina Baroness von Elverfeldt, Pauline von Pezold, Wiebke Balster, and friends
10. Wiebke Balster and Emilia Schmucker
11. Birgit and Andreas "Andy" Köpke
12. Tito Gaudenzi and Jennifer Leebow



2019

1. Lukas Sdrenka and Steffi Stieper
2. Dr. Mathias and Larissa Woydt with Elmar Balster and Olav Klopfer
3. Watching the tournament with their cute pup!
4. Jennifer Leebow, Tito Gaudenzi, Melissa Ganzi, Alejandro Novillo Astrada, and Bettina
5. Aki van Anandel and Sebastian Le Page
6. Polo players at the Captains' Dinner in Kitzbühel Country Club
7. Chic guests watching the tournament
8. Lukas Sdrenka, Steffi Stieper, Caspar Crasemann, Niklas Steinle, and Adriancito Laplacette
9. The Officials: Christian Dunkelberg, Jan-Erik Franck, and Mark Holmes
10. Having a blast with friends!
11. Tito Gaudenzi and Sebastian Meister



TRADITIONAL MOUNTAIN EXPERIENCE



Kempinski Hotel
Das Tirol

JOCHBERG – KITZBÜHEL ALPS

Es gibt viele Fünf-Sterne-Hotels in Kitzbühel und Umgebung – aber keines ist näher an den Kitzbüheler Alpen als das Kempinski Hotel Das Tirol. Per direktem Ski-in & Ski-out lässt sich eines der schönsten Ski-Gebiete der Welt höchst komfortabel entdecken.

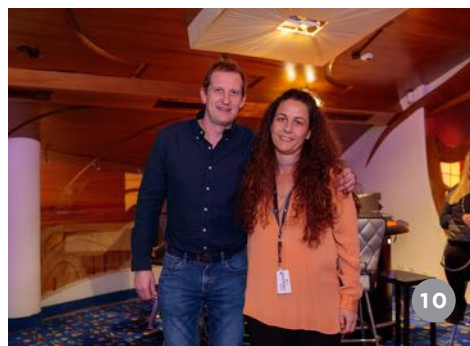
Zum Luxus gehört ein ausgiebiges Frühstück sowie die kulinarischen Genüsse des hauseigenen Restaurants. Bei junger Tiroler Heimatküche wird jeder Gaumen im Restaurant Steinberg verwöhnt.

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Kempinski
HOTELIERS SINCE 1897

PHOTO GALLERY



2020

1. Wieser Family
2. DJ Erok
3. Sandra Wandl and Larissa Wilhelm from BENDURA BANK
4. Awarding Ceremony
5. Sebastian Schneberger, Valentin Novillo Astrada, and Philip de Groot
6. Players at the Team Presentation
7. Schalldach Family with Brazilian team
8. Francisco Podesta, Moritz Gädeke, and Clara Podesta
9. Jennifer Leebow and Tito Gaudenzi
10. Jonny Good and Ana Escobedo
11. Bernd and Ruth Gruber with guests
12. Cookies and Cream performing at the VIP Tent





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MARISCH HOTELS







2



3



4



5



6



8



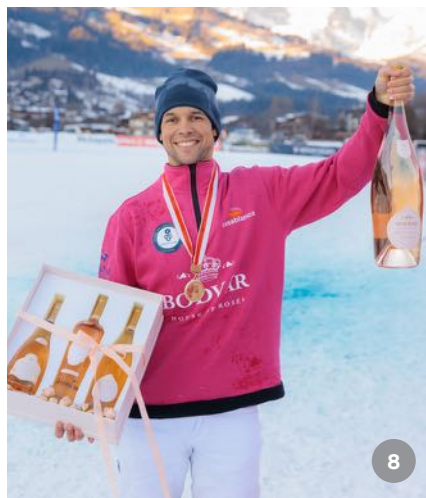
9



7

2020

1. Valentin Wecht holding the new trophy!
2. Nic Roldan and Marco Pedrazi
3. Andrea Heukerott and friends
4. Polo Doc Andy Krüger with fans
5. Melissa Ganzi and Alejandro Novillo Astrada
6. Matthias Normann, Micky Duggan, and Martin Juaregui
7. Tito Gaudenzi, Dietmar Heck, Fernando Torres, Vanesa Torres, Fernanda Torres, Cristian Cohen, and Paola Cohen
8. Philip and Lee de Groot
9. Abtin Maghrour and Tina Degano



2022

1. Agustin Kronhaus and Tito Gaudenzi
2. Mark Holmes, DJ Erok, Jan-Erik Franck, and Christian Dunkelberg
3. Francisco Podesta
4. Tito Gaudenzi and Reto Gaudenzi
5. Vanessa Schümmelfelder, Lisa Birnstiel, Sebastian Meister, and Clara Podesta
6. Team Laurent-Perrier: Mariano Lopez, Laurent Dassault, and Matthieu Delfosse
7. Winners Team Bodvar: Patrick Paillol, Sebastien Aguetant, and Victor Louarn
8. MVP Patrick Paillol
9. Team Centralab: Adrian Laplacette Jr., Bash Kazi, and Alex Plenk
10. Team Augsburg Airways: Lukas Sdrenka, Patrick Maleitzke, and Daniel Deistler



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Wir sind überzeugt: der Bichlhof ist Ihr Kraftplatz.

HALL OF FAME

All hail to the kings and queens on ice! Join us as we go back in time to honour the champions and reminisce their victorious moments.





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HARRISCH HOTELS



HALL OF FAME



2003

VERTU

Tony Pidgeley (ENG),
Tim Bown (ENG) &
Jack Kidd (ENG)



2004

VERTU

Jack Kidd (ENG),
Tim Bown (ENG) &
Tony Pidgeley (ENG)



2005

HYPO LIECHTENSTEIN
Peter Slupinski (GER),
Laurens Brouns (NED),
Henk van Druuten (NED) &
Christian Bernal (ARG)



2006

BENTLEY WIEN

Philip Maeder (CH),
Harald Link (GER) &
Federico Bachman (ARG)



2007

IGEL SOFTWARE

Gottfredo Cutinelli (ITA),
Cesar Ruiz Guinazu (ARG) &
Sebastian Schneberger (GER)



2008

KÄFER/LANSON

Thomas Winter (GER),
Uwe Schröder (GER) &
Christopher Winter (GER)



2009

LANSON

Thomas Winter (GER),
Uwe Schröder (GER) &
Christopher Winter (GER)

HALL OF FAME



2010

VALARTIS GROUP
Tito Gaudenzi (CH),
Lucas Labat (ARG) &
Thomas Wolfensberger (CH)



2011

WINTERTECHNIK
Ignazio Tillous (ARG),
Steffi von Pock (GER) &
Eva Brühl (GER)



2012

HAWKER BEEHCRAFT
Tarquin Southwell (ENG),
Jonny Good (ENG) &
Richard Davis (ENG)



2013

AUDI
Jonny Good (ENG),
Tarquin Sothwell (ENG) &
Richard Davis (ENG)



2014

LUXURY/CASTELFALFI
Horacio Fernandez Llorente (ARG),
Andy Golling (GER) &
Facundo Fernandez Llorente (ARG)



2015

DWB HOLDING
Valentine Novillo Astrada (ARG),
Philipp de Groot (NED) &
Sebastian Schneberger (ARG)

HALL OF FAME



2016

ENGEL & VÖLKERS
Jonny Good (ENG),
Katrina Thomas (ENG) &
Alec Banner-Eve (ENG)



2017

CORUM
Lukas Sdrenka (GER),
Patrick Maleitzke (GER) &
Philip Sommer (GER)



2018

BENDURA BANK
Tito Gaudenzi (CH),
Melissa Ganzi (USA) &
Alejandro Novillo Astrada (ARG)



2019

BENDURA BANK
Valentin Novillo Astrada (ARG),
Sebastian Schneberger (GER) &
Aki van An del (NED)



2020

WORLD POLO LEAGUE
Marc Ganzi (USA),
Juan Bautista Peluso (ARG) &
Nic Roldan (USA)



2022

BODVAR
Patrick Paillol (FRA),
Sebastien Aguetant (FRA) &
Victor Louarn (FRA)

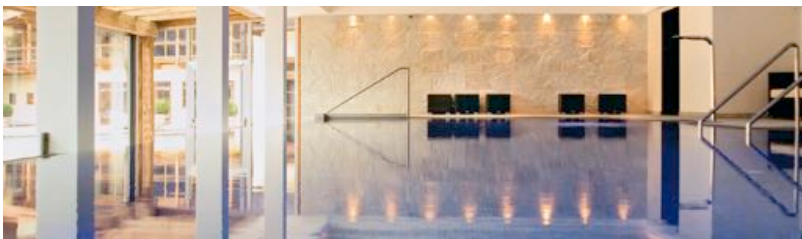


TRADITION TRIFFT MODERNE



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MEET THE TEAMS

by Jan-Erik Franck

Eight teams. Twenty four players. One Snow Polo World Cup title.

