



FEI European Jumping and Dressage 2013
FEI European Para Dressage 2013

DENMARK'S BIGGEST SPORTING EVENT OF 2013

21 - 25 August 2013





FEI European Jumping and Dressage 2013 FEI European Para Dressage 2013



PAGE 3 IT WILL BE SOMETHING VERY SPECIAL

We want to put on the best ever European Championships. The setting is spectacular and unique. We are keen to talk to businesses interested in becoming partners and promoting themselves via Euro 2013.



PAGE 4 EQUESTRIAN SPORT: BRINGING PEOPLE TOGETHER

Equestrian sport brings people together. Its audience consists of both men and women of all ages. It attracts television viewers. Up to 15,000 spectators daily will watch Euro 2013 at the MCH Arena in Herning.



PAGE 6 BECOME A PARTNER

Whatever your target group, Euro 2013 and JBK Horse Shows offer individual solutions and tailored marketing initiatives for partners.



PAGE 8 MASSES OF SPECTATORS IN AN IMPRESSIVE EUROPEAN CHAMPIONSHIP SETTING

The modern MCH arena in Herning forms the backdrop for Euro 2013: 10,000 covered seats, top-class hospitality and a European Championship setting with many marketing opportunities.



PAGE 10 TAILORED SOLUTIONS FOR OUR PARTNERS

Top-class VIP and hospitality services for customers and employees and a wealth of marketing opportunities mean Denmark's biggest sporting event of 2013 is perfect for many types of businesses.



PAGE 12 EURO 2013 - AN EXPERIENCE TO LAST A LIFETIME

The European Championships will be the high point of the equestrian sports world in 2013, and the event is on Danish soil. Euro 2013 are the most prestigious equestrian events after the Olympics and the World Championships.



PAGE 14 MEET THE LEADING HORSE SHOW PRESENTER

The JBK Horse Shows vision is to develop and implement the best horse shows and events for riders, the public and our partners.



Almost the entire global elite will gather at the MCH Arena in Herning, which features 10,000 covered seats and holds up to 15,000 spectators.



// EURO 2013 IN DENMARK WILL BE SOMETHING VERY SPECIAL

The 2013 European Championships in jumping, dressage and para dressage will be big. It will be big for thousands of spectators watching daily in the MCH Arena. It will be big in the media. And it will be big for our partners, who will use the European Championships for promotional purposes.



BIGGEST SPORTING EVENT OF 2013

In fact, it will be Denmark's biggest sporting event of 2013 - and in international terms it will be the high point of the year in the equestrian sports world. From a sporting point of view, almost the entire global elite will be there.

JBK Horse Shows is delighted to be part of this, along with the international equestrian federation, FEI, the Danish Equestrian Federation and Herning Municipality. We are also rather proud, and look forward to showing what we can do when everything moves up a gear. With many years of experience in major equestrian events, including the World Cup, we are well equipped for this.

BECOME A PARTNER

We have a very precise goal: To put on the best ever European Championships. This will benefit the sport, the spectators, Denmark and our partners. ECCO has already signed on as an Event Partner.

As a partner, you have a wealth of opportunities to promote your business. The MCH Arena alone features 10,000 covered seats, offering unique opportunities for exposure, VIP and hospitality services, plus much more.

The important thing is to identify tailored solutions that can make a difference in the marketing of our partner businesses.

We are keen to discuss this with businesses that can see the advantages of an event of this scale.

Kind regards,

Jens Trabjerg and Bo Kristoffersen
Partners - JBK Horse Shows



Euro 2013 in Herning, Denmark is held in association with the international equestrian federation, FEI, the Danish Equestrian Federation, Sport Event Denmark and Herning Municipality.

Euro 2013 offers the highest sporting standard in jumping, dressage and para dressage.



EQUESTRIAN SPORT: BRINGING PEOPLE TOGETHER

Equestrian sport is extremely popular in Europe, and provides a great draw for both spectators and partner businesses, on TV and in other media.

Equestrian sport brings people together. Its audience consists of both men and women of all ages. It attracts television viewers. Up to 15,000 spectators will gather each day during Euro 2013.

And it attracts businesses who, as event partners, can see the interplay between the many opportunities for marketing and the draw of equestrian sport.

A UNIQUE SPORT

Equestrian sport is unique in that women and men at all ages compete on equal terms. The team of rider and horse working together is also a unique, fascinating phenomenon in the sporting world.

These hallmarks attract a wide audience of all ages, including the whole family, as well as people of both genders in a target group with substantial purchasing power. In Denmark, the horse sector has a turnover of around DKK 25 billion.

