

Jumping Amsterdam where sport and business come together



JUMPING  AMSTERDAM

I amsterdam.



Jumping Amsterdam

Jumping Amsterdam is an international equestrian sports event that very much embraces its unique **Amsterdam** character, which focuses on sports, show and entertainment. This prestigious event has been held annually since 1958 at RAI Amsterdam and is famous for its **sold-out stands** and **excellent competitors** including the very best of the world in the **FEI Dressage World Cup™** and the **Longines FEI Jumping World Cup™**.

Jumping Amsterdam is THE leading international equestrian sports event of the Netherlands. Its accommodation, atmosphere and concept combine to create a venue that brings people together and where everyone feels right at home. Businesses, governmental officials, and executives all meet at Jumping Amsterdam. Even the **royal family** makes sure to visit this annual event.

Whether you are looking for an excellent platform to take your **relationship management** to the next level, or your business needs more **exposure** with our shared target group, Jumping Amsterdam can offer you plenty of options and possibilities.



Equestrian sports in the Netherlands

Did you know how popular equestrian sports actually are in the Netherlands? The fact is that, after soccer, equestrian sports are the sport with the **highest economic value**. In order to illustrate, here is a list of some key figures:*

- €1.5 – 2 billion turnover in the Dutch equestrian sports sector
- 1.2 million equestrian sports enthusiasts in the Netherlands
- 400,000 active Dutch equestrians
- 450,000 horses in the Netherlands (of which 250,000 are privately owned)
- 10,000 equestrian (sports) businesses in the Netherlands

On the international stage, Dutch equestrians are a force to be reckoned with. They have won Olympic, World and European titles, both in team competitions and individually. In addition, equestrian sport is quite unique since:

- it is a sport that involves contact between **humans** and **animals**
- it is the only sport in which **men and women** can compete directly against each other at the highest level
- people experience equestrian sports not just 'as a sport' but as a **lifestyle**

*source: KNHS

"Jumping Amsterdam has become the equestrian highlight of the year. Jumping offers an attractive mix of top-class sports and amusement!"

Johan Remkes, commissioner to the King of the province of North-Holland

Jumping & Amsterdam

Jumping Amsterdam has always been held in the RAI Amsterdam, ever since 1958. Both the name and the venue tie this event to our capital. For decades, Jumping Amsterdam has fulfilled an important role in the rich history of this city and it is of great importance for the city's marketing and the complete package that Amsterdam can offer its inhabitants.

For a large part, the visitors of Jumping Amsterdam are from the metropolitan region of Amsterdam, and even the businesses of Amsterdam have embraced this event. A large number of Amsterdam-based businesses commit to this annual event. The metropolitan region of Amsterdam has a very diverse economy with an impressive value of €107 billion*. The financial and business services, tourism and the creative industry are important sectors. In addition, Schiphol Airport and the Port of Amsterdam provide an excellent base for the transport and storage sector. By participating in Jumping Amsterdam, your business gets the unique opportunity to (further) meet the businesses and consumers of the Amsterdam metropolitan region.

*Source: Economic exploration metropolitan region Amsterdam



Visitors of Jumping Amsterdam

Each edition of Jumping Amsterdam can count on a large number of visitors. Over 55,000 people will find their way to RAI Amsterdam for this four-day event. What makes the crowd so special compared to others sports events, where on average 60% is male, is that the (sold-out) stands of Jumping Amsterdam are mostly occupied by women:

75% women*

31-50 years old

early adopters

highly educated

average level of wealth

very involved

** during the dressage days, this percentage averages well over 81%*

Jumping Amsterdam & the media

- a total of **2,633,000 viewers** watch the broadcasts on NOS Studio Sport and the NOS Sportjournaal with summaries of the FEI World Cup™ Dressage and the 'Grand Prix of Amsterdam' show jumping
- **160,770 site visits** during the month of the event (1 - 31 January) on the website www.jumpingamsterdam.nl by **95,978 unique visitors** from **87 countries**
- television stations present: NOS, RTL 4, RTL 5, AT5, RTV Noord-Holland, RTV Oost, Horse & Country TV
- newspapers present: De Telegraaf, Trouw, NRC Handelsblad, Volkskrant, AD, Het Parool
- magazines present: Hoefslag, BIT, Dressuur, Paardenkrant, PaardenSport, Equitime, In de Strengen, among others
- **196,750 viewers** follow the live stream on ClipMyHorse, **169,000 views** on the Facebook page of ClipMyHorse (NL/GER/FRA) with a total reach of 496,000 members

