



PEELBERGEN
EQUESTRIAN CENTRE



PARTNER BROCHURE



WELCOME TO PEELBERGEN





Peelbergen Equestrian Centre is one of the leading equestrian sport accommodations in Europe.

Founded by equestrians, for equestrians.

This is Peelbergen Equestrian Centre.

The complex is located in Kronenberg, in the north of the Dutch province of Limburg, well-known for its many professional sport and trading stables, top riders, breeders, a star location for the equestrian sport.

Since our opening in 2015, many national and international events have been hosted at Peelbergen. We have been the proud home of the Dutch Jumping Championships, the Longines EEF Series, as well as international dressage, eventing, and driving competitions.

From local enthusiasts to the world's highest ranked athletes, the accommodation is designed to welcome riders and horses of all levels from all over the world. With 50 show weekends a year, the event calendar of Peelbergen is filled to the brim with sport.



☀ EQUESTRIANISM ☀

EQUINE INDUSTRY OF THE NETHERLANDS

The equine industry is quite possibly the biggest industry that is hidden in plain sight. The global scale and economic impact is significant. The yearly revenue of the industry in the Netherlands alone accounts for 2 billion euros.

Even though the country is relatively small, it has one of the highest quality equine industries in the world. The Netherlands is internationally recognised for its excellent horse breeding, trading opportunities and horse facilities. There is a lot of knowledge to enable the horse to excel as a top athlete and Peelbergen is there to facilitate it all.

To provide a platform to help lift the sport and the industry to an even higher level.



BREEDING

In the rankings of the World Breeding Federation for Sport Horses (WBFSH) the Dutch Warmblood Horse (KWPN) and Dutch breeders are frequently in the lead. In 2018 the Dutch even won the WBFSH award, in recognition of breeding the best performing dressage, jumping and eventing horses in the world.

EQUESTRIAN HUB

Peelbergen is conveniently located in the south of the Netherlands. Provided with excellent infrastructure our venue is easily accessible. In the area there are many breeders and professional stables situated, forming an equestrian hub of knowledge quality and opportunities.





⚙️ PART OF GRANDORSE ⚙️

Peelbergen Equestrian Centre is part of Grandorse.

This umbrella organisation originated from an initiative of several well-known equestrians in cooperation with the municipality of Horst aan de Maas and the province of Limburg. Grandorse is set in a beautiful rural area of 250 hectares. Peelbergen Equestrian Centre is based in the heart of Grandorse.

There is also a dedicated event zone with permanent show and training facilities for various equestrian disciplines. Besides, the place has an equestrian boulevard with commercial facilities and there are various building plots for sale for the establishment of independent horse farms.

www.grandorse.nl

SPONSORING



Partners of Peelbergen Equestrian Centre are part of a respected and highly appreciated group of professionals.

We partner up with organisations who share the same passion and positive values, our sponsors group provides a powerful network for B2B activity at our events, bringing value beyond brand exposure and sport development opportunities.



Whether your primary goal is to create more brand awareness or you want to invite your clients in a hospitable and special networking environment, Peelbergen offers fantastic opportunities.

We strive to create tailor-made sponsorship agreements with our sponsors. We offer three sponsorship packages to start with. However, we recommend you to check out the additional sponsor options as well, to maximise the benefits for your company as regards a partnership with Peelbergen.

✿ BRAND EXPOSURE ✿

(PRICES EXCL. VAT)

BRANDED JUMP

An obstacle, also called a fence or a jump, will feature your branding. During Peelbergen competitions, national shows and/or international shows (CSI), your obstacle will be part of the courses built during various classes. The amount and type of shows the obstacle will feature in is to be discussed.

Sponsored jump per year: **€ 2.500,-** (the obstacle has to be supplied by the sponsor)



ADVERTISING BOARD

Feature your brand all around our indoor and outdoor arenas. A total of six advertising boards will show, three in our indoor arenas, and three in our outdoor arenas. The advertising boards will be made and installed at the expense of Peelbergen Equestrian Centre.

Boards per three years: **€ 15.000,-**

Boards per five years: **€ 20.000,-**



ARENA NAME PARTNER

Show the way as a title sponsor of one of our arenas. The competitions take place in multiple indoor and outdoor arenas. The names of the arenas feature on the entry and start list which are viewed thousands of times per show.

Indoor Arenas:

One year: **€ 7.500,-** / three years: **€ 18.750,-**

Sand/Grass Outdoor arenas:

One year: **€ 7.500,-** / three years: **€ 18.750,-**

Main Sand Outdoor arena:

One year: **€ 10.000,-** / three years: **€ 25.000,-**

EXHIBITORS

Sell your products to a wide range of customers at our international shows. Pagoda tents are used as exhibitor space for the outdoor season. A customised space will be allocated during the indoor season. The price includes flooring and electricity.