Equestrian sport is huge in several European countries. For example, the annual Aachen Horse Show in Germany attracts 50,000 spectators a day for seven days.



The major championships attract the elite, the public and television viewers.

One of the biggest events is now coming to Denmark



FACTS ABOUT EQUESTRIAN SPORT

- According to a 2010 Gallup poll, 420,000 Danes like watching equestrian sport on television
- Over 200,000 Danes follow the sport, according to Gallup 2010
- Equestrian sport appeals to a European audience of millions
- Denmark has over 150,000 active riders
- The Danish Equestrian Federation has 75,000 members
- 20,000 people work with horses on a daily basis
- Danish equestrian sport is right up there with the best in the world



Euro 2013 will be broadcast on national television in Denmark and on many European television channels.

MANY TV VIEWERS

The sport is also making great progress in Denmark, including in the media.

According to a 2010 Gallup poll, 420,000 Danes enjoy watching equestrian sport on television. Happily, they will have ample opportunity to do so during Euro 2013, which will be shown on national television as well as on many European television channels, where the sport reaches millions of people.

The Danish equestrian sports team has medalled at the Olympics and at the major international championships – in other words, it is a success story that helps to ensure substantial interest in Denmark's biggest sporting event of 2013.

BE PART OF THE EUROPEAN CHAMPIONSHIPS ... AS A PARTNER

Whatever your target group, JBK Horse Shows offers individual solutions and tailored marketing initiatives

Euro 2013 in Herning will be the high point of the equestrian sports year. It will be the major sporting event of the year in Denmark. It will take place in a unique setting - and it will attract lots of attention from the public and the media.

JBK HORSE SHOWS VISION

*To develop and implement
the best horse shows and events
for riders, the public
and our partners*

This is why we feel confident in saying: join us as a partner for a unique, spectacular event with 360-degree marketing opportunities for every target group.

PARTNERS WITH TAILORED SOLUTIONS

Our partners are obviously concerned with strengthening their company's image in relation to one or more target groups.

Euro 2013 will hit a broad target group via the media and up to 15,000 spectators in the arena each day. We can tailor a solution to meet your company's desire for exposure.

At the same time, the impressive VIP facilities offer many options for hospitality initiatives. The exclusive VIP section is in a class of its own, and perfect for tending to important customers and business connections. It is also important for our partners' hospitality initiatives to be as individual and personal as possible.



Euro 2013 also offers plenty of entertainment both in the arena and in the exclusive VIP section.

A WIN-WIN PARTNERSHIP

The time when businesses were merely sponsors is past. We offer a win-win partnership, in which our partners can fully exploit the promotional opportunities in many different contexts before, during and after Euro 2013.

We are therefore keen to talk to businesses with specific partnership requirements which require individual solutions. The task of JBK Horse Shows is to deliver exactly the right tailored solution, revolving around Denmark's sporting event of the year.



