



LONGINES

ENDURANCE
WORLD
CHAMPIONSHIP

FEITM

21

PISA SAN ROSSORE ITALY 22nd MAY 2021

SPONSORSHIP OPPORTUNITY

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Italiana
Sport
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Italia
Endurance
Stables & Academy

ENDURANCE

THE MAGIC
OF THE RELATIONSHIP
OF EXTREME
COMPLICITY AND TRUST
CREATED BETWEEN
HORSE AND RIDER.

THIS IS OUR MISSION,
WITH THE
RELATIONSHIPS WITH
OUR PARTNER.



LONGINES FEI ENDURANCE WORLD CHAMPIONSHIP 2021



PISA,
SAN ROSSORE
MAY 22, 2021

The Longines FEI Endurance World Championship will take place on Saturday 22 May. The competition takes place every two years and will be included within the international Endurance Lifestyle event, an event lasting 4 days, from 20 to 23 May 2021.

It will be a unique event: it will take place within an exceptional location such as that of the San Rossore Racecourse in Pisa, one of the most famous Italian cities. The race will take place in a single day during which the riders and horses will have to face a sequence of circuits for a total of 160 km.



LONGINES FEI ENDURANCE WORLD CHAMPIONSHIP 2021

Imagine running a marathon, grinding kilometers not alone, but riding a horse, for which you are responsible. Endurance is that. A challenge of strategy and resistance, of empathy, understanding and above all continuous attention to the welfare of the horse!

The protagonists of the Longines FEI Endurance World Championship are the national teams from all over the world with their best horses and riders capable of attracting thousands of spectators and professionals in the sector. The event is destined to run into history.



THE EVENT

4 EXCLUSIVE DAYS,
IMBEDDED
IN THE NATURE AND IN
RESPECT OF THE
ENVIRONMENT

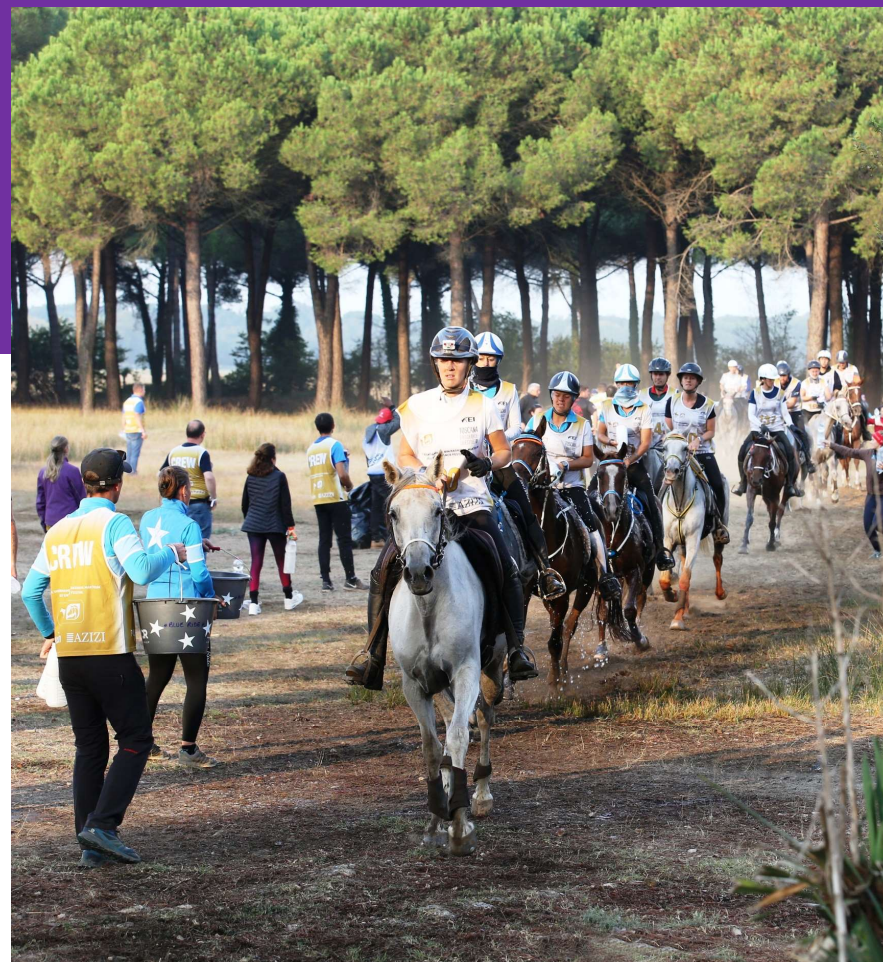


ENDURANCE LIFESTYLE

Now in its 27th edition, Endurance Lifestyle is an event format that offers excellent initiatives and appointments dedicated to sport, business, tourism and networking.

