



**BECOME
SPONSOR**

THE EVENT
IN BRIEF



26-29 OCTOBER 2023 : A UNIQUE INTERNATIONAL EQUESTRIAN EVENT IN FRANCE

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!



4 NATIONS TOURNAMENT

Speed - sport - entertainment

Horse-ball is an equestrian match in which two teams of riders compete for a ball. In keeping with the rugby spirit of the South-West, we have created the «4 Nations Tournament», where teams from France, England, Spain and Italy will battle it out to the cheers of the public.

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

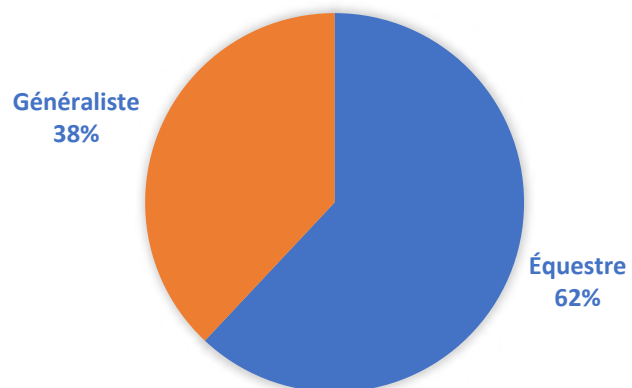
- Checking the health of the horses by the vets
- A moment of elegance



A LOYAL AND ENTHUSIASTIC PUBLIC

40 000 VISITORS

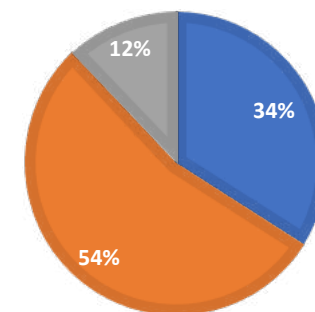
TYPES DE PUBLIC



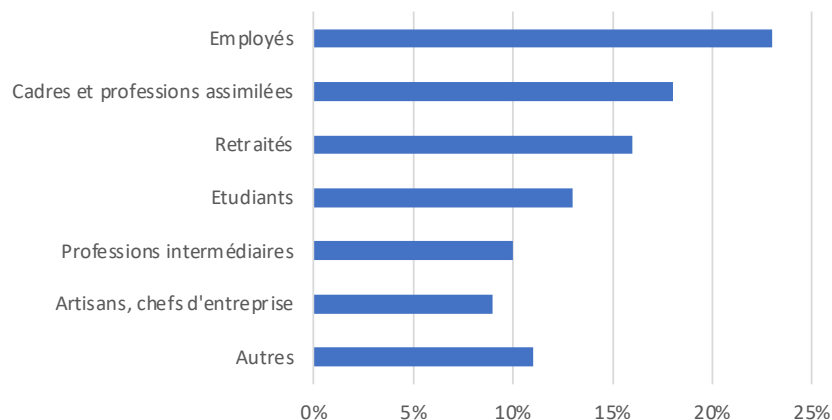
A family audience, which comes to spend the day at the event. Riders and non-riders alike, the spectators love this world-class competition for its **spectacular and friendly atmosphere**. It's an opportunity to get out into the fresh air and take the time to enjoy all the activities on offer!

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
- 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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