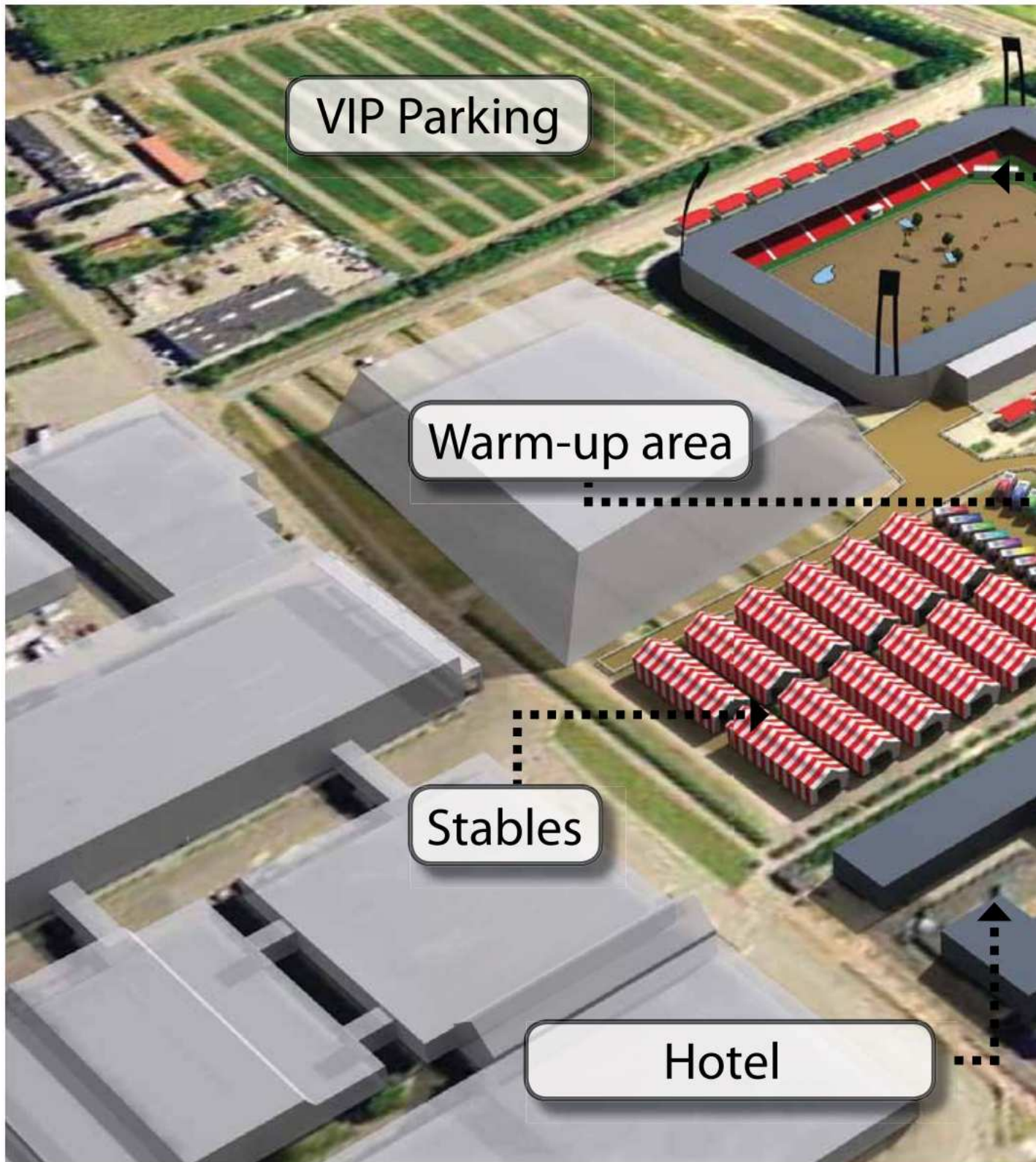
Our partners and their business connections will experience a special treat in the VIP section.

Equestrian sport has a broad audience and fascinates both young and old. Become a partner in 2013 with a tailored marketing initiative.