Exhibitor's space per CSI: **€ 550,-**



☀️ HOSPITALITY ☀️

Everyone is welcome at Peelbergen, but our VIPs can count on an exclusive experience.

Our VIP lounge & restaurant offers a perfect view of the main arena. Our partners and their guests can enjoy world class showjumping, from a fully catered first-class spot.

We organize exclusive VIP events all year round at our most prominent shows. From the inauguration of our outside terrace in April, until our most loved Van Mossel Super Grand Prix during the Christmas CSI.

VIP Tickets for you and your guests are included in our three sponsorship packages.



✿ ENTERTAINMENT ✿

We strive to make every event more spectacular than the previous one. Our calendar is filled with high profile events attracting audience from all over the world, from the Longines EEF Series to the FEI Youth Jumping European Championship.

By mixing top class sport with great entertainment, our goal is to give our guests - and yours - an experience they will never forget.





BECOME A PARTNER

ADVERTISING BOARDS

The arena boardings carrying your logo will be six in total: three in our indoor arenas and three in our outdoor arenas.

We will arrange the production, and the production costs are at our expense.

SPONSORED JUMP

The jump will not only be seen by riders and spectators, but will also receive exposure through photos and videos on our social media channels and our livestreams available on ClipMyHorseTV.

The jump remain your property, you will cover production costs.

LOGO EXPOSURE

Your logo will be displayed through Equipe on the class start list, this means online, offline and on our LED screens in the arenas. It will also be displayed on the partners page on our website with a link to your website and on all of our restaurant TVs played in loop during all of our events.

PARTNER Package

- **€8.500,- PER YEAR***
- **BRAND NAME EXPOSURE**
- **30 VIP INVITES**

*excl. VAT

TITLE SPONSORING OF CSI CLASSES

As a partner, you get title sponsorship of seven CSI1*/CSIYH* classes each year. Each class will be a "Prix" named after your company.

SOCIAL MEDIA

You will be tagged in our photos on social media platforms with the winner of your title class in the CSI.

VIP

events & invites

Every year, we organize exclusive VIP events at our most prominent shows, such as the Longines EEF Series CSIO3*, the European FEI Jumping Championships or the Van Mossil Super Grand Prix. You will receive **30 tickets** to use at your discretion on this events for you and your guests, and the chance to purchase additional VIP tickets at a reduced price.





PREMIUM Package

- €15.000,- PER YEAR*
- ALL AROUND BRAND POSITIONING
- 60 VIP INVITES

*excl. VAT

BECOME A PREMIUM PARTNER

PARTNER PACKAGE

From the jump to the boards, logo placements on the online and offline start lists, on the LED screens, restaurant televisions and our website, the Premium Package offers everything included in the Prime Package, and more!

TITLE SPONSORING OF CSI CLASSES

As a partner, you get title sponsorship of **ten** CSI1*/CSI2* classes per year, including Grand Prix's when possible. Each class will be named a "Prix" after your company.

EXHIBITOR

Exhibiting your product as an exhibitor or placing your booth at Peelbergen during a trade show of your choice? This is included in the Premium Package!

Pagoda tents during outdoor season and a customised space will be allocated during the indoor season

EXTRA EXPOSURE ON SOCIAL MEDIA

You will be tagged in our photos on social media platforms with the winner of your title class in the CSI.

Furthermore, we will collaborate with you through collaboration posts (joint posts where your page directly benefits from our fan base) and interviews with you or your representatives in Peelbergen. Think about an interview with you or one of your sponsored riders after your title class!

BRANDED VIDEO ON OUR TVS AND LED SCREENS

In addition to your logo, a premium package allows you to play your branded video on our restaurant TVs and on our large LED screens in the arena before and during the breaks of your title class.

SPONSORED POSTS

Included in the Premium Package, you benefit from **five** sponsored posts to promote your title class.

These paid advertisements are managed and paid by us.

VIP

events & invites

Every year, we organize exclusive VIP events at our most prominent shows, such as the Longines EEF Series CSIO3*, the European FEI Jumping Championships or the Van Mossel Super Grand Prix. You will receive **60 tickets** to use at your discretion on this events for you and your guests, and the chance to purchase additional VIP tickets at a reduced price.





ELITE Package

- **€25.000,- PER YEAR***
- **PREMIUM POSITIONING & HIGH VISIBILITY**
- **100 VIP INVITES**

*excl. VAT

BECOME AN ELITE PARTNER

PREMIUM PACKAGE

The Elite Package offers everything included in the Premium Package, with an upgrade! An example? An extra introduction about your brand on our website, and the priority on premium locations for your exhibitors. Besides this, unique opportunities are included for our Elite package!

