



POLO CLUB

BOCA RATON

“YOUR CLUB,
YOUR MOMENTS”

The Polo Post
Revolutionizing Club Communication





POLO CLUB OF BOCA RATON
5400 Champion Way
Boca Raton, FL 33496

Thursday, September 10, 2026

PCMA Club Membership Challenge

Re: Letter of Authorization – Submission of “The Polo Post” Initiative

To Whom It May Concern,

I am writing on behalf of the Polo Club of Boca Raton to formally authorize the submission of our broadcasting series, the Polo Post, as an entry into the PCMA Club Membership Challenge.

As Assistant General Manager, I confirm that this submission has the full support and approval of Club leadership, and that all materials, media, and content included in the entry are the property of the Polo Club of Boca Raton and are submitted with our consent for review and consideration by the PCMA Club Membership Challenge.

The Polo Post reflects our ongoing commitment to innovative, high-quality Member communication, and we are proud to share this initiative as an example of the work being done to keep our Membership informed, engaged, and connected to the life of the Club.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Lorant G. Botha', written over a large, stylized 'P' that is part of the signature.

Lorant G. Botha, CCM
Assistant General Manager
Polo Club of Boca Raton



The Polo Post: Revolutionizing Club Communication

Entry Summary

Reasoning and Goals Behind the Initiative

In a world overwhelmed by endless notifications and shrinking attention spans, getting important news across requires more than just another newsletter—it takes a spark.

Enter the Polo Post, the Polo Club of Boca Raton's dedicated broadcasting series designed to cut through the digital noise and bring the vibrant life of the Club straight to its Members. Guided by the ethos "Our Club, Your Moments," each episode delivers punchy, engaging, and informative three-minute soundbites that capture the true pulse of the community.

OUR GOALS

- 1. Cut Through the Noise:** Deliver Club news in fast, engaging three-minute episodes that capture Members' attention in a world of shrinking attention spans and endless notifications.
- 2. Keep Members Connected, Everywhere:** Replace traditional, low-engagement newsletters with a vibrant, high-energy broadcasting series. Distribute the full Polo Club lifestyle, sports, dining, wellness, and all Club events, across email, TV, the website, and social platforms so Members stay in the loop wherever they are.
- 3. Drive Engagement and Set the Industry Standard:** Capture the true pulse of the community through punchy, engaging three-minute soundbites guided by the ethos "Your Club, Your Moments." Establishing the Polo Post as a fresh, modern format for club communications, driving Member engagement and event registration while redefining what club media can look like.



The Polo Post: Revolutionizing Club Communication Initiative Outline

Club: Polo Club of Boca Raton

Strategy and Implementation

- Package the complete Polo Club lifestyle, including racquet sports, fairway updates, wellness, dining, and all the Club's social and cultural events into bite-sized visual stories.
- Utilize a multi-channel distribution strategy to effortlessly reach Members wherever they are.
- Standardize content into a dynamic, fast-paced 3-minute episode format.
- Spotlight the people behind the Club, introducing Members to Communications Manager Lexi Loring alongside the directors, managers, and key staff whose work shapes the daily Polo Club experience.

Marketing and Communication

- Multi-platform distribution across email, the club website, private TV channels, and social media platforms (Facebook, LinkedIn, and Instagram).
- High-quality visual storytelling tailored to modern attention spans.

Key Wins

- Accumulated over 46,000 views as the series approaches its landmark 15th episode.
- Earned a prestigious 2026 Award of Distinction from the Communicator Awards for high-quality, impactful marketing.
- Set a new benchmark in private club communication, with neighboring country clubs mirroring the format.

Impact and Takeaways

- Sparked a positive ripple effect throughout the community, driving increased event registrations.
- Heightened Member enthusiasm surrounding club communications and built a continuous cycle of engagement.
- Ensured Members feel deeply connected to the Club's present and invested in its future.
- Strengthened trust and familiarity by putting faces to names, helping Members feel personally connected to the team that powers their everyday Club experience.



The Polo Post: Revolutionizing Club Communication

The Results

Why It Matters

Whether highlighting the latest on the racquet courts, fairway updates, wellness initiatives, elevated dining experiences, or can't-miss social gatherings, the Polo Post packages the entire Polo Club lifestyle into bite-sized visual stories. Distributed effortlessly across email, the club website, private TV channels, and social platforms like Facebook, LinkedIn, and Instagram, the series ensures Members stay connected wherever they are – and, by spotlighting the directors, managers, and staff behind the scenes, feel more connected to the people who make it all happen.

The impact has been nothing short of a success. With more than 46,000 views and its landmark 15th episode approaching, the Polo Post has established a new benchmark for engaging, modern club communication.

Beyond the screen, the series has sparked positive ripple effects throughout the community, driving increased event registration and a heightened enthusiasm around Club communications. Members have grown excited to see the Polo Post filmed in their own communities, with some even asking to appear as guests in future episodes.

The media world took notice too: in 2026, the Polo Post earned a prestigious Award of Distinction from the Communicator Awards, celebrating its ability to deliver high-quality, impactful marketing in a fast-paced world with modern attention spans. The Communicator Awards recognizes excellence, effectiveness, and innovation across all areas of communication.

**The Polo Post isn't just news, it's a celebration of community and the people behind it,
one quick episode at a time.**