

Sponsorship and Advertising Opportunities

ECAHO European Championship
for Sports Arabians

10 – 12 August 2012

Stade Stud of Zweibruecken
Germany

www.ecs-arabians.de

Organizers

ProjekTEAM
Stuttgart
Conferences - Trade Fairs - Horse Events - Seminars



Hosted by



Sponsor



The Event

Germany is host of the 10th ECAHO European Championship for Sports Arabians, which will be held from 10 – 12 August 2012 at the State Stud of Zweibruecken.

The event is organized by the equestrian association Fahrer + Reiter Arabischer Pferde e.V. in cooperation with ProjekTEAM Stuttgart Messe- und Veranstaltungs-GmbH.

ECAHO European Championship for Sports Arabians have been established in 2002 and have become now the most important European equestrian sport competitions for Pure Bred Arabians.

For the anniversary show more than 300 participants and grooms as well as about 2,000 visitors are expected from Germany and from all over Europe.

34 breeding associations for Pure Bred Arabians are members of ECAHO European Conference of Arab Horse organizations: Austria, Bahrain, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Egypt, Finland, France, Germany, Great-Britain, Hungary, Iran, Israel, Italy, Jordan, Kuwait, Libya, Morocco, Netherlands, Norway, Oman, Poland, Qatar, Romania, Russia, Saudi-Arabia, Spain, Sweden, Switzerland, Syria, Tunisia, and United Arab Emirates.

All European ECAHO-member associations are invited to send participants to the ECAHO European Championship for Sports Arabians 2012.

To underline the manifold applicableness of the Arabian horses European Champion Titles in mono classes will be assigned in

- § Dressage
- § Show Jumping
- § Classic Pleasure
- § Reining
- § Trail
- § Western Pleasure

as well as in the categories

- § All Around Classic
- § All Around Western

The organizers

We are gladly to be at your disposal for all your questions about ECAHO European Championships for Sports Arabians 2012 at any time.



Andreas Schlicht



Anne Cuhlmann

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The Venue

The State Stud of Zweibruecken has been established in 1755 and is located in the State of Rhineland-Palatina in Southwestern part of Germany, approx. 40 km from Saarbruecken and very close to the French border.

The venue is located right in the City of Zweibruecken with approx. 34,000 inhabitants. Optimally integrated in the European traffic system, the City of Zweibruecken is extremely within reach by airplane, by car as well as by train.



State Stud of Zweibruecken downtown
(Source: Google Earth)



State Stud of Zweibruecken
(Source: State Stud of Zweibruecken GmbH)



Neighbouring racing course Zweibruecken
(Source: State Stud of Zweibruecken GmbH)



Administration building of State Stud Zweibruecken
(Source: State Stud of Zweibruecken GmbH)

Next airports are Zweibruecken Airport and Saarbruecken Airport.

Zweibruecken is also linked with the international motorway system by the motorway A8 coming from Munich, Stuttgart and/or from Saarbruecken.

A well developed hotel and room infrastructure offers various overnight accommodations for all participants and visitors.

The State Stud of Zweibruecken offers all facilities to host the ECAHO European Championship for Sports Arabians:

- § Indoor riding arena (60x25 m) with 1.000 persons seat stands
- § Indoor riding arena (40x20 m)
- § Outdoor riding arena (80x50 m)
- § Race track
- § Eventing track
- § Camp space
- § Parking lots

The Horses



Pure Bred Arabians have been bred in the Arabian peninsula since the 7th century.

In the course of time, their reputation as hard, always achievement-ready and persistent horses has also reached Central Europe. Therefore, in 19th century, expeditions have been sent to Syria and into the adjacent steppe areas of the Arabian peninsula by European noble families, in order to acquire some of these Arabian horses. Based on these horses, they planned to improve their domestic breed of military horses.



Usually these expeditions were led by outstanding qualified stud officials. They acquired original Arabian horses directly from the beduins and brought them to Europe.

The stallions have been used for refining the domestic horse breeding. With the few mares, the beduins were ready to let go, pure breeding lines have been created.



Today Pure Bred Arabians are used predominantly as sport and leisure horses. Due to their hardness and perseverance achievement Pure Bred Arabians are extremely successful in endurance. In addition, in dressage, show jumping, western riding and flat race, they are showing outstanding achievements.

Their owners and riders do not want to miss their beautiful, noble and human being-referred leisure partners as a source of their daily joy and relaxation any longer.

Pure Bred Arabians are used in the international horse breeding business for refinement in almost all other horse breeds.