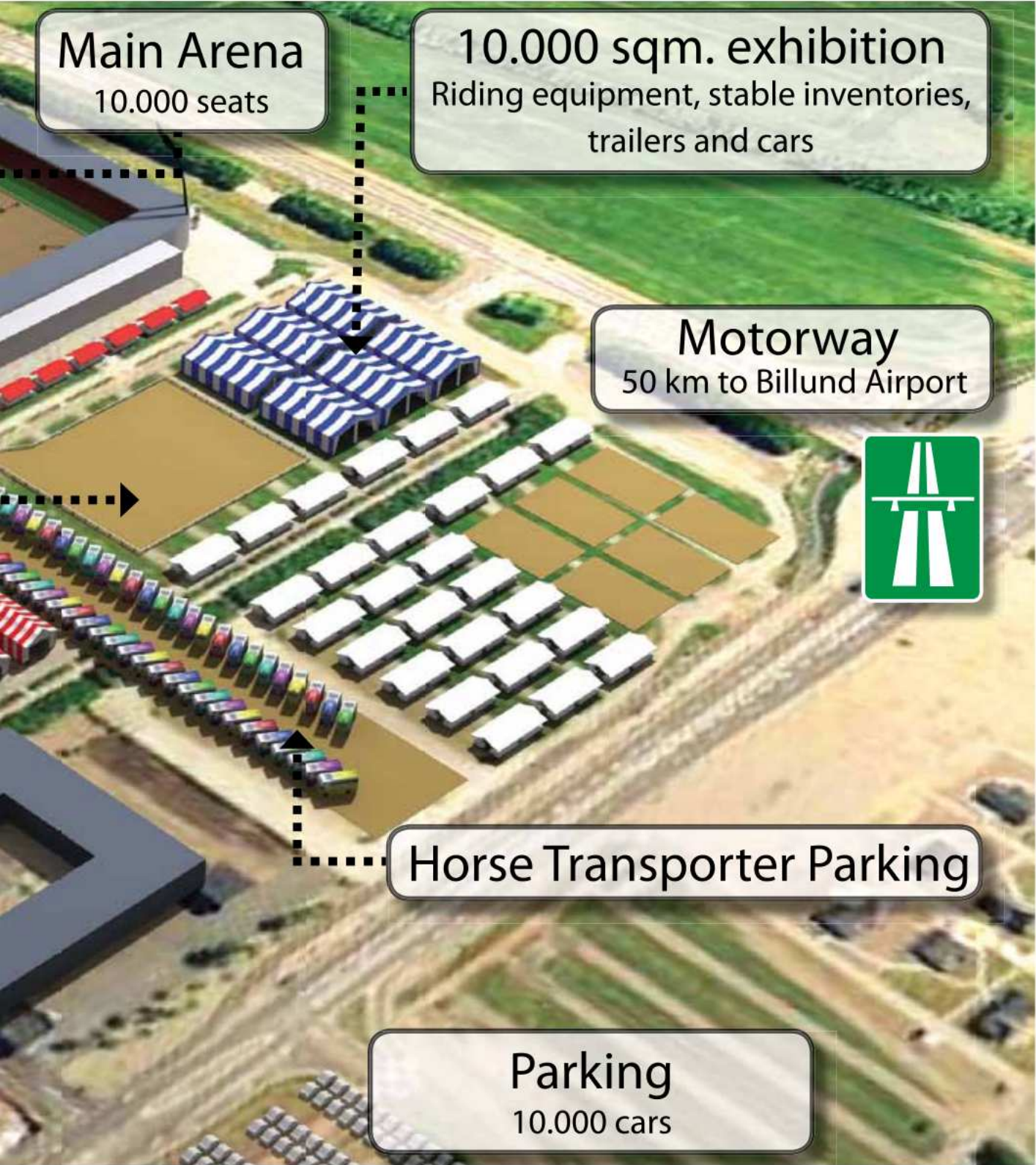
MODERN MCH ARENA IN HERNING

10,000 covered seats in the MCH Arena and up to 15,000 spectators a day, exclusive VIP and hospitality facilities and an impressive setting form the backdrop for perfect experiences. There are lots of opportunities for exposure and targeted marketing initiatives both inside and outside the stadium.



ACCOMMODATES UP TO 15,000 SPECTATORS

Become a partner and receive a tailored solution for your company's use of Euro 2013



TOP-CLASS VIP AND HOSPITALITY AND TARGETED OPPORTUNITIES

Our partners have many opportunities for marketing initiatives and other activities. This applies to both the wider audience, e.g. via television, and



Partnering with JBK Horse Shows for Euro 2013 offers a wealth of opportunities for targeted initiatives in regard to your company's various target groups. The crucial part is to tailor the solution so that it works.

ECCO has signed on as an Event Partner, and there is an opportunity to be Title or Presenting Partner for one or more competition categories. This provides exposure closely linked to the sporting world, with associated ownership of the event.



Billboard exposure reaches up to 15,000 spectators in the arena and many television viewers.

MAKE YOUR BUSINESS VISIBLE

Whatever your message, Euro 2013 offers partners a multitude of opportunities, both via television and directly to thousands of daily spectators in the MCH Arena.

The TV coverage will be substantial both in Denmark and in Europe generally. Billboards displaying your name and logo are perfect for the wider target group.

We also offer exposure in programmes and on tickets, PR material, the European Championships website, logo walls for interviews and medal presentations, plus much more.

FACILITIES, ENTERTAINMENT FOR MARKETING INITIATIVES

to selected target groups and business connections with particularly discerning needs



The MCH Arena sets the stage for first-class VIP and hospitality facilities.

PARTNERS WITH LOTS OF OPPORTUNITIES

- Title or Presenting Partner for the competitive categories
- TV exposure via billboards, etc.
- Presence on programmes, tickets, website, interview walls, etc.
- Customer and employee events
- VIP and hospitality facilities for 900 guests

TENDING TO CUSTOMERS AND EMPLOYEES

The MCH Arena offers a unique backdrop while JBK Horse Shows handles the festive, social and gastronomic contents. 900 guests in the exclusive VIP and hospitality sections will have a truly special experience, with plenty of entertainment during the event.

For partners, customer and employee events represent a clear opportunity. JBK Horse Shows has extensive experience of successful VIP events, including many World Cup competition events.

Euro 2013 will be no exception: we intend to scale new heights with this event.