In their quest to win this year's championship trophy, it is only fitting that we get to know the eight teams competing for the coveted title. A great mix of familiar faces in each team will showcase their best skills and strategy to conquer the field—and the cold!

Who do you think will be this year's winning team?



BENDURA BANK
BENDURA BANK AG · LIECHTENSTEIN

BENDURA BANK

Like father, like son. There's real snow polo pedigree here as both Adrian Laplacette Sr. and Reto Gaudenzi were pioneers of this format of our wonderful sport. This year, we will witness the BENDURA BANK team composed of Dutch Team Captain Philip de Groot, who won this prestigious tournament in 2015, double-winner Tito Gaudenzi (2010 & 2018), and 7-goaler Adrian Laplacette from Argentina.

With years of experience up their sleeves, this 11-goal team will undoubtedly be a tough opponent to beat and be highly motivated to go to the finals!



TEAM CAPTAIN

PHILIP DE GROOT



Handicap: 1 Position: 1



ADRIAN LAPLACETTE JR.



Handicap: 7 Position: 2



TITO GAUDENZI



Handicap: 3 Position: 3

TOTAL TEAM HCP: 11

PHILIP DE GROOT

IT WAS THE YEAR 2008, just a year fresh off starting his journey on top of the horse. Polo player Philip de Groot was invited by a friend to play at the Snow Polo World Cup in Kitzbühel—and since then, he just keeps on coming back to play on the ice some more.

He described that first Kitzbühel game weekend as enjoyable. He had such an incredible time that he has returned to compete five or six times in the years that followed. For the 2023 tournament, Philip makes his attendance official once again, leading the Bendura Bank team as their captain.

But before reaching the team captain status, the polo player immensely trained to become the sportsman that he is today. Through the influence of a friend 15 years ago, he was urged to try it out, though in the beginning, he just went for a visit. “I got very excited [seeing the games],” Philip exclaims. “After some lessons and a lot of falling off the horse, I decided to go to Argentina for a bit. There, I got the polo fever.”

Being in the country exposed him further to polo. He then decided to go to Argentina for all the polo season to become a better player. There, he realised how he loved playing, as the level of competition is high and everything polo is in close proximity to each other.

There’s no stopping this passionate man from thereon. Philip travelled the rest of the world to test and improve his skills, faced the biggest names on the field and tried different fields to play in. Some of his favourite places to get on a match are in Saint Tropez and in Sotogrande. “I like to play there because I can combine polo and a family holiday,” he says.

One of the greatest achievements that Philip is really proud to share is how he was able to not fall off the horse for over a year. Every player knows how hard this feat can be—proof of his competence and expertise that he was able to hone and develop throughout his career in the sport of kings.

In terms of tournaments he’s participated in, the polo player takes pride in winning the Argentina Polo Tour de Centauros in 2019 with his team.

Today, he anticipates his comeback in the 2023 Snow Polo World Cup, together with teammates Tito Gaudenzi and Adrian Laplacette Jr. After the pandemic put some constraints in mounting matches and even team practices in the past couple of years, he couldn’t be more excited to be back and “see all the polo players and all the people involved again.”

“The tournament is always very well organised and the field is fantastic, so it is an amazing weekend on the field—as well as off the field,” Philip shares about the event, adding, “And of course the parties are amazing!”

While the BENDURA BANK team wasn’t able to play practises together, Philip is still confident that they’ll rise to the top. “I played with Tito some months ago, so we know what we can expect from each other,” he explains.

What would be their team’s biggest advantage on the field, we ask? For him, it’s all about playing your cards right. With members who can play well and proper in their own position, we can expect nothing less from their group.

What’s more, he believes in the wits and strategy of Tito. When asked about how they plan to win, he answers matter-of-factly. “Well, that is easy. We just listen to the tactics of Tito,” he smiles.

To become a great polo player, he relies on one belief—that hard work, indeed, pays off. And if it isn’t already obvious, he epitomises this. “I think that working hard to take your man and to make space for your teammates is one of my strengths,” Philip muses.

BENDURA BANK’s team captain sure knows his polo—the sport that gives him the adrenaline rush, enables him to meet friends and has become his way of life.

Text by Mariel Abanes

BENDURA BANK





ENGEL & VÖLKERS

Alpenregion Tirol & Salzburger Land

ENGEL & VÖLKERS

The boys from Brazil are back in town! The only father-and-son combo, Marcus and Henrique Schalldach, in this year's tournament will surely bring the heat to the tournament. With a lot of experience on both sand and snow, and with 6-goaler Guillermo Lins, this team will not be easy to beat.

Teamwork won't be an issue for this patriotic trio, especially now that Henrique has stepped into a new role. The young blood will push his team to work and play harder this year. After being runners-up in the past, the team aims to get everything right this year and claim the top spot. Keep an eye on these boys.



HENRIQUE SCHALLDACH 
Handicap: 2 Position: 1



MARCUS SCHALLDACH 
Handicap: 2 Position: 2



GUILHERMO LINS 
Handicap: 6 Position: 3

TOTAL TEAM HCP: 10

HENRIQUE SCHALLDACH

IF YOU THINK BRAZIL IS ONLY CAPABLE OF TRAINING SUCCESSFUL FOOTBALL PLAYERS, then Henrique Schalldach is going to prove you wrong. The Brazilian prodigy started hanging out with horses at the age of two, making him very comfortable around them. A few years later, his comfort rewarded him with confidence, and with both, he turned into the proficient rider he is today.

Even after being around horses for many years, Henrique didn't play polo until 2014. His first chukkers were played inside the arena, which paved the way for him to transition to other playing surfaces. He grew more passionate about the sport after scoring the winning goal in his first tournament as a child—a day he'll never forget.

His most significant polo achievement yet was winning his first (and only) Brazilian League Championship with his father, Marcus Schalldach, and Guilherme Lins. According to him, this experience is just as good as a movie because of their team's winning story. "After many team comebacks and close wins on every stage of the tournament, we finally won! The feeling after the finals was just the greatest feeling anyone can ever feel," he fondly narrates.

While Henrique loves being under the Brazilian sun, he also loves satisfying his inner adrenaline junkie by skiing in Kitzbühel with his family. One fateful day in 2012 led them to discover the snow polo event, and just a year later, his father started playing in the tournament. From then onwards, they made sure to attend and participate in the tournament.

"I had only played in the Snow Polo World Cup once in 2020," he says and adds that it is "one of the coolest experiences of my life."

Playing in the snow poses a big challenge for Henrique as he's used to the tropical weather of Brazil. He admitted that it was tough getting used to the cold at first, and at the same time, the slippery field makes it more challenging for all the players. It could sound like an advantage, but having a smaller field also means playing nonstop, demanding more focus and draining energy.

Instead of being dispirited by these dilemmas, Henrique chooses to look at them as new opportunities to improve as a polo player. Besides, he is a firm believer that "a successful polo player is a player that's always evolving."

For this year's tournament, he is teaming up once again with his dad and Guilherme. Having played polo together since he started seven years ago, their team chemistry is undeniable. As a matter of fact, they were able to snatch second place in the previous tournament. This gives him the confidence to believe that they could reach the finals again.

Training for a snow polo tournament without the snow could be tricky, but they manage to hack it by playing inside the arena. "It's not the same thing, but the dynamics, such as the ball, field size, and strategies are pretty similar," the new team captain explains.

Henrique's strategy to win this year's competition is pretty straightforward—stay focused and be prepared for every challenge. However, according to him, the most important thing is for the entire team to have a good time, so that everyone can surely perform at their best. Furthermore, he stressed that the happiness you get from winning is only fleeting compared to the unforgettable moments you share with all the players in the competition.

"Brazil is popular for its friendliness and receptiveness, and that's what our team brings to the tournament. The old friends we're going to meet and new friends we are going to make along the way are more important than winning," he adds.

More than the intellectual maturity he displays, Henrique candidly states that polo taught him resiliency and emotional strength. And as for the amount of discipline he shows, all the credits goes to his dad for teaching him early about dedication. "My father constantly encouraged me to train, and I'm very grateful for that. Without him, I wouldn't be playing today," he ends.

Being young could be a double-edged sword, but it certainly does work like a charm for Henrique. He is bright, and so is his future, so watch out for this rising star!

Text by Pamela Piedad

ENGEL & VÖLKERS





BENTLEY

BENTLEY BERLIN

BENTLEY

Another former champion is coming back to reclaim the title. The powerhouse team is led by the snow queen Team Captain Melissa Ganzi, who lifted the trophy back in 2018 alongside teammate 8-goaler Alejandro Novillo-Astrada. Meanwhile, the experienced 3-goaler Juan Peluso, who also lifted the most coveted trophy in 2020, is returning to Kitzbühel this year and will play a key role in getting his team to the final.

This 12-goal team has the horsepower, but will they hit top gear this year?



