Boca Club News

**Lacoste And Broken Sound Club Team Up
In Strategic Partnership That Delivers Club International Exposure**

Broken Sound Club (BSC) -- one of Boca Raton’s premier, award-winning golf and country clubs --
is proud to announce a trailblazing partnership with Lacoste, the French brand known for its crocodile logo, iconic polo shirts and sport-inspired premium casual wear. Lacoste is now the official sponsor of the Club for the promotion of Lacoste trademarks and apparel as well as the designated clothing partner for the 5-Star Platinum Club of America.

BSC Director of Tennis Greg Wheaton has had a relationship with the clothing brand for years, both personally and professionally. He reports that he made Lacoste his top choice for his daily tennis apparel “since discovering the quality of the clothing was second to none”.

“I loved how amazing my clothing would look, even after months of wear,” continued Wheaton, “so I knew I wanted to share the fantastic quality of their products with our membership here at Broken Sound.”

Lacoste merchandise has since been a top performer in the Tennis Shop, with members drawn to its timeless elegance of both apparel and accessories. Lacoste soon took notice at how quickly their inventory was moving at the club and followed up with regular on-site visits to the Club. The result: not only did Wheaton forge a stronger relationship with the retailer, the club members themselves had become greatly invested in the merchandise as well, commending staff on how elegant the clothing and accessories were worn and displayed.

Immediately following an on-site tour of the entire Club property and its amenities, Lacoste and BSC met to define how to take the successful partnership to the next level.

With both organizations promoting elegance and a lifestyle of timeless luxury, it was determined that BSC is the perfect backdrop to compliment the clothing brand. This strategic partnership creates new opportunities for both organizations. Among them, Lacoste will:

* hold up to six photo shoots a year at the Club for promotion of the brand’s tennis, golf and fashion collections. Photos from these sessions will include the Broken Sound Club name, giving the Club international exposure via print ads, online and social media promotion and more.
* provide the Club with tennis professionals for club exhibitions.
* support for various Club member events with product giveaways.
* provide clothing to tennis and golf pros and retail staff.
* organize on-site presentations of the Lacoste Sport lines each season.
* invite its guests to BSC for the day to experience/discover Club amenities.

Some of Lacoste’s top sponsored tennis players, include Dominika Cibulkova, Christina McHale, Alize Cornet, Roberto Bautista-Agut, Pablo Cuevas, Benoit Paire and Jeremy Chardy. Since the very first polo was created in 1933, Lacoste has relied on its authentic sportive roots to spring optimism and elegance on the world thanks to a unique and original lifestyle for women, men and children. With a vision to be the leading player in the premium casual wear market, the Crocodile brand is today present in 120 countries through a selective distribution network.

Two Lacoste items are sold every second in the world. As an international group gathering 10,000 women and men, Lacoste offers a complete range of products: apparel, leather goods, fragrances, footwear, eyewear, home wear, watches and underwear, all of them being elaborated in the most qualitative, responsible and ethical way. In 2015, the brand garnered a turnover of 1.95 billion euros.

 “This strategic partnership demonstrates that whatever one’s passion or interest…their active enviable *home* life, *business* life, *sporting* life, and *social* life complement each other perfectly at Broken Sound Club,” added John Crean, CCE, BSC General Manager and Chief Operating Officer. “We’re known as the ‘friendly’ club for the Club’s signature blend of warmth, elegance and genuine hospitality that offers a choice of 27 lushly landscaped intimate residential villages, each with its own character.” He added that all are just minutes away from Broken Sound Club’s main clubhouse with indoor and outdoor dining, two Audubon Sanctuary certified signature golf courses (one host to the PGA Champions Tour season opener), a two-acre
$6 million poolscape with indoor/outdoor bistro, a new $7 million 35,000-square-foot spa and fitness center and 23 tennis courts. This5-Star Platinum Club of America is conveniently close to two international airports and just a few miles from the private Boca Raton Executive Airport, Boca’s burgeoning Class A office parks and vibrant Downtown, pristine beaches, A-rated public and award-winning private schools, two universities, sports arenas and stadiums, and an exciting world of shopping, dining, art and culture, recreation, and nightlife.

BSC is located at 2401 Willow Springs Drive, Boca Raton, FL. For more information on Club membership,
contact Membership Director Maureen Schreiber at 561-241-6800.