



# SPONSORSHIP OFFER

CSI\*\*\*-W SPECIAL OLYMPIC  
QUALIFIER FOR GROUP C

27-30<sup>TH</sup> JUNE 2019

NATIONAL RIDING HALL



## EQUESTRIAN SPORTS

There is one animal that transformed the world once its speed and power were harnessed. It is the first thing that allowed man to travel faster than his two legs could carry him on land. It is the creature that many of us know and appreciate in our current-day lives. It is the horse.

Modern-day equestrian events are rooted in cavalry skills and classical horsemanship. Equestrian sports is now the only way to measure the real value of horse breeding which has turned into a prosperous economic field in Germany, France, the Netherlands during the last decades. Horse performance and the level of training have key significance in equestrian sport and the duty of the rider is to bring the cooperative and technical skills of a horse to the highest possible standard.

The International Federation for Equestrian Sports (Fédération Équestre Internationale, FEI) is the international governing body of equestrian sports. The FEI was formed in 1921 with the joining of the national organizations of Belgium, Denmark, France, Italy, Japan, Norway, Sweden and the United States of America. Today, there are 134 National Equestrian Federations affiliated with the FEI. The Hungarian Equestrian federation joined the organization 1927. The FEI recognizes the following disciplines: show jumping, dressage, driving, endurance, eventing, reining, vaulting.

The first equestrian events at the Olympics were introduced in 1912, and through 1948, competition was restricted to active-duty officers on military horses.





Only after 1952, as mechanisation of warfare reduced the number of military riders, were civilian riders allowed to compete. The current Olympic equestrian disciplines are dressage, eventing, and jumping. In each discipline, both individual and team medals are awarded. Women and men compete together on equal terms.

## SHOW JUMPING

Show jumping is a spectacular mix of courage, control and technical ability. It is one of the most popular and exciting equestrian sports to watch.

Show jumping tests primarily the jumping and cooperative skills of the horse and the technical knowledge of the rider. Competitors get penalty points for different mistakes, such as obstacle knock-down, horse disobedience. The winner is the competitor completing the course in the shortest time with no penalty points. The winners of the competitions are the most flexible, best trained, most skilled and collected horse-and-rider. Performance depends on the perfect harmony between the rider and the horse.

The most prestigious show jumping competition is the Olympic Games Show Jumping. The height of the most challenging courses is 160 cm.





## EVENT VENUE: THE NATIONAL RIDING HALL IN THE HEART OF BUDAPEST

By laying the foundation of the National Riding Hall 150 years ago, the aim was to promote quality horse breeding by means of organizing fairs, exhibitions and shows. And this is the same today as well. Events like the CSI3\*-W are the perfect occasion for horse breeders and owners to have their horses tested by the best riders and it happens quite often that a talented horse changes hands after a successful round.

The FEI has granted the right to the National Riding Hall to organize the CSI3\*-W Special Olympic Qualifier for Group C. During the four competition days fourteen events will take place, so besides the special team qualifier the equestrians can participate in several different challenges.

The equestrian events of FEI are broken down into a starring system, where more competitive events with more prize money have a higher number of stars. The World Cup Qualifier and the Grand Prix events are awarded with prestigious prize money and even provide points for the Longines Rankings.

In the last years, the international show jumping events in Budapest have developed steadily and have become more and more attractive for the wider audience. Although the competition is primarily attracting professional visitors, the well-organized, colorful program is interesting for non-professionals as well.





# 2018: CSIO5\*-W INTERNATIONAL SHOW JUMPING EVENT

## SHOW JUMPING HOSTED BY BUDAPEST ON INTERNATIONAL LEVEL:

The Longines FEI Nations Cup™ Jumping of Hungary CSIO5\* Budapest was a great success. The most important indicators of the event:

- 4 days
- 14 events
- 3000 spectators on site
- 433.400 EUR total prize money
- 900.000 Facebook users reached

The Nations Cup with a total of 200,000 Euro in prize money, the most awaited competition at Longines FEI Nations Cup™ Jumping of Hungary CSIO5\* Budapest took place in front of a full house. On this occasion the president of the International Equestrian Federation (FEI) Ingmar De Vos paid a visit to the event and to Hungary for the first time. He expressed his full satisfaction and added that the National Riding Hall is a perfect location for highest level competitions.

# 2019: CSI3\*-W SPECIAL OLYMPIC QUALIFIER FOR GROUP C

## DOOR TO THE TOKYO OLYMPICS

Not only the prestigious prize money is at stake in this year's competition: we will find out in Budapest which of the participating nations can take part as a team in the show jumping competitions at the 2020 Tokyo Summer Olympic Games.



## COMMUNICATION AND SUPPORT

A devoted and experienced team of professionals are working hard to put this event in place. Their job is to present show jumping as one of the highest-level and most spectacular sports.

Professional media will feature several articles and promotional appearances on a regular basis before and during the event.

The event offers sponsors the chance to meet the role players of equestrian sport and to take a closer look at the mystic world of show jumping. Via regular and frequent event promotion campaigns, sponsors will be granted appearance in line with the intensity of their contribution to the MTVA Sport Channel M4 broadcasts and other promotional offers are valuable opportunities for sponsors to make stable and long-term business agreements.

The event organizers strongly believe that the success of the previous Budapest events can be repeated this year as well and we look forward to a great number of excellent Hungarian results at this outstanding international competition hosted by our country.