Capable to host the most important races and the biggest championship in the world, the event has reported **very important numbers both in terms of participation and in terms of business and communication.**

Held in various Italian regions, since 2015 has its seat in Pisa San Rossore where, in 2021, will be the setting between **May 20 and 23** of the Longines FEI Endurance World Championship.



LONGINES FEI ENDURANCE WORLD CHAMPIONSHIP 2021



IMAGING



DESIGN



STRATEGY



PROGRAMMING

The **Longines FEI Endurance World Championship** will have a full program in which Endurance will not only have the role in the sport, but will inspire a proper “lifestyle” through various collateral activities, of communication and social networking.

Press Conference

Opening Ceremony

Prize Giving Ceremony

Gala Night

Cultural Activities

Educational Activities for children and families

Social Media Activity

Exhibition Areas

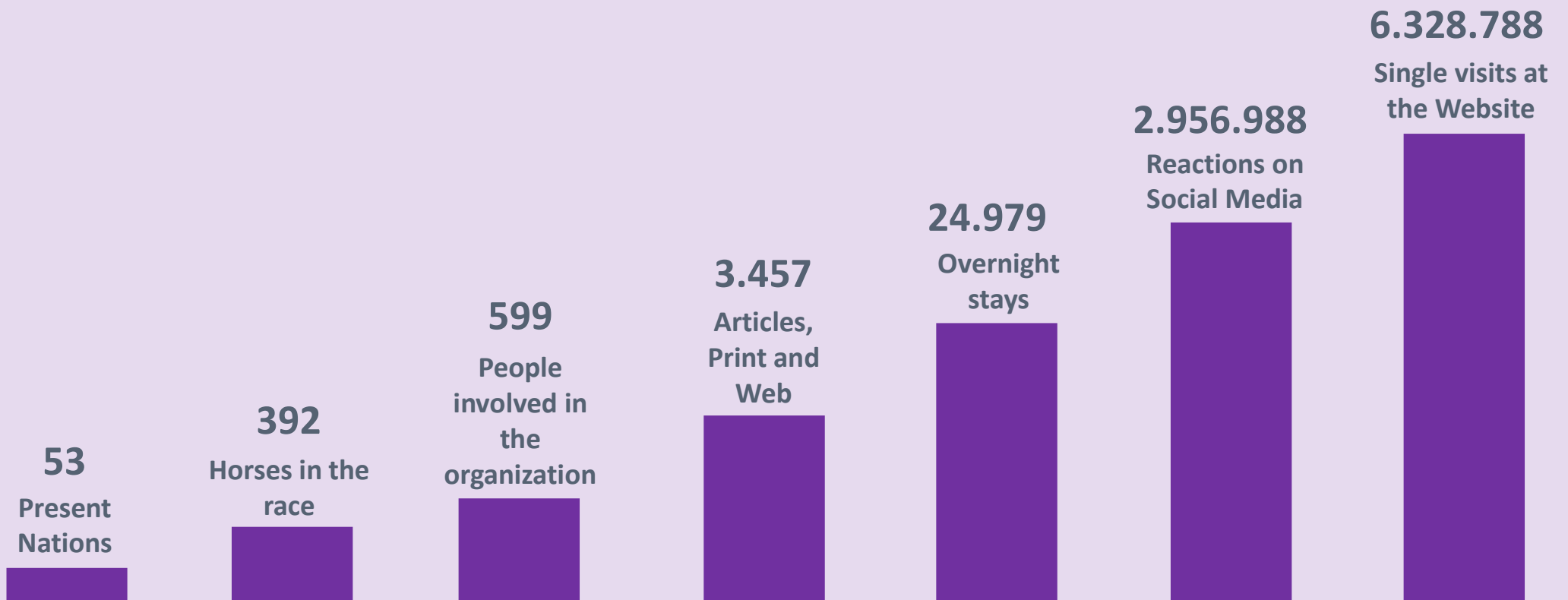
Entertainment and Live Shows

Communication Activities at the Press & Media Centre

Networking Activities at the Lounge

PR Activities at the VIP Areas

NUMBERS OF ENDURANCE LIFESTYLE 2019



A photograph of a white horse with a blue halter and a woman with blonde hair hugging it. The woman is wearing a dark blue t-shirt with the word 'SWEDEN' in yellow. In the background, there is a blue and yellow Swedish flag. The image is split into two parts: the left part is a purple overlay with white text, and the right part is the photograph.