Photos: Gudrun Waiditschka

Sponsoring and Advertising Opportunities

Whether as exclusive diamond, platinum or gold sponsor, whether as title or class sponsor, supporter or friend - the 10th ECAHO European Championship for Sports Arabians offers various and interesting opportunities to present your stud or company in a one-extremely positive way.

In addition you have the opportunity presenting your stud or company with a show booth for maintaining your customer relationships in a pleasant kind and gaining new customers or. Further we also have a wide range of advertising opportunities e.g. banner advertisement, internet banners or ads in the official show catalogue.

A wide ranged marketing and advertising campaign and free entrance for the visitors to all equestrian events provide a optimum visitor frequency and thus an optimal perception of stud or company as an active sponsor of the 10th ECAHO European Sportchampionships.

For special requests please ask for further opportunities. All prices mentioned are valid plus statutory VAT of 19%.

Diamond Sponsor (EXCLUSIVE – only unique assignment)

12.000,- €

1. For receptioning your special guests: Twelve VIP-places within the regaled VIP-area
2. Listing as main sponsor of the event in all our press releases as well as on the official sponsor list
3. Banner advertisement at both show grounds
4. Extensive presentation your company on the official homepage of the 10th ECAHO European Championship for Sports Arabians (www.ecs-arabians.de) with integration of your company's name, logo or banner and a link to an internet domain of your choice
5. Twelve complimentary tickets for the gala night „World of Horses“ for your special guests
6. Twelve complimentary tickets for the welcome dinner
7. Your company's name or logo printed on approx. 30,000 brochures and about 1,000 posters
8. Your double-paged four-colored advertisement and additionally two pages PR in the show catalogue
9. Repeated presentation as main sponsor by the announcer during the event
10. 100 sqm raw space for your free use in the inner court of the State Stud of Zweibruecken

Platinum Sponsor (twice assignment)

6.000,- €

1. For receptioning your special guests: Eight VIP-places within the regaled VIP-area
2. Listing as platinum sponsr in all our press releases as well as on the official sponsor list
3. Banner advertisement at both show grounds
4. Your company's name, logo or banner on the official homepage of the 10th ECAHO European Championship for Sports Arabians (www.ecs-arabians.de) and a link to an internet domain of your choice
5. Eight complimentary tickets for the gala night "World of Horses“ for your special guests
6. Eight complimentary tickets for the welcome dinner
7. Your company's name or logo printed on approx. 30,000 brochures and about 1,000 posters
8. Your full page four-coloured advertisement and additionally one page PR in the show catalogue.
9. Repeated presentation as platinum sponsor by the announcer during the event
10. 50 sqm raw space for your free use in the inner court of the State Stud of Zweibruecken

Gold Sponsor (four times assignment)

3.000,- €

1. For receptioning your special guests: Four VIP-places within the regaled VIP-area
2. Listing as gold sponsor of the event in all press releases as well as on the official sponsor list
3. Banner advertisement for both show grounds
4. Your company's name, logo or banner on the official homepage of the 10th ECAHO European Championship for Sports Arabians (www.ecs-arabians.de) and a link to an internet domain of your choice
5. Four complimentary tickets for the gala night „World of Horses“ for your special guests
6. Four complimentary tickets for the welcome dinner
7. Your company's name or logo printed on approx. 30,000 brochures and about 1,000 posters
8. Your full page four-colored advertisement and additionally half page of PR in the show catalogue
9. Repeated presentation as gold sponsor by the announcer during the event
10. 25 sqm raw space for your free use in the inner court of the State Stud of Zweibruecken

EXKLUSIVE – Sponsorship of Welcome-Dinner

2.500,- €

On Friday, 10th August 2012 all officials and riders are invited to join the welcome dinner of the 10th ECAHO European Sports Championships, an exclusive opportunity to present your stud or company as partner of the equestrian sport in a willful ambience.

1. For receptioning your special guests: Four VIP-places within the regaled VIP-area
2. Four complimentary tickets to the welcome dinner
3. Your full-page four-colored advertisement in the show catalogue
4. Your company's name, logo or banner on the official homepage of the 10th ECAHO European Sportchampionships (www.ecs-arabians.de) and a link to an internet domain of your choice

EXCLUSIVE - Sponsorship of the Gala Night „World of Horses “

2.500,- €

As sponsor of the gala night „World of the Horses“, which will be held in the main show area

1. For receptioning your special guests: Two VIP-places within the regaled VIP-area
2. Four complimentary tickets for the welcome dinner
3. Their full-page four-colored advertisement in the show catalogue
4. Your company's name, logo or banner on the official homepage of the 10th ECAHO European Championship for Sports Arabians (www.ecs-arabians.de) and a link to an internet domain of your choice