*Invite customers and other
business connections to a great event.*



THE 2013 EUROPEAN CHAMPIONSHIPS WILL BE AN EXPERIENCE TO LAST A LIFETIME

The European Championships will be the international high point of equestrian sport in 2013 - and they will take place on Danish soil! The world's best riders will gather in completely unique surroundings, and the top Danish riders will be in the fight for the medals

The European Championships are the most prestigious equestrian sport events after the Olympics and the World Championships. Virtually the entire global elite will gather in Denmark in 2013 to compete at the very highest level.

BRINGING TOGETHER THE GLOBAL ELITE

The best riders in every discipline will be present, ensuring strong competition, drama and excitement every day during the European Championships.

In recent years, Danish riders have achieved many excellent results at international competitions. The fine-tuning is already underway, and expectations



Medalling at the European Championships is second only to the Olympics and the World Championships.

are high. With up to 15,000 spectators watching, the scene is set for the Danes to fight.

ENTERTAINMENT FOR EVERYONE

Equestrian sport has a wide reach, offering both drama and entertainment for everyone, including non-riders. In front of the TV, most people are enticed by the sport.

The various disciplines offer something for everyone:

Jumping has the classic element of competition, and provides nail-biting tension when horses and riders need to clear jumps in order to win.

Dressage shows off the elegance of equestrian sport and displays the fascinating interplay between horse and rider.

Para dressage for people with disabilities does not mean that the competitive element is secondary - quite the reverse, in fact. And it is always impressive to see a disabled person working in partnership with the horse.



The global elite, including Denmark's Princess Nathalie, gathers for the European Championships.

TITLE AND PRESENTING PARTNER

We offer our partners the option to be Title or Presenting Partner for the various competitive disciplines.

This means that the company has ownership of the selected discipline, with the company or product name featuring in the arena, on all printed material, and so on.



The 2013 European Championships in Herring, Denmark, are supported by powerful forces. As well as the international equestrian federation, FEI, the Danish Equestrian Federation and JBK Horse Shows, Sport Event Denmark and Herring Municipality are also committed to making this the best ever European Championships.



Jumping: *The show-jumping is traditionally nerve-wracking from start to finish.*



Dressage: *The interplay between horse and rider is a fascinating discipline and always impresses.*



Para dressage: *Watching equestrian sport for people with disabilities is an experience and the medals will be hard-fought.*



JBK HORSE SHOWS IS SCANDINAVIA'S LEADING PRESENTER OF HORSE SHOWS AND EVENTS

JBK Horse Shows has many years of experience in developing and implementing the biggest and most popular horse shows in Scandinavia

The 2013 European Championships in jumping, dressage and para dressage in Herning is a high point in the history of Danish equestrian sport - but that isn't all.

As the organiser of this major event, it is also the high point that manifests the JBK Horse Shows vision: To develop and implement the best horse shows and events for riders, the public and our partners.

JBK HORSE SHOWS

- A decade of experience in organising major horse shows and events
- Has put Denmark on the map by focusing on the very top of the sport
- Has organised several World Cup competitions on Danish soil
- Has organised many other major international shows involving most equestrian sports and competitive disciplines
- VIP and hospitality services are part of the JBK Horse Shows brand



A DECADE OF EXPERIENCE

Thanks to our many years of experience, we know what is needed to create the event-rich experience that a horse show should represent. It should be high quality all round.

In its capacity as organiser, JBK Horse Shows brings several international horse shows to Denmark every year, including several World Cup competitions. This has put Denmark on the map with a focus on the very top of the sport.

A HOLISTIC APPROACH

We always emphasise that an event should present the top of the sport. At the same time, the event should represent a great experience for the public and our VIP guests.

Entertainment that extends beyond equestrian sport gives JBK Horse Shows events an extra dimension - and a very high level of VIP and hospitality services is an absolute must.

WE ENJOY OURSELVES!

On a personal level, we are former top riders, national trainers, and so on. We are enthusiasts – and we are delighted to put on the best ever European Championships!

We also enjoy working well with businesses who want to be involved in a major event, and who can see the opportunities offered by the great interest in the European Championships.

Come and talk to us about the biggest sporting event in Denmark in 2013.



Entertainment that stretches beyond equestrian sport offers additional experiences.



Our partners and their business connections will experience a special treat in the VIP section.



Both children and adults get close to the horses, riders and the absolute best the sport has to offer.





FEI European Jumping and Dressage 2013
FEI European Para Dressage 2013



WELCOME TO THE EUROPEAN CHAMPIONSHIPS

- become a partner in Denmark's biggest sporting event of 2013



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