LOVE AND WELFARE OF THE HORSE IN THE FIRST PLACE

THE DEVOTION
AND RESPECT
FOR THIS
NOBLE ANIMAL
GUIDE US
IN EVERY CHOICE

A MAGIC RELATIONSHIP



TWO HEARTS
THAT BEAT
TOGETHER

When we think at the horse we imagine a combination of beauty, elegance, power and freedom. We could also add another element: the importance of the extremely complicity and trust of the relationship created between the rider and the horse.

At this relationship rider-horse, the contact with nature joins and everything becomes even more amplified and spectacular.

Endurance is one of the few disciplines in which men and women compete together.



OUR ENDURANCE

ETHICS

Ethics is the guiding principle of Endurance Lifestyle: horses have inalienable rights that require us to conduct relentless ethics.

LOVE

Love for this noble animal and for this sport are the aims that moves the whole organization of the entire event.

RESPECT

Respect for the horse is equally fundamental. Respecting him means understanding his limits so as to build an empathic relationship with him.

WELFARE

The welfare of the horse is the first objective, which is why the physical conditions of the horse are constantly monitored in Endurance.

ENDURANCE IS EVEN «THE SPORT OF SHEIKES»

Practiced by the major royal families of the Gulf countries, Endurance has grown considerably over the years, so much so that it has become the second equestrian discipline in the world for the number of competitors.

The Royal Families of Bahrain, Malaysia, Oman, Qatar, Saudi Arabia and the United Arab Emirates will be present in Pisa for the Longines FEI Endurance World Championship 2021.



HH Sheikh Nasser Bin Hamad Al Khalifa, member of the Royal Family of Bahrain

BEING OUR SPONSOR

A UNIQUE OPPORTUNITY
OF PROMOTION
FOR THE NATIONAL AND
INTERNATIONAL
EXCELLENCES



SPONSORSHIP – VALUE OF THE INVESTMENT



VARIOUS POSSIBILITIES OF ENGAGEMENT

An event as the Longines FEI Endurance World Championship offers an important **platform for international relations, dynamic and innovative**. It also offers the opportunity, during the event, to achieve marketing and sales objectives and increase its brand image on a global scale. It will be possible to build ad hoc, based on the needs of the individual company, a space, promotion and communication plan that includes a wide range of offers within the event.

THE SPONSOR'S FORMAT



TITLE



MAIN

After the Title, it is the first category of sponsors to be entitled to a dominant position in all event communication.

OFFICIAL

It is the category of sponsors that are entitled to a privileged position in all general communication of the event.

SUPPORTER

It is the category to which some means of communication are reserved. The logo appears in part in the communication of the event.

CHARITY



lega del filo d'oro



THE VISIBILITY

**DIGITAL & SOCIAL MEDIA
STRATEGY**

**COMMUNICATION
ON SITE**

**COMMUNICATION
OFF LINE**

**EXPERIENCE
& NETWORKING**

DIGITAL & SOCIAL MEDIA STRATEGY

@Endurance Lifestyle



@endurancelifest



ewc2021.com



SOCIAL MEDIA:

- **Branded content post**
visibility of the brand on graphic templates and posts;
- **Product placement post**
support from the brand to the topic associated with the content, with the possibility of product placement;
- **Special Project**
opportunities and occasions for the production of content and the development of campaigns, built ad hoc for the partner brand and conveyed on both channels;

WEB – official site:

- **Presence on the homepage with Logo and direct link;**
- Dedicated banner ;
- Dedicated news.

COMMUNICATION – ON SITE



Field of Play:

- Totem, vet tent, banner, videowall;

Race:

- Bib-vest, course signage;

Stables:

- Banner, signage ;

Opening and Closing Ceremonies:

- Podium, backdrop, videowall;

Exhibition Area:

- Stand, banner, signage;

Media Area:

- Backdrop press conference, flash and mixed Zone, banner.