TITLE SPONSORING OF CSI CLASSES

As a partner, you get the title sponsorship of a class during all CSI2* of the year, including multiple Grand Prix and priority to CSIO3* classes. Each class will be named a "Prix" after your company.

NEWSLETTER

Our Elite Partners have the opportunity to send an annual newsletter to our growing email database. You can use it to introduce your brand to the equestrian community or to promote an event or product. We work together on the content to ensure subscribers get the most value out of it.

VIP

events & invites

Every year, we organize exclusive VIP events at our most prominent shows, such as the Longines EEF Series CSIO3*, the European FEI Jumping Championships or the Van Mossel Super Grand Prix. You will receive **100 tickets** to use at your discretion on this events for you and your guests, and the chance to purchase additional VIP tickets at a reduced price.

During these events, you get priority access to the best seats to give you and your guests the best possible experience.





FLAGS

Your logo shining on flags flying around our arenas: this Package gives you the opportunity to do just that!

The flags remain your property, you will cover production costs.

RESERVED TABLE

Elite Partners always have a premium seat at Peelbergen.

Your **reserved private table** awaits you on our heated terrace during indoor season, and on our sunny terrace in front of the glasshouse during the outdoor season. Arrive with your family, friends or business partners a few minutes before the Grand Prix to always find your own front row table overlooking the arenas.

SPONSORED POSTS

Included in the Elite Package, you benefit from **eight** sponsored posts to promote your title class. *These paid advertisements are managed and paid by us.*

SHOWCASE

As an Elite Partner, we want to give you the opportunity to reserve a selected space at our venue for your brand. Together we can think of what form that will take, on a wall, in our restaurant, as part of our decor: the possibilities are endless!

Elite Partner Highlight Event

Finally, Elite Partners get the unique opportunity to have their own **Jumping Festival**: an entire show weekend with a *Peelbergen CSI presented by you*.

The highlight of this weekend is a spectacular section dedicated to your brand. Are you in the automotive sector? How about an evening of Ride & Drive? Are you a training facility or dealing stable? Then consider inviting your entire team, riders, grooms, greenkeepers, to a special dinner watching a Grand Prix that bears your name!

Our team is ready to do our absolute best to work together and come up with the most creative and spectacular solutions for you and your brand!

PARTNER

€8500,-
/YEAR EXCL. VAT

ON SITE EXPOSURE

VIDEO ON SCREENS



EXHIBITOR



FLAGS



SHOWCASE



BRANDED JUMP



ADVERTISING BOARDS

6

CSI TITLE SPONSORING

7

CSI1* & CSIYH* classes

HIGHLIGHT EVENT



ONLINE EXPOSURE

SOCIAL MEDIA VISIBILITY

Mentions on stories, tags on the pictures of the winner of your title class

NEWSLETTER



SPONSORED POSTS



LOGO EXPOSURE



HOSPITALITY

VIP INVITES

30

RESERVED TABLE



PREMIUM

€15000,-
/YEAR EXCL. VAT



6

10

CSI2* classes, including Grand Prix's when possible



Mentions on stories, tags on the pictures of the winner of your title class, interviews & collaboration posts with our 25k followers accounts



5



60



ELITE

€25000,-
/YEAR EXCL. VAT



6

ALL CSI'S

CSI2*, including multiple Grand Prix's, priority to CSIO3* classes



Mentions on stories, tags on the pictures of the winner of your title class, interviews & collaboration posts with our 25k followers accounts



8



100



⚙️ FACTS & FIGURES ⚙️

Facilities for our guests

Restaurant
Club lounge
VIP lounge
Meeting rooms
Indoor terrace
Covered outdoor terrace
Car parking
Truck parking

Facilities for horses

3 indoor arenas
3 outdoor arenas
2 grass arenas
3 lunge pens
560 stables
250 hectares of (show)grounds
Equiduct Hacking opportunities

CSI STATISTICS PER YEAR

34 THOUSAND
VISITORS

+2 MILLION
IN PRIZE MONEY

+50
NATIONALITIES

3.000
CONTESTANTS

10.000
HORSES



Branded jump	Per year: €2.500,-
Advertising boards	Three years: €15.000,-
Advertising boards	Five years: €20.000,-
Arena name partner indoor arena	One year: €7.500,- Three years: €18.750,-
Arena name sand/grassn outdoor arenaa	One year: €7.500,- Three years: €18.750,-
Arena name partner main outdoor arena	One year: €10.000,- Three years: €25.000,-
Exhibitors	Per CSI: €550,-
Partner Package	Per year: €8500,-
Premium Partner Package	Per year: €15000,-
Elite Partner Package	Per year: €25000,-
Ticket VIP 1 session	€75,-
Ticket VIP 2 session	€125,-

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