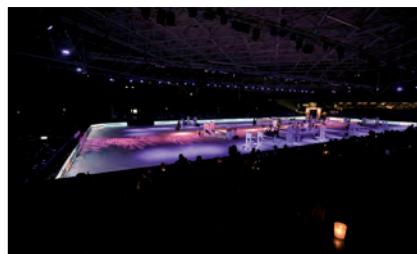


JUMPING AMSTERDAM FACTS & FIGURES

- a budget of €1,7 million
- **sold-out** stands
- 6,500 VIP guests during the four-day event
- 225 employees and volunteers
- **1,200 m² standing room** with national and international exhibitors
- **190 stables** with international competition horses
- **1,300-ton sand** (40 lorries) for the training and competition rings
- performances by **famous Dutch artists**
- attended by the **best shows in the world** like the London Metropolitan Police, Jean-François Pignon, Flying Frenchman Lorenzo, Santi Serra Camps, The Horseman Team and Luma the Lyon

"Those who say 'Jumping', automatically say 'Amsterdam'! In this bustling metropolitan, the new talented generation is taking on the older reigning champions to create a true spectacle. Jumping Amsterdam has developed into a top-class event with a great crowd, a good sports programme and an even more amazing atmosphere. That is why: I amsterdam!"

Jeroen Dubbeldam, Olympic, World and European champion and sports advisor show jumping Jumping Amsterdam



Programme

Thursday (1 continuous programme)

day and evening programme (8.30 am to 11.00 pm) A day that offers national show jumping and dressage competitions with the classes L up to and including ZZ show jumping, international jumping U25, final round of the Subli Competition for Young Dressage horses, open-access training of the FEI Dressage World Cup™ competitors and the Prix St. George (small tour).

Friday (2 programmes)

day programme (9.00 am to 6.00 pm) For the dressage enthusiasts: a must-see programme of para-equestrian dressage and the FEI Dressage World Cup™ (Grand Prix). The international show jumpers also compete for the first time.

evening programme (6.30 pm to 11.00 pm) A wonderful evening sponsored by De Telegraaf with two international show jumping classes and a spectacular show.

Saturday (2 programmes)

day programme (9.00 am to 6.30 pm) Sold-out stands filled with visitors who have come to watch the national dressage classes (final Hoefslag Future Cup U25 and the final of the Prix St. George Freestyle) and the beautiful FEI Dressage World Cup™ (Freestyle), the show and an international show jumping class.

evening programme (7.15 pm to 11.15 pm) With an international show jumping competition U25, an amazing show and the Grand Prix of Amsterdam, the Saturday evening programme of Jumping Amsterdam is a very enticing programme with a high level of entertainment for the crowds in the sold-out stands.

Sunday (2 programmes)

morning programme (8.30 am to 11.45 pm) The programme both inside and outside the arena is specifically focused on the smallest equestrians with the Novotel Little Jumpers kids morning.

afternoon programme (11.45 pm to 6.00 pm) An afternoon filled with international show jumping classes. The highlight is the Longines FEI Jumping World Cup™, which will be hosted in a sold-out arena. A world-class show is, of course, essential for such an event.



Hospitality

Jumping Amsterdam is the perfect opportunity for your business to welcome your guests in a stylish ambience and therefore profile yourself in a unique manner. The hospitality boxes and tables have an excellent view of the arena and offer the possibility of inviting your guests for an amazing experience. Attending a top-class sports event, combined

"Jumping Amsterdam is an exceptional event when it comes to quality. A fantastic organisation combined with the special Amsterdam ambience make this event attractive for both the spectators, business community and the sponsors as well as the best riders in the world who try to make it each year!"

Imke Schellekens-Bartels, sport advisor dressage Jumping Amsterdam

with excellent catering and an attractive additional programme is a very effective way to conduct public relations management. We have learned from experience that not only business relations appreciate such invitations, but their partners also often enjoy visiting Jumping Amsterdam.

HOSPITALITY TABLE

For smaller groups, it is possible to reserve a VIP table for 8 people including a catering arrangement. You and your guests can sit at your own hospitality table located on the long side of the competition arena of Jumping Amsterdam. You will be only metres away from the competitors, so you and your guests can enjoy the top-class sports programme and shows.

A hospitality box for 8 people offers the following:

- VIP table for 8 people per half day (4 days, 7 half days)
- including a Dutch beverage arrangement
- including a daily selection of coffee or tea with homemade baked goods, lunch and luxurious appetisers
- 4 VIP parking passes for each half day
- access to the hospitality terrace

The cost for this arrangement is €8,000.

On Friday and Saturday evening it is possible to make an additional reservation for a 3 course dinner that is being served at your hospitality table. If you have a preference for one specific day or even half day, this can be arranged (if available). Prices are available upon request.