Sponsorship for Mono Titles

1.000,- € each

- ◆ European Sports Championships Mono Dressage
 - ◆ European Sports Championships Mono Show Jumping
 - ◆ European Sports Championships Mono Classic Pleasure
 - ◆ European Sports Championships Mono Reining
 - ◆ European Sports Championships Mono Trail
 - ◆ European Sports Championships Mono Western Pleasure
1. Your full-page four-colored advertisement in the show catalogue
 2. Title show dedicated to the sponsor inclusive printing your logo in the official show catalogue
 3. Your company's name, logo or banner on the official homepage of the 10th ECAHO European Championship for Sports Arabians (www.ecs-arabians.de) and a link to an internet domain of your choice
 4. During the execution of the class and during presentation ceremony repeated presentation of your stud or company as title sponsor

Sponsorship for All Around Titles

1.000,- € each

- ◆ European Sports Championships All Around Classic
 - ◆ European Sports Championships All Around Western
 - ◆ European Sports Championships All Around Driving
1. Your full-page four-colored advertisement in the show catalogue
 2. Title show dedicated to the sponsor inclusive printing your logo in the show catalogue
 3. Your company's name, logo or banner on the official homepage of the 10th ECAHO European Championship for Sports Arabians (www.ecs-arabians.de) and a link to an internet domain of your choice
 4. During the execution of the class and during presentation ceremony repeated presentation of your stud or company as title sponsor

Sponsorship for Classes

1. Dedication of the sponsored title with printing your logo in the show catalogue
2. Your company's name, logo or banner on the official homepage of the 10th ECAHO European Championship for Sports Arabians (www.ecs-arabians.de) and a link to an internet domain of your choice
3. During the execution of the class and during presentation ceremony repeated presentation of your stud or company as title sponsor

◆ Warm-Up Classes ECAHO A-Level

100,- € each

1. Classic

- Ø Dressage
- Ø Show Jumping
- Ø Classic Pleasure
- Ø Cross country
- Ø Speed
- Ø Pole Bending

2. Western

- Reining
- Trail
- Western Pleasure
- Western Horsemanship
- Western Riding
- Speed
- Pole Bending

3. Driving

- Dressage
- Obstacles
- Pleasure Driving
- Marathon

◆ All Around Classes

150,- € each

1. Classic

- Dressage
- Show Jumping
- Classic Pleasure
- Cross Country
- Speed
- Pole Bending
- Type & Conformation

2. Western

- Reining
- Trail
- Western Pleasure
- Western Horsemanship
- Western Riding
- Speed
- Pole Bending
- Type & Conformation

3. Driving

- Dressur
- Obstacles
- Pleasure Driving
- Marathon
- Type & Conformation

◆ Qualification Classes European Sports Championships Mono

200,- € each

- Dressage
- Show Jumping
- Classic Pleasure
- Reining
- Trail
- Western Pleasure

Supporters

100,- €

1. Your business card and Listing of your stud or company at the „List of Supporters“ in the show catalogue
2. Your company's name, logo or banner on the official homepage of the 10th ECAHO European Championship for Sports Arabians (www.ecs-arabians.de) and a link to an internet domain of your choice

Friend

50,- €

1. Listing as sponsoring partner on the official „list of friends“ in the show catalogue and in the events website.

Further Advertising Opportunities

Banner advertisement

80, - €

Your banner advertisement in one of show arena and/or in both show arenas. Price is valid per current meter banner. Banners delivered ready to fix by you.

On request also with ready to use production of banners. Banners will be send back to you after the show. Please ask for a special offer.

Business Cards on the Official Website at www.ecs-arabians.de

250, - €

Your business card on the official website www.ecs-arabians.de with linking to a domain of your choice. Switching duration up to the following ECAHO European Championship for Sports Arabians ECAHO European Sports Championships. Adjust-finished pdf-file in the format 700 X.500 pixel (300 dpi)

Exhibition Space

20, - €

Show space outdoor (raw space only). Price per sqm

Advertisement in the official show catalogue

- ◆ format DIN A4 (210 x 297 mm)
- ◆ four-coloured
- ◆ approx. 4,000 copies
- ◆ artwork as pd-file ready to print (min. 300 dpi) by email to ads@ecs-arabians.de
- ◆ formats and advertising rates see purchase order form

Order Form (please send in by fax to +49 – 711 – 88 79 69 81)

Address to be invoiced

Company

VAT-No

Contact

Street, No.

