



**BECOME  
SPONSOR**

THE EVENT  
IN BRIEF

**CCI 5\*L**

**Emotion - high level - show**

5\* is the highest level in eventing. There are only 7 in the world, and Pau is the only one in France: it is THE end of season event for the best riders in the world!



**CRAZY CUP**

**Speed - sport - entertainment**

The Crazy Cup is a completely revamped international driving event. Two breathtaking rounds that combine marathon obstacles (cross-country driving) and cones: speed, suspense and atmosphere guaranteed around the main arena!



# LES 5 ÉTOILES DE PAU IN SHORT

★ **5** the highest level  
existing

🏆 **7** CCI 5\* in the world:  
Pau, unique French!

🚩 **15** nations  
on average

🌿 an event  
in nature

🎉 friendly  
& festive  
atmosphere

🤝 economic  
impact

♀♂ egalitarian  
sport

👥 **40K**  
visitors

👜 **120**  
exhibitors

👋 **400**  
volunteers

♟️ **33**  
éditions

📺 **1M**  
streaming  
views



# FOCUS ON EVENTING, A SPECTACULAR TRIATHLON

## DRESSAGE

- Elegance
- Mastery
- Technicality
- Harmony



## CROSS-COUNTRY

- 6,5 km
- 45 efforts
- Speed : 570 m/minute
- 11 minutes of gallop for each horse
- Fixed obstacles up to 1.40m high



## SHOWJUMPING

- Balance
- Speed
- And above all, lots and lots of **suspense!**



## HORSES INSPECTIONS

- Checking the health of the horses by the vets
- A moment of elegance

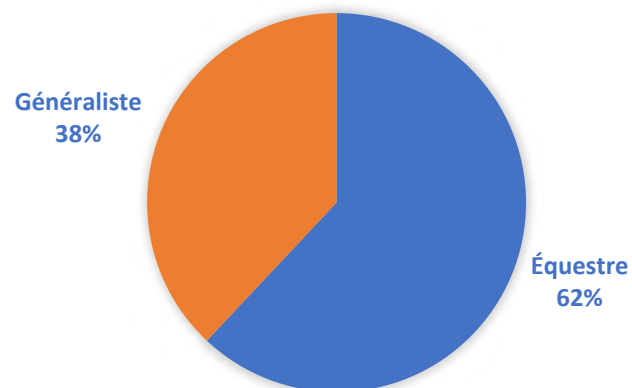




# A LOYAL AND ENTHUSIASTIC PUBLIC

40 000 VISITORS

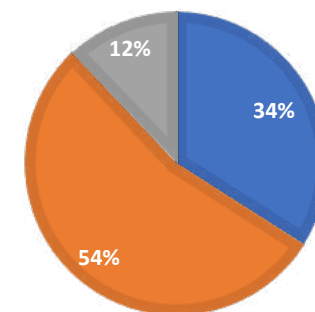
## TYPES DE PUBLIC



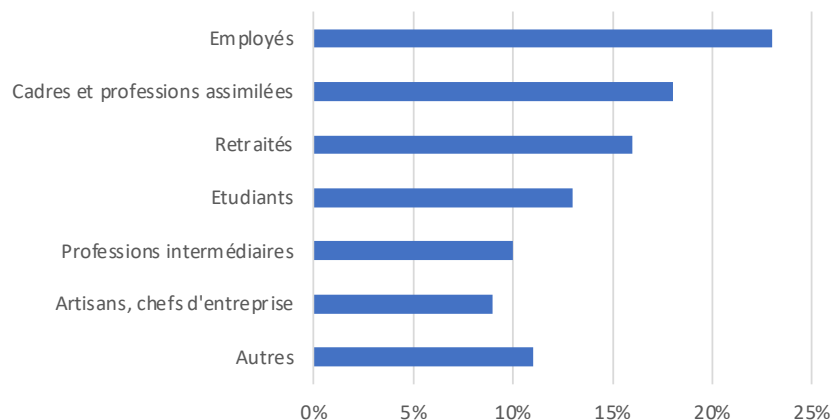
A family audience, which comes to spend the day at the event. Riders and non-riders alike, the spectators love this world-class competition for its **spectacular and friendly atmosphere**. It's an opportunity to get out into the fresh air and take the time to enjoy all the activities on offer!

## LOCAL & INTERNATIONAL

- Pau & alentours (64-65-40)
- France autres départements
- Autres pays (dont UK, USA, Espagne, Allemagne)



## CSP



## AROUND THE COMPETITIONS

- Village 120 exhibitors
- Saturday 28 Oct : horse show & bodega night
- Entertainment for young and old
- Horses sales





## €250,000 COMMUNICATION PLAN

- French and foreign equestrian media
- General media
- Social media: 35,000 Facebook and 18,000 Instagram followers
- Mobile application « 5 Etoiles de Pau »
- Website [www.event-pau.com](http://www.event-pau.com)
- Google Ads campaigns
- Poster campaign in and around Pau
- Local and national radio coverage



## UNIQUE AUDIOVISUAL PRODUCTION

- Huge installation: 15 cameras on the cross-country course
- Images with commentary in French and English
- Available in live streaming and replay on our social media, H&C TV, France 3...
- 1 000 000 views per year
- Audience in 29 countries on all 5 continents

## FOR YOUR BRAND BUSINESS...



### COMMUNICATION ON OUR MEDIA

- Clickable logo on the website
- Social media posts
- Advertising on the mobile app
- Sponsor the team

### VISIBILITY ON THE VENUE

- Cross-country fence
- Showjumping fence
- Signboards on the main arena
- Banners warm-up arena or village
- Video on giant screens
- Exhibitor booth

### VIP HOSPITALITY

- Private lodge with 60 invitations
- Gastronomic lunch table for 8 people
- Privatisation of the VIP area

### TICKETING

- Business offers
- Decreasing rates according to volume

*See our detailed brochures for more information or contact us directly!*



## YOUR CONTACTS



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