All prices listed are exclusive of VAT.



HOSPITALITY BOX

For larger groups (20 people or more), our hospitality boxes may be a more suitable choice. You will be able to greet your guests in this beautifully decorated box with a perfect view of the arena. The dynamics of a top-class sports event, the hospitality box and the catering package that is assembled entirely to your taste, will result in a unique experience with high chances of a business outcome.

A hospitality box for 40 people will offer you the following:

- 40 tickets for each half day (4 days, total of 7 half days)
- 20 VIP parking passes for each half day
- access to the hospitality terrace
- your business name on the signs at the entrance and on the VIP stand
- your business name on the list of the hospitality box and at the entrance of your box
- reception of your guests by our hostesses at the entrance and VIP stand
- supervisor passes can be arranged upon request: this pass will allow your host to have access to the VIP box and is valid for the duration of the entire event
- exclusive catering

The rent for a hospitality box for the entire event (4 days) based on 40 people is €29,000. If you have a preference for one specific day or even half day, this can be arranged (if available). The box can also be made to accommodate 20 or 30 people. Prices are available upon request.

Friends of Jumping Amsterdam Business Club

If you are looking to expand your professional network and enjoy great food and drinks with an excellent view of the arena of Jumping Amsterdam, you could become a member of the 'Friends of Jumping Amsterdam' Business Club. The members will meet in a luxurious Business Lounge during this equestrian event.



What can you expect as a Friend of Jumping Amsterdam?

- access for 2 people to the Business Lounge including a beverage arrangement, a selection of luxurious appetisers, lunch and VIP parking on Saturday and Sunday, allowing you to enjoy the varied programme of shows and sports including THE highlights of the programme: the FEI Dressage World Cup™ (Freestyle), the 'Grand Prix of Amsterdam' show jumping and the Longines FEI Jumping World Cup™
- invitation to the Jump-off opening reception on Thursday
- possibility for a guided tour around the venue of Jumping Amsterdam with a unique look behind the scenes of the international stables, and/or walking the show jumping course with a professional
- invitation to the Jumping Get-Together (in the past, this gathering has been hosted at, among others, Jeroen Dubbeldam's stables, Anky van Grunsven's stables, Stoeterij Sterrehof stud farm, Paviljoen Welgelegen estate and the official residence of the mayor of Amsterdam)
- invitation to the annual gathering of the Friends of Jumping Amsterdam

In short, Friends of Jumping Amsterdam offers you a unique network opportunity and many benefits in an informal ambience. The annual membership fees are €1,250.



Exposure

Jumping Amsterdam always receives a lot of attention from the media and the public. With all the possibilities that Jumping Amsterdam has to offer, you can, depending on your business and marketing goals, easily accomplish the following:

- increase brand awareness;
- emphasise brand experience;
- increase brand loyalty;
- support and stimulate the sale of products/services;
- create interaction with your target group.

Jumping Amsterdam offers access to various target groups: attending spectators during the event (see target group description on page 5), attending businesses, and the public that is exposed to Jumping Amsterdam, and thus your business, due to the large media coverage.

There is wide array of exposure possibilities for your business, as illustrated below:

LED BOARDING

The Jumping Amsterdam arena is fitted with state-of-the-art LED boarding. In addition to the exposure that you will enjoy during the event, the NOS broadcastings of the FEI Dressage World Cup™ on Saturday and the Longines FEI Jumping World Cup™ on Sunday will provide an audience of millions of viewers.

Single LED panel for the duration of the entire event
(240cm x 90cm): €3,750

Double LED panel for the duration of the entire event
(480cm x 90cm): €7,750

CLASS SPONSOR

You can add your business name to an international or national class (competition category). In this way, you can even generate attention during the preparation leading up to the event. The class will have your business name and logo (for example, De Telegraaf Prize) on the horse blankets worn by the horses of the class winners and your business name will also appear on the LED boarding during the award ceremony while you are personally handing out the prizes to the winners, and the speaker text of your business is announced over the microphone.

Branding an international class: €7,500



"Jumping Amsterdam has it all: from the youngest talents in equestrian sports to the best of the world! Make sure that you don't miss it!"

Maarten van der Heijden, Director Top sport and International Affairs KNHS
(Royal Dutch Equestrian Sports Federation)

SHOW SPONSORING

One of the most appreciated parts of Jumping Amsterdam are the shows that are a variation on the standard sports programme. Each year, we get a world-class show that promises to amaze the spectators. Spectacular or touching - the shows of Jumping Amsterdam will offer something for everyone. Starting on Friday evening, the show will be performed each half day and you can profile your business as a presenting sponsor. Prices are available upon request.