ZIP, City, Country

Phone

Fax

E-mail

Hereby I / we order obligatorily as follows (all prices plus 19 % VAT):

1. Sponsoship Packages

<input type="checkbox"/> Diamond Sponsor - EXCLUSIVE	12.000,- €
<input type="checkbox"/> Platinum Sponsor	6.000,- €
<input type="checkbox"/> Gold Sponsor	3.000,- €

2. Sponsorship of Welcome Dinner - **EXKLUSIVE** 2.500,- €

3. Sponsorship of the gala night „World of Horses“ - **EXKLUSIVE** 2.500,- €

4. Title Sponsorship „European Sports Championship Mono“ 1.000,- € each

<input type="checkbox"/> Dressage	<input type="checkbox"/> Reining
<input type="checkbox"/> Show Jumping	<input type="checkbox"/> Trail
<input type="checkbox"/> Classic Pleasure	<input type="checkbox"/> Western Pleasure

5. Title Sponsorship „European Sports Championship All Around“ je 1.500,- € each

<input type="checkbox"/> Classic	<input type="checkbox"/> Western	<input type="checkbox"/> Driving
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5. Class Sponsorship

a) Warm-Up-Classes Classic ECAHO A-Level 100,- € each

<input type="checkbox"/> Dressage	<input type="checkbox"/> Cross Country
<input type="checkbox"/> Show Jumping	<input type="checkbox"/> Speed
<input type="checkbox"/> Classic Pleasure	<input type="checkbox"/> Pole Bending

b) Warm-Up-Klassen Western ECAHO A-Level 100,- € each

<input type="checkbox"/> Reining	<input type="checkbox"/> Western Horsemanship
<input type="checkbox"/> Trail	<input type="checkbox"/> Speed
<input type="checkbox"/> Western Pleasure	<input type="checkbox"/> Pole Bending
<input type="checkbox"/> Western Riding	

c) Warm-Up-Klassen Driving ECAHO A-Level 100,- € each

<input type="checkbox"/> Dressur	<input type="checkbox"/> Marathon
<input type="checkbox"/> Hindernis	<input type="checkbox"/> Pleasure Driving

d) Classic All Around 150,- € each

<input type="checkbox"/> Dressage	<input type="checkbox"/> Speed
<input type="checkbox"/> Show Jumping	<input type="checkbox"/> Pole Bending
<input type="checkbox"/> Classic Pleasure	<input type="checkbox"/> Type & Conformation
<input type="checkbox"/> Cross Country	

e) Western All Around 150,- € each

<input type="checkbox"/> Reining	<input type="checkbox"/> Western Riding
<input type="checkbox"/> Trail	<input type="checkbox"/> Speed
<input type="checkbox"/> Western Pleasure	<input type="checkbox"/> Pole Bending
<input type="checkbox"/> Western Horsemanship	<input type="checkbox"/> Type & Conformation

Order Form

- f) Driving All Around** 150,- € each
 Dressage Marathon
 Obstacles Type & Conformation
 Pleasure Driving

- d) Qualification Classes "European Sports Championship Mono"** 200,- € each
 Dressage Reining
 Show Jumping Trail
 Classic Pleasure Western Pleasure

- e) Partner of 10th European Sports Championship**
 Supporter 100,- €
 Friend 50,- €

6. Further Advertising Opportunities

a) Business cards on the official website/ banner advertisement

- ___ Business card(s) at the official website 250,- € each
 ___ current meter banner, price per current meter 80,- €

b) Exhibition Space Outdoor (raw space) price per sqm 20,- €

Depth of stand _____m

Width of stand _____m

c) Ads in the Official Show Catalogue

Cover pages (4c, 210 x 297 mm + 3 mm trimming)

- Second cover page 750,- €
 Third cover page 650,- €
 Fourth cover page 950,- €

Internal pages

1/1 page, 210 x 297 mm + 3 mm trimming

- 4c 560,- €
 black-and-white 400,- €

1/2 page high, 105 x 297 mm + 3 mm trimming

- 4c 280,- €
 black-and-white 200,- €

1/2 page crosswise, 210 x 148 mm + 3 mm trimming

- 4c 280,- €
 black-and-white 200,- €

1/4 page high, 92 x 135 mm

- 4c 140,- €
 black-and-white 100,- €

1/8 page high 43x135 mm

- 4c 70,- €
 black-and-white 50,- €

1/8 Seite crosswise 92 x 65 mm

- 4c 70,- €
 black-and-white 50,- €

City, Date

Stamp

Legal Signature