COMMUNICATION – OFF LINE

Medals

YOUNG PEOPLE TAKE ON THE FUTURE

Toscana Endurance Lifestyle will start off with great excitement, crowning the winners of the FEI Meydan World Endurance Medals Championship YJ

Wednesday 18 September will be a very special day for Toscana Endurance Lifestyle 2019. This is the day that the FEI Meydan World Endurance Championship YJ will take place at San Rossore Racecourse. It is like a final exam for young riders who hope to join the elite of the most exciting equestrian discipline, which in the last decades has seen an increase in riders and horses all over the world.

It will be an important day also because Toscana Endurance Lifestyle 2019 will mark a record number of participants in the worldwide young riders and junior championship ever on the Old Continent. The ride is on to see who will take the individual title, with 114 pairs representing thirty-five nations and five continents (Algeria, Andorra, Argentina, Austria, Bahrain, Belgium, Brazil, Canada, Chile, Croatia, Denmark, Ecuador, Estonia, France, Germany, Hungary, Italy, Korea, Malaysia, Namibia, Netherlands, Norway, Oman, Poland, Portugal, Russia, Saudi Arabia, Slovakia, Spain, Sweden, Switzerland, Tunisia, United Arab Emirates, United States of America, Uruguay).

These numbers make for quite interesting statistics - the foundation for a great show and a competition of the highest level - having gone well beyond the decade 100 pairs, which is something that hasn't happened in the last 50 years. In 2017 at Valleggio sul Mincio, Italy, there were 93 pairs in the competition with in Santo Domingo, Chile, in 2015, 59 pairs took to the course. In 2011, in Uster, France, 100 pairs fought for the title in 2013. In 2011, in Abu Dhabi, in the United Arab Emirates, there were 79 pairs, with 93 pairs in Baboia, Hungary that same year. In 2007, at Campo de Mayo, Argentina, 57 pairs took part in the ride.

Another reason the FEI Meydan World Endurance Championship YJ will be technically impressive: beyond the number of participants on the starting block, is the presence of two young riders that have set the pace during the most recent international events: current World Champion Saied Salem Aliq Khamis Almusallami (United Arab Emirates), who won in 2017 at Valleggio sul Mincio riding Rabdan, and Raquel Costa Codina (Spain), who was crowned the European Champion right on the course at San Rossore. The United Arab Emirates and Spain are the countries to beat considering they took the world team title in 2017 and team gold medal in Europe in 2018, respectively.

It is quite likely that the future of endurance riding will be decided at the San Rossore Racecourse. Those who want to discover horses and riders to watch in the coming years in the most important rides throughout the world absolutely must attend Toscana Endurance Lifestyle 2019.

Current World Endurance Champion YJ Saied Salem Aliq Khamis Almusallami (United Arab Emirates) won in 2017 at Valleggio sul Mincio riding Rabdan

Raquel Costa Codina (Spain), European Endurance Champion YJ, in 2018 at San Rossore riding Turist Oost

OFFICIAL MAGAZINE:

- Advertising pages;
- Editorial;
- Credits page.

ADVERTISING:

- Tabular Spaces

MATERIALS:

- Poster;
- Accreditation Passes;
- Roll-up;
- Folder;
- Track Map;
- Invitations;
- Official video;
- Press office materials.

EXPERIENCE & NETWORKING



OPPORTUNITIES:

- Lounge;
- Sampling;
- Award title;
- Dedicated event;
- Gala Dinner;
- Press conference;
- Opening ceremony;
- Prize giving ceremonies.

OUR HISTORICAL
SPONSORSHIPS
(2000 -2019)

meydan

AZIZI
DEVELOPMENTS

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Jumeirah

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Collection

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BRUNELLO CUCINELLI
CASHMERE

iGuzzini

Chopard



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S.PELLEGRINO

RAS

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INSTITUTIONAL PARTNERS



Regione Toscana



ENTE PARCO REGIONALE
MIGLIARINO SAN ROSSORE
MASSACIUCCOLI



Comune
di **Pisa**



SCUOLA
NORMALE
SUPERIORE



Croce Rossa Italiana
Comitato Regionale Toscana

SPORT PARTNERS



CONI



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Endurance World
Championship 2021
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www.ewc2021.com

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