TEAM CAPTAIN

MELISSA GANZI



Handicap: 1 Position: 1



JUAN PELUSO



Handicap: 3 Position: 2



**ALEJANDRO NOVILLO
ASTRADA**



Handicap: 8 Position: 3

TOTAL TEAM HCP: 12

MELISSA GANZI

MELISSA GANZI IS NOT A STRANGER WHEN IT COMES TO SNOW POLO. In fact, she started playing two decades ago in Aspen, where her family lives full-time. After bringing the Aspen Valley Polo Club back to life with his husband Marc Ganzi in 2014, they created the only snow polo tournament in the United States, the World Snow Polo Championships.

Two years later, she was invited to play in the Snow Polo World Cup by the Gaudenzis. “I have known the Gaudenzi family for over 20 years. Reto and Tito are both visionaries in polo and skilled in organising first-class events,” she says. “The emphasis of their snow polo tournaments are always on the safety of horses and players and promoting polo to the masses.”

It was in 2017 when Melissa went to participate in the Snow Polo World Cup Kitzbühel for the first time. Although she did not win on her first try, she came back the next year and claimed her first trophy with teammates Alejandro Novillo Astrada and Tito Gaudenzi. Since then, she has always looked forward to coming back every January for the winter tournament.

Snowy mountains have been a familiar setting for Melissa as an Aspen resident. However, there are many things unique to Kitzbühel that she loves (aside from the sport). On top of her list are the social events, where she mingles with old friends and makes new friends. The next thing would be the local fans who have always been supportive and enthusiastic about polo. Lastly, the mesmerising scenery of the alpine town.

“The ancient cobblestone streets, high-end boutiques, hotels, cafes, and restaurants are charming. But more importantly, the warmth and spirit of the people,” she dreamingly recounts.

After battling and beating breast cancer in early 2020, the snow queen is more than thrilled to return to Kitzbühel. Armed with more motivation to continue her advocacy and renewed determination to achieve anything, she believes 2023 will be Snow Polo World Cup’s best year yet. Of course, her plan includes claiming the BENDURA BANK trophy once again with her team this year.

“We are one of the eight teams vying for the title, so our team will be competitive. Alejandro Novillo Astrada is a field general and a wonderful leader for our team. He is calm under pressure and a good influence on his teammates. Juan Peluso is a great teammate who knows how to play well with Alejandro. We won in St. Moritz together a few years ago,” the team captain proudly shares.

The polo lady revealed that she played the sport all year round to prepare herself for the tournament. Just before heading to Kitzbühel, she played a snow polo tournament in Aspen, where she had the chance to ride for three weeks and acclimate to the high altitude as well as the cold weather.

Melissa believes that horses are the true athletes in this sport; that’s why the most crucial part of her training is the amount of time she spends riding her leased horses. “I rent horses in Europe, so I need to get acquainted with them before the matches. Doing this provides me with an excellent opportunity to know the strengths of my string,” she emphasises.

On the tournament day, she asserts that “having a pre-game strategy meeting in the player’s tent” is just as necessary as stretching. And because building pleasant relationships is more important to her than winning, she likes having a fun post-game dinner with her teammates.

When asked about her ultimate secret to winning in snow polo tournaments, Melissa admits that growing up with horses and having them as her first love is a huge factor. Having been a passionate sportswoman her whole life, she did not fail to acknowledge her accomplished teammates, talented horses, and solid support system.

As an additional tip for players and spectators alike, she revealed that the best way to stay warm in snow polo events is to “dress in many thin layers.”

Text by Pamela Piedad

BENTLEY



Veuve Clicquot

VEUVE
CLICQUOT

An expert trio of snow polo players will wear the Veuve Clicquot shirts for the Snow Polo World Cup Kitzbühel 2023. Team Captain Sebastian Schneberger is a staunch snow polo supporter and is certainly a familiar face. Without him, Kitzbühel wouldn't be the same—he has won this tournament thrice (2007, 2015, 2019) and will definitely be looking forward to lifting the trophy again this year.

Could this combination with Argentine 7-goaler Valentin Novillo Astrada (who also won the trophy in 2015 & 2019) and Dutch national player Aki van Aniel (who won in 2019) make them this year's champions? Without a doubt, this solid team is just too hot to handle, making them harder to beat.



TEAM CAPTAIN

SEBASTIAN SCHNEBERGER



Handicap: 1 Position: 1



AKI VAN ANDEL



Handicap: 3 Position: 2



**VALENTIN NOVILLO
ASTRADA**



Handicap: 7 Position: 3

TOTAL TEAM HCP: 11

SEBASTIAN SCHNEBERGER

THANKS TO ONE OF HIS COUSINS, VEUVE CLICQUOT TEAM CAPTAIN SEBASTIAN SCHNEBERGER GOT INTO THE SPORT OF KINGS. “Somehow, I was given a polo crash course. Not very long after that, my cousin's team lacked one player,” he shares. “And the rest is history.”

Now with 20 years of experience in the sport, Sebastian has experienced it all. From the many ups and downs of the games, with countless great encounters and new friends to boot. “I don’t wanna miss one single moment,” the polo player says, referring to the great community that he’s part of.

It includes being part of the team, which Sebastian acknowledges as one of the most enjoyable things about the sport. He finds delight when he has people to rely on and fight with until the last whistle. And, of course, the post-game gatherings that bind the crowd together, no matter whom you meet in the arena.

Throughout his decades-long career, two events stand out and are very special to him. First, when he won his own tournament—the Polopicknick in Münster. And second, when he became a three-time champion at the Snow Polo World Championship.

Sebastian describes the snow polo tournament in Kitzbühel as his second home. The polo player admits that he usually spends a lot of time here during the winter, even staging a snow polo tournament himself along with Tito Gaudenzi and his father Reto in the French Alps in Courchevel. “There, we played on an airstrip at 2,007 metres altitude—we literally played above the clouds!” he recalls. “It was very cool and super impressive.”

Looking back to his very first tournament, Sebastian admits that he felt something indescribable. “It was somehow exactly what I expected, yet everything was all different at the same time,” he tries to explain. However, Sebastian has always been confident about his play ever since he stepped foot on the snowy field.

But still, with the games heating up more each year with stronger teams, the team captain keeps in mind that preparation will offer them the best chance at reaching the top spot. “A lot depends on the composition of my team versus the composition of the other teams. But no matter what, we will always fight as if we are the strongest team,” he proudly beams.

To become the toughest of them all, Sebastian got into a five-days-a-week polo-related workout with a fitness coach at home. His horses were all warmed up weeks before the start of the tournament, and his team members had indoor chukka sessions.

In anticipation of the dropping temperatures, Sebastian and his team rely on the adrenaline during the match and the physical strain to help them stay warm. Also, he notes, “the back of a horse isn’t cold at all!”

While the atmosphere on the field can get competitive, the team captain believes that the point of snow polo comes in being in the moment and enjoying every bit of it. “I think having fun and being grateful for playing in this setting with a lot of friends in every team and the audience might be the essence,” Sebastian muses. And, of course, the passion never leaves the equation.

What’s more exciting to look forward to is all the sudden moments that you should watch out for. If there’s anything that Sebastian has learned in playing polo, it’s this one thing. “Never take the momentary result for granted, neither leading nor losing. There might be a game changer—unexpectedly and always,” he ends.

Text by Mariel Abanes

VEUVE CLICQUOT





**WORLD POLO
LEAGUE**

WORLD POLO LEAGUE

Here's another family affair, but this time it's the sister-and-brother duo, Riley and Grant Ganzi. Both will endeavour to follow in their parent's footsteps by winning their first Snow Polo World Cup in Kitzbühel. With the 8-goaler Nic Roldan playing, one of the highest handicapped players of the tournament.

The World Polo League team is undoubtedly one of the crowd favourites— with two Ganzis upfront and the hard-hitting Nic Roldan at the back, this all-American team can certainly pack a punch.



TEAM CAPTAIN

GRANT GANZI



Handicap: 3 Position: 2



RILEY GANZI



Handicap: 1 Position: 1



NIC ROLDAN



Handicap: 8 Position: 3

TOTAL TEAM HCP: 12

GRANT GANZI

WORLD POLO LEAGUE TEAM CAPTAIN GRANT GANZI is here to continue the legacy his family has built over the years. Having been born a part of the polo-loving Ganzi family, we are sure that the polo genes are present in his DNA. He grew up watching the members of his clan working their way up to the highest handicaps, and he isn't going to fall short in league, either.

After all, the sport of kings is the reason why their family is tight-knit. "I enjoy the fact that I can play with and against my entire family," he reveals. "It makes polo unique from almost any sport."

Given that his family is crazed about polo, it's not a surprise that he began playing the sport at the young age of four. However, it wasn't until he was 13 that he took going on the field more seriously.

Fast forward to the present, Grant is now all in. With 20 years of experience under his belt, the team captain has already won various tournaments throughout his career. He mentions that winning the 26 goal Palm Beach Open in the World Polo League and being a part of the winning team in the 26 goal USPA Gold Cup are feats most unforgettable for him.

With the pandemic going on since 2020, it's unfortunate that Grant couldn't hit goals as much as he wanted to for a while. In January the following year, though, he took the opportunity to finally make a comeback once the restrictions eased up. The polo player returned to the arena to play 6 to 20 goal at Grand Champions Polo Club.