FENCE

Jumping Amsterdam can place a branded fence in the jumping course. If you do not own a branded fence, it is also possible to rent one.

Placement in a minimum of one competition per day: €7,500

Additional fee for placement 'Grand Prix of Amsterdam': €3,750

Additional fee for placement Longines FEI Jumping World Cup™: €7,500.



COMMERCIAL

Via a promotional video, you can make sure the spectators of Jumping Amsterdam will recognise your business. The business video will be shown on two video walls in the arena and on all the screens of the internal television circuit.

at least 3 times a day, maximum length 30 seconds: €3,750.

ADVERTISEMENT OR ADVERTORIAL

The Jumping Magazine is distributed amongst all VIP guests and is available for sale for the visitors. You can profile your business via an advertisement and/or advertorial.

1/1 FC page: €1,000

Back cover: €2,000

Inside cover: €1,500

ONLINE

On the website of Jumping Amsterdam, you can find a news letter, live stream, and the possibility to advertise online.

Banner homepage rotating with a maximum of 6 advertisers per position: €1,500

Advertorial news letter Jumping News: €750

Commercial on the live stream, maximum length 10 seconds: prices are available upon request



EXHIBITION SPACE

The great number of visitors to Jumping Amsterdam and elaborate publicity around the event offer the perfect opportunity to show your business or product to a larger audience.

All-in booth

per m², first 16 m²: €160

per m², extra: €120

incl. uniform booth construction, obligated floor coverage and 1 spotlight
per 3m² excl. obligatory power connection: €170

Booth space

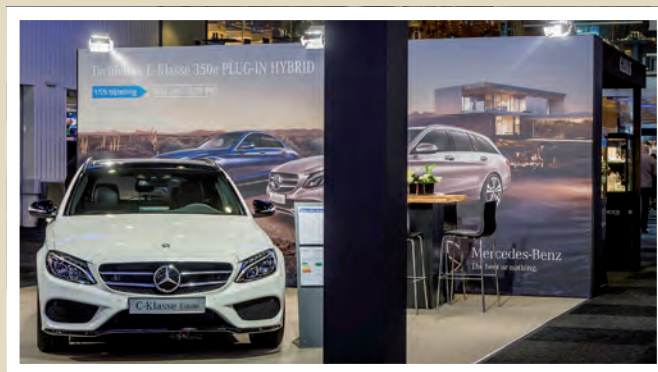
per m²: €125

incl. obligatory floor coverage

excl. booth construction

excl. obligatory power connection: €170

In order to maintain the uniform and luxurious character, building your own booth requires consultation with the organisation.



RELATION TICKETS

As a sponsor or exhibitor, Jumping Amsterdam offers you the possibility to grant access to your family, friends, employees or relations to the event by obtaining a relation ticket for a half day of your choice. These are charged afterwards at €25 per ticket, only if the tickets have been used to gain access.

SPECIALS

Jumping Amsterdam also offers an excellent opportunity to have a business meeting while attending a very special sports event. You can, for instance, organise a (mini) conference, product presentation or meeting in one of the (conference) rooms. The possibilities at RAI Amsterdam are endless. Subsequently, relations can dine at the excellent Holland Restaurant with a view of the international competition arena.



Custom package

You do not have to choose, of course, between the possibilities regarding relation management or exposure. A combination of those possibilities can be assembled in a custom package, which will have a stunning result, and can be adjusted according to your goals. Premium brands such as the ones mentioned below have preceded you. These brands have discovered the power of Jumping Amsterdam and enjoy committing their name to this event.

De Telegraaf

rai
AMSTERDAM

corendon.



AIRFRANCE / KLM
Martinair CARGO

VRIENDENLOTERIJ

Gemeente
Amsterdam

Provincie
Noord-Holland

CONTACT

We can assemble a package that meets all your requirements and helps you reach your goals. If you would like to receive more information or make an appointment about your participation, please feel free to contact us via +31 (0)20 - 549 16 05 or via e-mail: info@jumpingamsterdam.nl.



Anyone who pays a visit to Jumping Amsterdam, can contribute to an extraordinary goal: cure more children with cancer, with an optimal quality of life. Jumping Amsterdam supports in the run-up to and during the event the Prinses Máxima Center for children's oncology.

This brand new specialized care and research center and Jumping Amsterdam show a number of similarities: both belong to the worldwide top, have an international appeal to professionals and visitors and perform at the highest level.



prinses
MÁXIMA
centrum voor kinder-oncologie



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