## DIAMOND GRADE SPONSOR (FROM NET 40.000 EUR)

- Denominator of the 145 centimeter world ranking point class on Thursday or Sunday
  - Placing 12 pcs banners on the show ground / Placing 4 pcs banners by the entrances
  - Representing of the logo and name in every printed documents (brochures, flyers, start lists, result lists, posters, maps)
  - Placing of the company logo on the cups
  - Company logo on the armbands, on the filed maintenance devices, on the clothing of the staff
  - Presence on the online social network (Facebook, You Tube, Instagram)
  - Presence on websites (banner, link)
  - VIP invitation for 6 persons
  - Presence on sponsor's wall
  - Placing of sponsor fence in every class / Placing of company logo on horse blankets
  - Presence of logo on start numbers, ribbons, accreditation cards
  - Presence in all media appearances
  - Using of representation stuff (brochures, pen, paperbag, key ring)
  - Continuous presence on the projection during breaks
- Unlimited warrant and use rights for video and photographical materials
- Common photo with the winners





## GOLD GRADE SPONSOR (FROM NET 25.000 EUR)

- Placing 8 pcs banners on the show ground
- Representing of the logo and name in every printed document (brochures, flyers, start lists, result lists, posters, maps)
- Awards ceremony
- Placing of company logo on the cups of one chosen class
- Presence on the online social network (Facebook, You Tube, Instagram)
- Presence on websites (banner, link)
- VIP invitation for 4 persons
- Presence on sponsor's wall
- Placing of sponsor fence (placing and implementation in a separate offer)
- Placing of company logo on horse blanket in one chosen class
- Continuous presence on the projection during break of field construction
- Common photo with the winners



## SILVER GRADE SPONSOR (FROM NET 15.000 EUR)

- Placing 6 pcs banners on the show ground
- Representing of the logo and name in every printed document (brochures, flyers, start lists, result lists, posters, maps)
- Awards ceremony
- Placing of company logo on the cups of one chosen class
- Presence on the online social network (Facebook, You Tube, Instagram)
- Presence on websites (banner, link)
- VIP invitation for 4 persons
- Presence on sponsor's wall
- Placing of sponsor fence (placing and implementation in a separate offer)
- Placing of company logo on horse blanket in one chosen class
- Continuous presence on the projection during break of field construction
- Common photo with the winners





## BRONZE GRADE SPONSOR (FROM NET 10.000 EUR)

- Placing 4 pcs banners on the show ground
- Representing of the logo and name in every printed document (brochures, flyers, start lists, result lists, posters, maps)
- Presence on the online social network (Facebook, You Tube, Instagram)
- Presence on websites (banner, link)
- VIP invitation for 2 persons
- Presence on sponsor's wall
- Placing of sponsor fence (placing and implementation in a separate offer)
- Continuous presence on the projection during break of field construction



# SPONSOR OF THE EVENT

PLEASE REQUEST AN INDIVIDUAL QUOTE FOR EACH EVENT

- Denominating the event
- Logo on start list and on result list
- Presence on every printed document regarding the event
- Presence of company logo on cups
- Presence on the online social networks (Facebook, YouTube, Instagram)
- Presence on websites (banner, link)
- Placing 2-8 banners
- VIP invitation for 2 persons
- Screening of advertising on the projection during the break of field construction
- Using of sponsor fence (placing and implementation in a separate offer)
- Exhibitor's booth





## SPONSOR OF THE EVENTS

### 27th JUNE 2019, THURSDAY

- 9:00 130 cm 1.500 EUR
- 12:00 140 cm 3.000 EUR
- 15:00 145 cm 25.000 EUR - Longines world ranking point class
- 18:00 Young horse 2.000 EUR

### 28th JUNE 2019, FRIDAY

- 9:00 Young horse 2.000 EUR
- 11:30 130 cm 2.000 EUR
- 15:00 160 cm 20.500 EUR - Special Olympic Qualifier for Group C  
Qualification to the 2020 Tokyo Olympics Games

### 29th JUNE 2019, SATURDAY

- 9:00 Young horse 3.000 EUR
- 11:45 130 cm 2.000 EUR
- 14:00 150 cm 25.000 EUR - Longines world ranking point class
- 17:30 135/140 cm 3.500 EUR

### 30th JUNE 2019, SUNDAY

- 8:30 130 cm 2.500 EUR
- 11:30 140 cm 5.500 EUR
- 15:00 140-160 cm 35.000 EUR Grand Prix - Longines world ranking point class  
World Cup Qualifier



## VIP HOSPITALITY

VIP TABLE 4.000 EUR/ 4 DAYS / 4 PERSON

VIP TICKET 1.000 EUR/ 4 DAYS / 1 PERSON

Offer:

- Exclusive view for course
- Catering service
- Unlimited drinks
- Exclusive environment
- Unforgettable experience





## CORPORATE BOX (FROM NET 6.000 EUR / 4 PERSON)

The Corporate Boxes in the VIP Area at CSI\*\*\*-W Budapest offer you an exclusive opportunity to watch an exciting international show-jumping event while also enjoying refined cuisine. This is an outstanding option for individuals and companies who would like to invite their clients to a top-class event in an exclusive setting.

### OFFER

- 1 table for 4 person
- Own waiter for the entire duration of the event
- Catering service
- Unlimited drinks
- Exclusive environment
- Unforgettable experience
- Placing 8 banners on the show ground

For a custom designed corporate box (e.g. featuring company logo, reception desk, etc.) please request an individual quote.



## OFFER FOR EXHIBITORS

During the four-day event the National Riding Hall offers exhibition areas for 8 exhibitors in 5x5 meter booths.

**EXHIBITION FEE: 800 EUR / 4 DAYS (INCLUDES ELECTRIC CONNECTION)**

Exhibitor tents for rent based on individual offers.



Height: 4,85 m

Height of the side walls: 2,25 m

Width: 5 m

Length: 5 m

Floor area: 25 m<sup>2</sup>

Frame: aluminium

Cover: white waterproof PVC canvas





# NATIONAL RIDING HALL

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