And, of course, flying to Kitzbühel to compete in the Snow Polo World Cup is included. Discovering polo on ice through his parents, he got inspired to try it out and has participated in snow matches. Then, he "followed my mom's footsteps competing in Kitzbühel and St. Moritz," Grant shares.

Training for snow polo requires quite a bit of preparation on his part. Before the games begin, the sportsman makes sure to arrive early on location to ride his horses, get acclimated, and be well-rested. "Both things are crucial to success," he points out.

Add to it that he's well-acquainted with snow polo, with his participation on the snowfield in Aspen. Meanwhile, Grant gets in shape through various practices and games instead while in Florida. Also, he's confident enough that his team's chemistry, teamwork, and talent will take them to glory.

"Knowing my teammates and having played with and against them multiple times are our advantages," the team captain says. Having discipline and not having a lot of fouls while on the field are key strategies to keep the team afloat throughout the tournament.

This isn't hard to keep for the polo player. Grant describes himself as someone who's quite disciplined on top of a horse. He matches this trait with being simple on play and being a good teammate. Plus, his versatility does the trick. "I tend to play more forward because of the level I usually play, but I can play in the back as well," he adds.

Beyond the snow polo tournaments, the sportsman dreams of playing in other several major competitions. "My goal is to play at the Argentine Open or Cámara," Grant opens up. "To win the U.S. Open has always been a dream of mine as an American player."

Besides his family, he looks up to Juan Martin Nero when it comes to the sport. "He's the best back in the world and possibly ever. I respect the way he captains teams and plays the game," he excitedly shares.

To thrive in snow polo and beyond, the team captain carries a valuable lesson only he got from playing for two decades in the sport of kings—to respect his opponents as he would his teammates. "The best games I've played are where all players respect one another and have fun," Grant ends.

Text by Mariel Abanes

WORLD POLO LEAGUE





INTOCAST

Team Captain Matthias Normann, the only Austrian playing in this prestigious tournament, will be counting on the home advantage with this 12-goal Intocast team. He teams up with not just one but two solid and experienced Argentines—Micky Duggan and Martin Juaregui, who both hold a handicap of 5. This team is very balanced, with a lot of experience on all playing surfaces.

Without a doubt, this team could be a contender for the final and go all the way!



TEAM CAPTAIN

MATTHIAS NORMANN



Handicap: 2 Position: 1



MICKY DUGGAN



Handicap: 5 Position: 2



MARTIN JUAREGUI



Handicap: 5 Position: 3

TOTAL TEAM HCP: 12

MATTHIAS NORMANN

WHEN ASKED ABOUT WHEN THE POLO BUG BIT HIM, Intocast team captain Matthias Normann simply remembers the moment. “I tried it once,” he recalls. “And I never stopped.”

He has been playing the sport of kings for a decade. Needless to say, Matthias felt what most first timers did during their initial encounter with polo—the exhilarating feeling of hitting balls while riding atop a horse to score goals is incredibly addicting.

Thus, it is only natural for him to dabble into it right away, joining his first game at the Amadeus Cup that’s close to San Antonio de Areco in Argentina. Throughout his years in polo, he had the chance to meet Your Majesty, Queen Elizabeth II—which he considers his biggest achievement in the sport!

Fast forward to the present, and the passionate polo player is now leading his team towards a possible win in this year’s Snow Polo World Championship. Matthias is beyond thrilled to be back on the icy field for the second time around. He’s glad that, “It’s finally taking place again!”

“It looked like a lot of fun when I saw it first during a ski holiday,” Matthias tells about his discovery of snow polo. Enchanted by the idea of passing polo balls on a white field surrounded by the beautiful Austrian mountain scenery that he just can’t get enough of, the cold temperature is no match to the passion that burns within him.

And now, he’s ready to take the trophy for the 2023 tournament. He conditioned himself for this day with constant gym practice and regular riding schedules the whole year round. To prepare the whole team for the battle on ice, they planned indoor plays for a couple of weeks to get both themselves and their horses ready.

Matthias is confident of Intocast’s fighting chance, as he believes in the strength of every one in his group. “Micky Duggan is very talented and brave in defending, while Martin Juaregui... is just being Martin,” he muses.

They also trained their horses big time. Matthias narrates their process of working up their horses for the forthcoming tournament. “They [the horses] started their physical training beginning November, doing lots of rounds on sand. And from December onwards, we add playing on sand to the ponies. It’s a training for them to get used to the different games and to the larger, red polo balls,” the team captain shares.

Even with all these arrangements, it won’t be a victory if they’re not willing to be at their best. Matthias points out that “giving it everything” is their ultimate playing scheme. The cold doesn’t bother him either, as he admits that going all out on action keeps them hot throughout the game. “It’s more about staying warm before and after the match,” he muses.

For first-time snow polo players, the Intocast leader offers a few words to remember. “Do not only rock up for the match, but take the opportunity as well as the time to ride on snow before the tournament starts!” Matthias advises.

Ultimately, it is more just the adrenaline on the field that keeps the polo player coming back. What he loves the most about being in polo is the fact that despite competing against each other on the field, it’s a whole different atmosphere once you step down and meet your teammates and opponents.

“We all fight very hard to win matches. But once the game is over, we stand around the fire in old friendship like nothing has happened,” Matthias says.

For this year, win or lose, he plans to adhere to one motivation—that you will never know how a match will end until it’s played.

Text by Mariel Abanes

INTOCAST





BODVÁR

The winners in 2022 but this year in an all-new lineup. Team Captain Daniel Deistler, who made his debut last year, will be looking to take his team all the way to the final this year. He will be accompanied by the German 6-goaler Patrick Maleitzke, who won it in 2017, and the French 6-goaler Clemente Delfosse, who has joined multiple snow polo tournaments in the past.

This team is truly a force to reckon with and definitely one of the favourites!



TEAM CAPTAIN

DANIEL DEISTLER



Handicap: 0 Position: 1



CLEMENT DELFOSSE



Handicap: 6 Position: 2



PATRICK MALEITZKE



Handicap: 6 Position: 3

TOTAL TEAM HCP: 12

DANIEL DEISTLER

FOR GERMAN POLO PLAYER DANIEL DEISTLER, THERE ARE ONLY THREE WORDS TO DESCRIBE POLO: “MOST AMAZING THING.” He also raves about how the sport of kings is so addictive that once you’re in it, it’s impossible to look elsewhere.

We can trace back his discovery of polo some years back, thanks to some of the women in his life. After being introduced to the sport, he found himself in Argentina to play for the first time. “So I tried polo—and then, I found myself doing it for longer periods of time,” the polo player recounts.

The devoted player had already lost count of the number of tournaments he has played in his five years of chukkas and matches. Just for last year alone, Daniel had signed up and played in eight tournaments. Although he is busy travelling most of the time, he still makes time for polo whenever he has the opportunity.

Throughout his career, he considers two exceptional events that he’s proud to be in—participating in the Palermo Open and joining the French Open at Polo Club du Domaine de Chantilly. While playing alongside more experienced players, he feels a swell of pride that he can have a good match on the field with different professionals. “I remember my horses and the good times we had together, too,” he adds.

Daniel will be including a new memory in his long string of unforgettables in this year’s Snow Polo World Cup. Having been a spectator in the past and a Kitz first-timer earlier this year, he’s stepping on the ice field again to score goals along with teammates Patrick Maleitzke and Clement Delfosse.

The team captain shares that he’s feeling “a little bit of everything” as he leads his team in this year’s tournament on ice. Prior to his first experience in snow polo, Daniel is admittedly scared about how his horses would be like. “But I’m a lot more enthusiastic about doing it because I know that it will be a lot of fun,” he muses. But now, he knows he’s prepared to wing it—and win, his team will!

“Good players are out there, good teams, good matches, and a great tournament—so I’m really excited.”

Prior to his stint in Kitzbühel, the polo player also participated in other snow polo tournaments—one of them being the Cortina D’Ampezzo Polo Cup. At least, he can “say I tried snow polo one time before Kitzbuhel!” he laughs.

Shrugging off the worries and the jitters, Daniel is just optimistic about having both Patrick and Clement in his team. Previous Snow Polo World Cup winner Patrick, he opens up, is “one of the best players on the arena and snow in Europe.”

Meanwhile, the team captain praises Clement for being a great team player and his top-notch skills that are comparable to Patrick’s. He is also experienced in snow polo because he used to play at the Polo Masters Magève in France. “I’m confident that we can be a good tournament team here,” he notes.

While bagging the top honours is the ultimate goal of most polo players, Daniel sees it differently. Sure, it’s great to have your team’s name as the victor, but for him, playing polo is really about enjoying and having a good time on the field.

“I would like to have fun,” the sportsman says. “I would like to have a good tournament experience, wherein I could touch the ball and score some goals.”

To do so, he believes that playing as a team—not parading on the field to do the match alone—is key. There must be support within the group and the willingness to try and be the best team that they can be.

“If we’re winning, then I’m happy. And if we are losing, I’ll be happy as long as we had a good match and we played as a team,” Daniel smiles. “This is my goal.”

Text by Mariel Abanes

BODVAR



MACKAGE

M A C K A G E

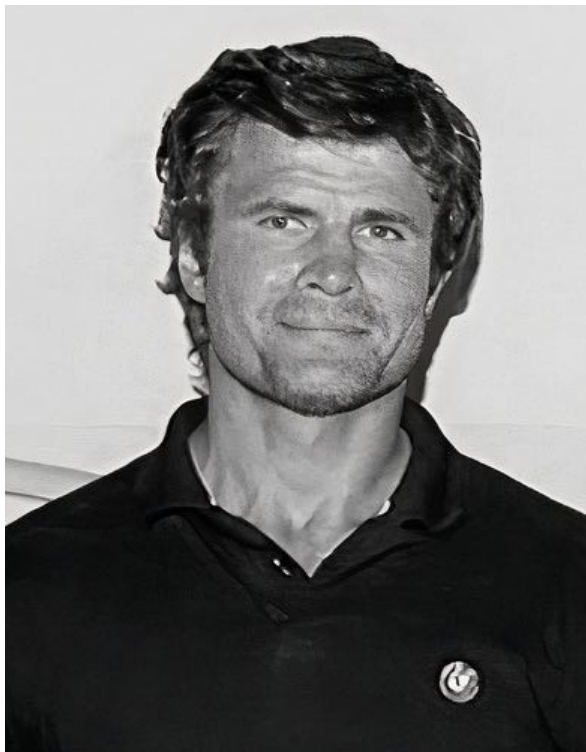
A new team is entering this year's tournament, and two players hail from England! Team Captain Hugo Baldwin and the very experienced 7-goaler Oli Hipwood, who has a successful track record of playing on all surfaces, will be the driving force in this team. Together with the Argentine 4-goaler Hernan Pieres, this 12-goal team is a massive threat to everyone vying for the trophy.



HUGO BALDWIN



Handicap: 1 Position: 1



HERNAN PIERES



Handicap: 4 Position: 2



OLI HIPWOOD



Handicap: 7 Position: 3

TOTAL TEAM HCP: 12

HUGO BALDWIN

IF YOU ASK MACKAGE TEAM CAPTAIN HUGO BALDWIN, A LESSON HE HOLDS DEARLY IN LIFE—INCLUDING IN POLO—IS ABOUT NEVER NOT TRYING OVER AND OVER UNTIL YOU SUCCEED. “If you don’t roll the dice now and again, you can’t get a six,” he puts simply. This positive mindset is one of the things he’s bringing to the snow polo field as he joins this year’s Kitzbuhel tournament for the first time.

An English man with a big passion for horses, it was only a matter of time before he finally flew to Austria to trade the arena for polo on ice. He’s in love with the sport after all, and considers playing this version a goal of his. “I’m super excited,” he shares. “For me, it’s the most glamorous version of the sport you can play, and it just looks so fun.”

But before hopping on the thrill and adrenaline of this tournament, Hugo had had his fill of polo for a long time, tracing back his first polo memory when his parents brought him to Cowdray Park at six years old. “I was enthralled with it all the way back then. Then, I told them that one day, I’d live around here and play polo,” the team captain recalls.

And just like that, he started playing polo. While his first time hitting goals was admittedly a terrifying-but-delightful experience for him back then, it has now become a feeling of boldness, bravery, and freedom. Currently, Hugo has a string of achievements and wonderful moments in the sport of kings, some of which he fondly recalls.

“Playing in Australia, especially the daily farm chukkas we had with Gus and Cole Aguirre at their beautiful polo property, Timor Station, in NSW Australia,” he muses. Hugo also takes pride in winning the HPA Arena 8-Goal Victor Ludorum as the best 8-goal side in the country and was presented with the cup at Guards Polo Club.

The polo player keeps a regular schedule of his polo activities. He mounts his horse three to four times a week during the summer! And throughout the year, he signs up for three or four tournaments as well. “But hoping to do five this coming season,” he adds.

But of course, polo isn’t the end-all—Hugo is also a successful businessman. In defining success, it’s evident that the polo player understands risks very well, pointing out that learning from mistakes and ensuring they are not repeated is his guiding principle. “Be careful and considerate but know that occasionally, you will need to take a risk to achieve something you didn’t think before was possible,” he says. To be able to do so, he believes in working honourably, working harder than the competition and staying humble.

It’s the same mindset that he brings to the field, all while working hand in hand with your team. He also lists some secrets to polo success. “Giving your all for the team, playing to your strengths and helping your teammates play to theirs,” Hugo enumerates.

Expect to see this fire in the team captain and his teammates during the matches, bringing in “some real experience in the form of Hernan and Oli”, as Hugo tells. “We’re here to have fun and just get stuck in,” he asserts. “Hopefully, that lack of pressure on ourselves will allow us all to play to our strengths.”

But no matter the result, the most important thing is to play polo. “Either on the field or in the bar afterwards, I’m here with my family and friends and looking to have the best time ever,” Hugo ends.

Text by Mariel Abanes

MACKAGE



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POLO SELLS

Luxury brands & polo – a match made in heaven

by Nigel à Brassard



A VISITOR FROM ANOTHER PLANET MIGHT BE EXCUSED FOR THINKING THAT POLO WAS THE WORLD'S MOST POPULAR SPORT, GIVEN THE NUMBERS OF PEOPLE WEARING SHIRTS WITH A POLO PLAYER LOGO ON THEM – far greater than those wearing Real Madrid or New York Yankees replica sports tops. The visitor might also wonder why the images of polo players and games have been used by such a wide variety of manufacturers to advertise their products and services over the last 120 years. Some of the earliest examples of polo adverts I have found are from the 1890s, such as Ellimans for their eponymous Embrocation, which features a drawing of a polo match, and James Buchanan & Co. Scotch Whisky distillers who used an advert with a polo player at full tilt about to play an off side

forehand with the slogan 'Black & White Leads.' Now, luxury brands such as Jaeger-LeCoultre and Royal Salute Whisky are inextricably linked to the sport, which they include within their present day advertising and marketing strategies.

This article looks at some of the ways that a polo theme has been used – some of which might seem obvious and some rather unusual.

CLOTHING

The image of polo has been widely used to advertise men's and women's clothing. In 1945, men's fashion tailoring business, Brioni began in Rome. Named after an Italian island, which had been one of the most exclusive resorts in the first decades of the 20th century, it was also home to the first Italian polo Club founded in 1924. The promoters of the new tailoring brand had been inspired in the choice of name for their business by a 1937 Italian State Tourist poster that promoted the island with an illustration of an elegant polo player. Brioni adapted the image of the player (regarded by them then and now as "the only elite sport left in the world") as their insignia and they registered the logo in 1952 and used it on the lining of their jackets and stamped it on their blazer buttons.

In the 1930s, the Bachrach Company advertised a new line of woven foulard neckties, which were called 'Hurlingham' and the advert featured a sketch of a polo game in progress. I have an early advert for men's detachable shirt 'Polo' collars that uses the image of a mounted polo player. In 1937, Timely Climateer Topcoats are shown being worn by spectators at a polo match. A wide range of clothing stores including Saks-Fifth Avenue, B. Altman, Gunther Furs and Henry Bendel all advertised clothes to wear when watching polo. I also found an advert with a polo theme from the 1940s advertising Martyn Fisher's fully fashioned lace stockings for ladies for golf and country activities. Andre Gillier, a hosiery manufacturer, launched the Rene Lacoste mesh tennis shirts in the 1930s and used a polo player in some of their adverts too.

The polo shirt, as an informal fashion item, had first appeared in the late 19th Century and there are references to casual shirts described as "just the thing for hot weather, new line polos" in the American press at that time. In 1893, the American Economics and Business Magazine commented on the "new version of the 'polo' shirt which had been seen being worn by the players from the Hurlingham Polo Club near Buenos Aires". In 1896, John Brooks – grandson of the founder of Brooks Brothers – introduced a button-down collar shirt,

which he had designed after watching an English polo match, where Brooks observed that the players' shirt collars were secured with buttons to keep them from flapping in the wind. Probably the first example of a polo shirt with an embroidered emblem of a mounted polo player, was in the 1920s and was sold by a shop in Buenos Aires that had been opened by leading polo player, Lewis Lacey.

In 1967, the former Brooks Brothers tie salesman, Ralph Lauren (he had changed his name from Ralph Lifshitz) started selling his own designed ties, which he labelled 'Polo.' In the early 1970s, Lauren released a line of tailored women's suits with a polo player logo (similar to that used by Brioni) on the cuff and in '72 he launched a range of short sleeve cotton pique shirts with his polo logo. Lauren had obtained the rights to use the 'Polo' trademark from Brooks Brothers, however as part of the agreement, the company retained the rights to the description of the 'Original Polo Button-Down Collar Shirt.'

TIMEPIECES & JEWELLERY

Rolex, Longines, Hublot, Omega and Richard Mille are some of the luxury watchmakers that have used polo imagery in their adverts. Perhaps the culmination of this association was the iconic 1930s Art Deco Reverso watch designed by Jaeger-LeCoultre at the request of British Army officers in India who challenged the Swiss watchmaker to produce a watch that was both elegant and able to survive the rigours of a polo match. Many jewellers have included a polo theme to advertise their products – most notably Cartier's long association with The Coronation Cup and now The Queen's Cup at Guards.



CARS

There is a wonderful 1939 advert of a polo player sitting on the running board of a Studebaker President automobile. In '59, Austin-Healey – “the sports-car of sportsmen” – was marketed with a polo theme and the car was described as “to be driven by the man who lives for swift, sure-footed action”. In the 1960s, a Saab advert showed a player leaning out of the front window with a polo stick in his hand and stated “we don't expect you to play polo in a Saab (though it has been done)”. Polo has also featured in advertisements for Lincoln Cars, Plymouth Savoy Estate Cars, Fisher Bodies, Citroen, Cadillac La Salle, Buick, Packard, Maxwell 25 and for the Nissan Pathfinder which suggested that “chances are, you won't be rounding up seven friends and having a go at the game of kings... But with the Nissan Pathfinder, you'll never be more tempted”. Volkswagen took the association with the sport to the limit when they launched the VW Polo. More recently, Audi have inextricably associated their brand with polo through The Audi International Polo Series and their sponsorship of the England polo team.

Whilst most of the adverts have been pitched at the luxury end of the car market, in the 1940s the De Soto Company used a polo theme to advertise “America's smartest low priced car.”

The Texaco Gasoline Company used an advert in 1928 for motor oil featuring a polo player standing at the side of a polo match talking to girls dressed in the flapper fashion of the Twenties. The advert read: “there is nothing like it – nothing quite so thrilling as the instant obedience of a seasoned polo pony – unless it is the smooth, unfaltering power response to the new and better Texaco”. Mobilgas used polo in its adverts and stated that, “You have seen movies of polo games – how those ponies race, turn, get away fast! That's the quick action you want when you drive.”

Perhaps unsurprisingly, images of polo have been included in adverts to sell car tyres and wheels such as those of Dunlop and Englebert Ambassador. In 1937, New Departure Ball Bearings featured a polo pony and described their product as being “pedigreed to serve you better” whilst twenty years later, Kelsey Hayes of Detroit used a polo image to promote their “smartly styled car wheels.”



FOOD & DRINK

Polo images have been used frequently by the food and beverage industry. I have found adverts for Austin Nichols & Co. 'Cut Green Spring Beans'; High-Goal 'Californian Asparagus'; Polo brand Californian oranges – even concentrated tomato paste and sardines. Crawford's and Huntley & Palmers have used polo to advertise their biscuits and Whitman's Chocolates claimed to "give energy for the game and zest to the [polo] players". In the 1950s, a Nescafé Instant Coffee advert advised that polo was "a strenuous game! Tensely following every twist and brilliant manoeuvre, we onlookers too, share in our way the rigours of the game. It's a good thing that the lunch-basket contained supplies of [Nescafé] alerting brain and nerve, fitting us to play an appreciative part." Polo Premium Fruit Juices explains the inclusion of a polo player in their adverts "since polo is a high-end sport that holds the nickname 'The Sport of Kings,' we thought our liquid much like the sport." Carling Red Cap used Peter Perkins to advertise their beer and suggested that "a truly fine ale, like a high scoring polo team, must have a character all its own". Whisky, brandy and gin distillers such as Hiram Walker, PM ("the champion of whiskies"), Canadian Club, Haig & Haig, Seagram's Canadian Whisky, VAT 69 ("preferred by sportsmen the world over") and Hennessy Cognac have used polo images in their adverts. Canada Dry Ginger Ale advertised that it was "a beverage which makes them [polo players] keener, more fit to play the game of kings and princes". But it was not only the drinks themselves, but the bars where they were consumed that incorporated the polo theme. The Beverly Hills Polo Lounge and the Polo Bar at the Westbury Hotel in London's Mayfair and the erstwhile Westbury Hotel Polo Bar in New York's Manhattan are examples.



TOBACCO

In 1913, Turkish Trophies Cigarettes issued a series of paintings called "Hamilton King Girls", one – 'Polo Girl' – featuring an elegant girl in a tailored coat holding a polo stick. Player's Cigarettes had an advert featuring a mounted polo player smoking and leaning across to light a cigarette of a horsewoman. In the 1940s, Camel used Cecil Smith, the American 10 goaler, to advertise their brand with the copy that "experience is the best teacher in polo...and cigarettes! Camels suit me best". The advert also boasted that "more doctors smoke Camels than any other cigarette". A series of advertisements for Herbert Taryeton Cigarettes used photographs of polo players including Mr Henry Lewis III, Robert Skene and Peter Perkins. The claim was that "discerning people prefer Herbert Taryeton cigarettes" as demonstrated by Peter Perkins who was a "discriminating judge of horses and equally discerning in his choice of cigarettes". A poster from 1938 has a painting by the Hungarian artist Lajos Marton of a polo player hitting a near side backhand shot to advertise Polo – American Blend Cigarettes. There were Polo Club cigarettes in Paraguay, Polo cigarettes in Poland, Ogden's Polo Cigarettes and Polo Lights – American Blend in Germany. A Murad, The Turkish Cigarette advert shows a mounted polo player smoking with the claim that "the man – chosen from a hundred polo players for skill and nerve. The horse – chosen from a thousand polo ponies for speed and courage. The cigarette – MURAD chosen everywhere, for Quality and Enjoyment, by men who know." In 1968 Jaguar Gold Label used a polo theme to sell their cigars.

UNUSUAL ITEMS

More unusual items that have used a polo theme include a 1933 Listerine Tooth Paste ad with the by-line "isn't it funny, that people with money, prefer a 25 cent toothpaste."

Gillette Blue Razor Blades featured the polo player Peter Perkins to claim that their blades made the user "look sharp, feel sharp and be sharp." In 1947, Eveready claimed that "the electricity energy in a tiny Eveready flashlight cell would drive a polo ball the full length of the



HOW THE WHISTLE BLENDS. The match ends. And as the polo players break for the sidelines at Gallopok, an exhilarated crowd turns to post game celebrations with Seagram's V.O. Renowned for its poise and perfect balance, V.O. is poured wherever sportsmen convene on great events. It is known the world over as Canada's finest, best and tastiest in the product whisky system.

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field – 300 yards – and do it 7 times, to score 7 goals." Copper & Brass Lightning Rods and Conductors had an advert with photos of Tommy Hitchcock's and Harry Payne Whitney's polo ponies. Cessna Aircraft in October 1941 showed a pilot leaning out of the aeroplane cockpit to hit a polo ball and stated: "with that sleek mount he can really take the ball through for a winner." In the 1930s, Mimeograph advertised that "Accuracy. The fine precision of a skilful polo player is one of the most remarkable accomplishments in all the realms of sport. The faithfulness with which a Mimeograph reproduces a typewritten sheet is also a high achievement in accuracy." In the 1950s, McCullough compared their outboard motors to a polo pony and suggested they were "the most obedient, smoothest-performing package of dynamite-on-water that you can command." Some of the most unusual polo themed adverts I have come across are those for Saraka laxative – which showed how the Emperor 'Inbad the Ailer' was able to recover from constipation after taking Sakara to be able to play in an important polo match. Fleischmann's Yeast using polo imagery claimed their product could ensure "a well regulated body."

Polo – a sport played by only around 30,000 people worldwide – clearly carries a lot of weight in advertising kudos judging by the popularity of it as an image to advertise everything from car tyres to laxatives and from lightning rods to timepieces and a whole lot more. An established advertising maxim is that 'sex sells,' but clearly 'polo sells,' too.

NEU

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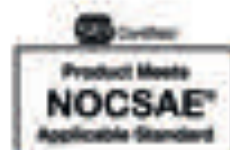
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SNOW POLO FACTS

Aside from knowing polo terms and the players' names, there are more things to learn about polo. Now, it's time for some fun facts that everyone should know about snow polo—and yes, it's more than just dropped temperatures and an exciting match on the field!

1

The first-ever snow polo tournament was staged by Reto Gaudenzi in 1985, making him the Godfather of Snow Polo.

2

The first Snow Polo World Cup in Kitzbühel saw only over a thousand spectators. Now, it has grown to over 15,000 and continuously increases every year!

3

The snow polo field in Kitzbühel measures 50 metres by 100 metres with 15 metres behind each goal post—it's almost as big as a football field!

4

Instead of the white polo ball, players use an inflated ball in bright orange or red hue to ensure its visibility against the snow.

5

Snow polo is played with three to four players per team.

6

Unlike other polo matches, snow polo is played only over the course of four chukkers that run for six minutes each.

7

Polo ponies wear an extra stud in each shoe to help increase traction on snow. In Kitzbühel matches, ponies are required to wear overreach boots while playing.

8

Around 120 polo ponies play in the Snow Polo World Cup Kitzbühel every year!

9

Similar to humans, ponies need to adjust to cold temperatures, especially in places with high altitudes. For snow polo tournaments, they travel days before the match to give them time to acclimatise.

POLO GLOSSARY

Do you know polo like the back of your hand? Let's find out—here are important terms that every polo enthusiast must know!

B

BACKSHOT

The countermovement to a forward shot. It uses a backswing, which starts at the point the forward swing ends.

C

CHUKKA

The period of play per set in polo. In high-handicap matches, six chukkas last for seven minutes each, with an additional 30 seconds of overtime.

G

GOAL

It is achieved when the ball crosses the line between the goal posts. A goal is accepted no matter who scores it, including a player's pony.

H

HANDICAP

One's playing rank. The rating runs on a scale of -2 to 10 and is determined by a player's overall playing ability.

H

HOOK

It is done by using the mallet to block or interfere with an opponent's swing, thus hooking his mallet with the other player.

L

LINE OF BALL

It is the imaginary line created by the ball when it travels. It represents the right of way for the following player nearest that line.

M

MALLET

The mallet, also referred to as the stick, is used to hit the polo ball. Its shaft is usually made from bamboo, while the head is crafted from hardwood.

N

NEARSIDE

The left side of the pony. It also refers to the two basic polo shots—the nearside forehand and the nearside backhand.

P

PENALTY

A free hit is awarded to a team when a foul is committed. It is taken from a set distance, depending on the severity of the offence.

R

RIDE-OFF

It is made when one player pushes or bumps against their opponent and their pony to defend the ball.

T

TAILSHOT

A shot where a player hits the ball behind and under the pony.

U

UMPIRE

The official on the field during a match. They can be recognised with their usual uniform of black and white with vertical stripes.



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6 GOAL

8 GOAL

12 GOAL

16 GOAL

HIGH GOAL

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THE METROPOLITAN CUP

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LIMITED EDITION 12 GOAL SERIES

FEB 14 - MAR 4
THE GRAND CHAMPIONS CUP

FEB 1 - 11
THE STERLING CUP

FEB 14 - MAR 4
HALD POLO TROPHY

FEB 14 - MAR 4
THE TOP PONY 8 GOAL

FEB 14 - MAR 4
SIEBER MEMORIAL TROPHY

MAR 7 - 25
THE POWER HORSE INVITATIONAL

FEB 6 - 25
THE \$100,000 WORLD CUP 10-400

MAR 7 - 25
MABELSON BOURDIER MEMORIAL

MAR 7 - 25
THE LIMITED EDITION 8 GOAL

MAR 7 - 25
TOP PONY 12 GOAL

MAR 20 - APR 15
JOHN T. GALLEY MEMORIAL

FEB 26 - MAR 12
SANTA BITA ABIERTO

FEB 15 - 28
\$50,000 NATIONAL 12 GOAL



WORLD POLO
LEAGUE

WPL 26 GOAL

FEB 7 - 25
THE ALL-STAR CHALLENGE

FEB 23 - MAR 12
THE FOUNDERS CUP

MAR 6 - 26
PALM BEACH OPEN

APR 2
TOMMY HITCHCOCK
-LEGACY MEMORIAL

MAR 22 - APR 15
TRIPLE CROWN OF POLO
SAN SHIT APR 11

APR 21 - 25
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WCT

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OUR EVENTS & PARTNER EVENTS



KITZBÜHEL

TRAVEL GUIDE

Aside from attending the BENDURA BANK Snow Polo World Championships, there are many places that you can check out when in Kitzbühel. Prepare to be enchanted as we show you the best spots around this wonderful town!





1



2



3



4

WHERE TO EAT

RESTAURANT HOCHKITZ BEI TOMSCHY

An absolute classic and a must-visit destination in Kitzbühel. This dining spot is 1,700 metres above sea level and boasts of its 360-degree panoramic views. Make sure to check out their ‘Keep On Friday’ sundowner drinks, available every Friday from 4:00 pm onwards. On Saturday, catch the ‘Streif the Night’ until 6:00 pm. Be there or nowhere!

ZUMA

Serving sushi at its best! Apart from what is probably the best sushi in Austria, their interior design and concept are also unique. Make a reservation in case it gets full!

NEUWIRT

The newly inspired concept in the Neuwirt ranges from vegetarian cuisine to energy cuisine to perfect steak and traditional Tyrolean cuisine. Everything a gourmet lover desires is offered here!

HUTSCHPFERD PALAIS

A brand new and unique restaurant in Kitzbühel that is genuinely “hard to find, harder to forget.” If you’re craving for something traditional, drop by and have a taste of the best Schnitzel in town. It was love at first bite—what else needs to be said?

HORNKÖPFL HÜTTE

On the sunny side of Kitzbühel is the Kitzbüheler Horn, where you will find the Hornköpflhütte. Always filled with a fantastic atmosphere, it goes well with their delicious Tyrolean specialities, pan-fried dishes, and an exceptional range of wines.

ÖZER

Do you love shopping for food? This is the place to be! Here, they offer a new concept in gourmet food. They also carry the freshest fruits, vegetables, as well as delicious variations from WLOVE. The best truffles are, of course, available here!

1. Hutschpferd Palais
2. Restaurant Hochkitz Bei Tomschy
3. WLOVE products available at Özer
4. Zuma

THE TEAM BEHIND SNOW POLO WORLD CUP KITZBÜHEL 20TH ANNIVERSARY MAGAZINE

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WHERE TO UNWIND

THE OFFICIAL POLO BAR

Found inside the Hotel zur Tenne, make sure to try drinks in the newly selected POLO BAR—where the ‘who is who’ in Kitzbühel can always be found.

The hotel will reopen in 2024.

CLUB TAKE FIVE

This place is the most legendary club in Kitzbühel, where almost everyone has celebrated at least once. Now under new ownership, the club is ready for more wild nights! If you still haven't been here, this is the place for a Studio54 kind of night.

HARISCH BAR

The redesigned bar in the middle of the Gamsstadt inspires with the motto, “Taking life not too seriously is the real luxury.” If you are looking for a classy place to have a drink, look no further—you found the right spot.

SCHWARZEE

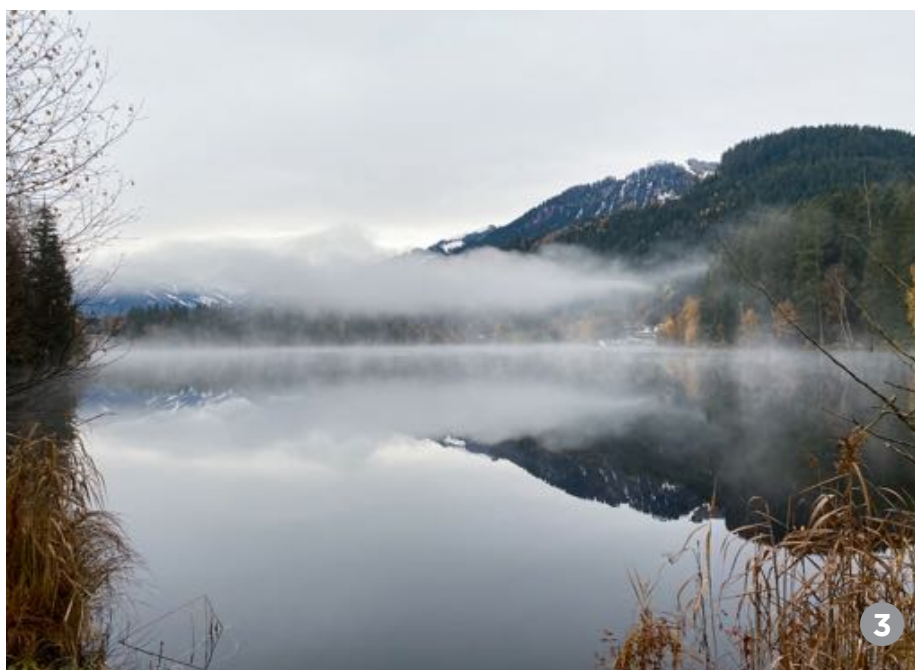
Detox your body and soul with an early run or walk around the magical Schwarzsee. Doing so will recharge your energy levels, too!



1



2



3

1. The Official Polo Bar
2. Harisch Bar
3. Schwarzee

MEET THE POLO DOC

POLO IS ELEGANCE IN MOTION—an extreme sport that dabbles in the speed of the horse and the performance of the riders on horseback. It's also about balance and precision, both which are necessary for goals to be scored. The players and horses are required to give their best during every aspect of the game, with the demands increasing exponentially when it is played on snow.

The risk of accidents is high; however, the teams are well-trained. Through my many years of experience in working with top athletes and the latest equipment, I will do an excellent job to ensure that players' injuries on and off the field are optimally treated.

I wish everyone another safe and unique "Kitz Polo on Snow" experience—with plenty of goals hit.

POLO IST FASZINATION PUR—*Spieler und Pferd wird in jedem Augenblick des Spiels maximale Leistung abverlangt. Um beim Spiel erfolgreich zu sein braucht es die Kombination aus Geschwindigkeit und Präzision. Auf Schnee wird dies nochmals exponentiell schwieriger.*

Die Unfallgefahr ist generell hoch, jedoch sind die Teams gut trainiert und vorbereitet. Durch meine langjährige Erfahrung in der Arbeit mit Spitzenathleten und dank modernster Ausstattung bin ich präpariert um mögliche Sportverletzungen bei den Spielern auf und neben dem Platz optimal zu behandeln.

Ich wünsche allen ein sicheres und einzigartiges "Kitz Polo on snow."

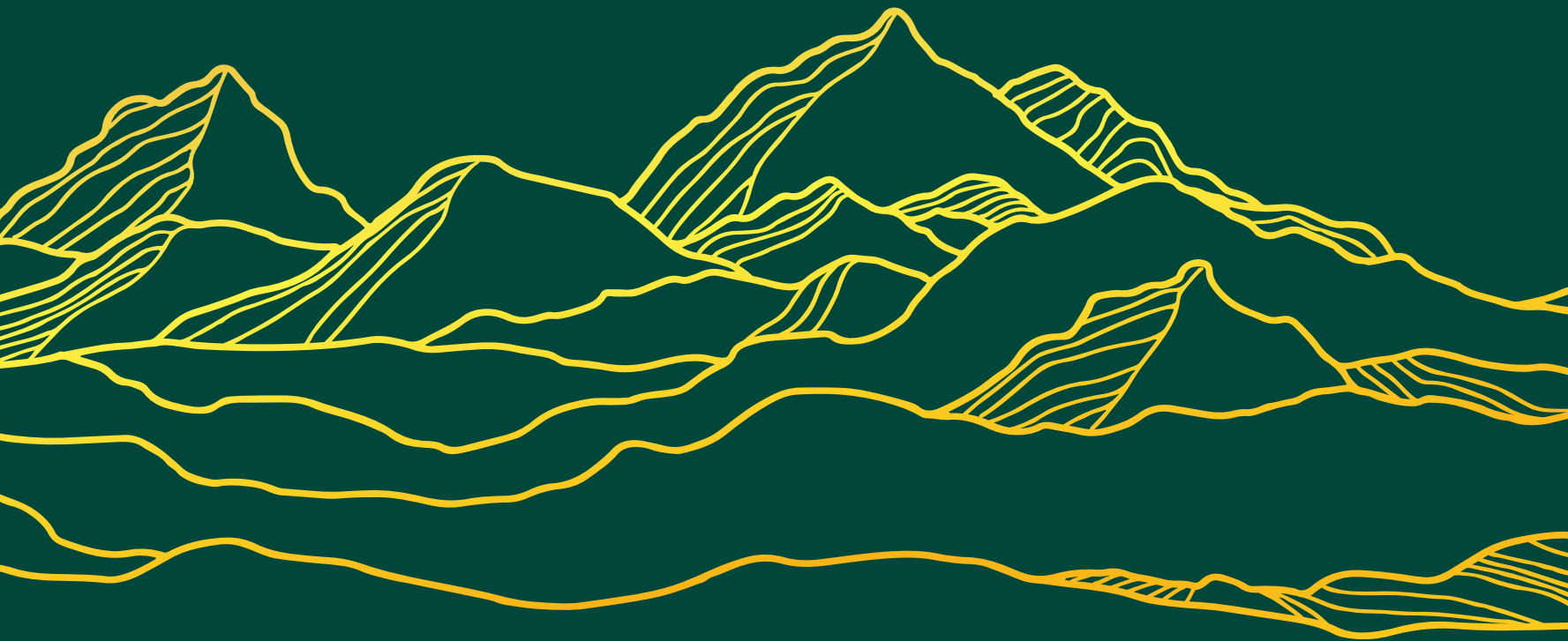


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WWW.ARCHITEKTUR-WIESER.AT

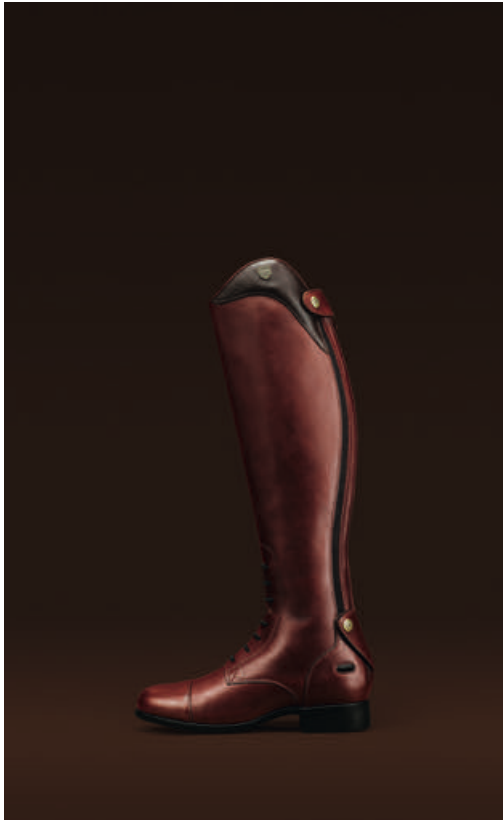


WWW.PANDRAMABAHN.AT



WWW.KITZBUHEHELALPS.COM





In the tent of the BENDURA BANK SNOW POLO KITZBÜHEL, the photo exhibition VÉNÉRATION by the artist MIKE KRAUS curated by FLORENTINE ROSEMEYER will take place during the playing days from 13 to 15 January 2023 for the World Cup.

Florentine Rosemeyer, an expert in contemporary art, has chosen the impressive equine photography of dressage horses by Mike Kraus for the exhibition, because it reflects the essence of POLO: the polo horses are echoed exactly in the depicted highly dressed and concentrated stallions. The respect for the proud animals is described by the title of the series VÉNÉRATION, the French translation of worship.

The themes of perfection and the importance of one's own gaze are intrinsic to the artworks. Through precise lighting, optimal framing and composition, and the quality of the print, Kraus has taken every technical and formal detail to the extreme. Unlike the classical representation of the horse in painting, photography or film, Kraus completely detaches the animal from its natural context. Rather, Kraus concentrates on what for him is the „design“ of the horses. In the primacy of composition, horse and object become almost abstract and yet, or precisely because of this, the high aesthetic of the works is an allusion to the beauty of nature.

The Vénération series was exhibited at the Museum Im Prediger in Schwäbisch Gmünd in 2021 and is on permanent display in the art foyer of the Showpalast in Munich.



MIKE KRAUS

Mike Kraus's vast experience in visual and audio projects has created a high standard Artform in his body of works. Born in Vienna, 1973, Mike Kraus moved to Italy, where he studied Photography and Filmhistory at Saci. Subsequently he continued his studies at Columbia University in America and completed 1996 his Bachelor of Arts in Film. Since then his CV expanded in different directions, but his artistic, versatile creative work remained consistent. He worked successful as a documentary filmmaker, cinematographer, musician, director and photographer. He performed at more than 500 concerts with own compositions, as a director he actualized over 100 Tv-commercials and numerous celebrities stood in front of his camera. So it is understandable that his photographic artform signalises an aesthetic perfection, due to his high level experience in film and advertising. Mike Kraus lives with his family in Munich.

www.mikekraus.works



RAA ROSEMEYER ART ADVISORS

Rosemeyer Art Advisors offers since more than 12 years all-embracing art advisory service with a conceptual and long-lasting ambition. As a curator with a great deal of experience and sensitivity Florentine Rosemeyer develops value-creating results through connections bringing quality contemporary art into a compelling dialogue with architecture and interiors. RAA Rosemeyer Art Advisors stands for high standards, transparency, neutrality, objectivity and sustainable thinking.

Dr. (University of Bologna) Florentine Rosemeyer is an art historian. She worked at mumok (Museum moderner Kunst Stiftung Ludwig Wien), Dorotheum Wien, Sotheby's and Galerie Thomas Modern in Munich. For ten years, until 2022, she served as a committee member of the PIN. charity event, Freunde der Pinakothek der Moderne e.V. in Munich. Rosemeyer originally comes from Hamburg, grew up at Lake Starnberg and lived in Munich, among other places. Now she has settled with her family in Oberndorf near Kitzbühel.

WE BRING BACK THE PARTY

Eröffnet erstmals in den frühen 80ern, seit 1993 im Herzen von Kitzbühel, fand der Mythos „Take Five“ seine Fortsetzung in Tirol. Seitdem strahlt der Club Take Five Kitzbühel als dominanter Stern am Kitzbüheler Nachthimmel und ist weit über die Grenzen Österreichs bekannt. Seinen legendären Ruf verdankt der Club Take Five Kitzbühel nicht nur seiner zeitlosen Eleganz. Neben den Party People from all over the world, tumelt sich im Club Take Five Kitzbühel natürlich seit je her die Ski-Society, sowie Prominente und Berühmtheiten aus allen Bereichen. Im Club Take Five feiert ein außergewöhnliches Publikum, international, alt und jung, offen für Neues und dankbar für Altbewährtes, geeint im Anspruch an diesen besonderen Club.

FÜR MEHR INFORMATIONEN: WWW.CLUB-TAKEFIVE.COM
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