

JUMPING AMSTERDAM
22-25 January 2026
65TH EDITION

PARTNER BROCHURE 2026

"When you say Jumping,
you say Amsterdam."





Top-level sport, entertainment, Amsterdam

22–25 January 2026 – 65th edition

Top-level sport, a shopping village full of stunning brands, and a vibrant atmosphere – that's Jumping Amsterdam. For four days, RAI Amsterdam is all about international equestrian sport at the highest level, combined with lifestyle, entertainment, and hospitality. The world's elite riders come to Amsterdam for the prestigious Longines FEI Jumping World Cup™ presented by EuroParcs and the FEI Dressage World Cup™ presented by Vriendenloterij. Visitors can enjoy top-class sport, atmospheric dining, and closing parties at the iconic Bolle Jan Café. Jumping Amsterdam is the leading equestrian event in the Netherlands. It offers a unique experience for young and old alike, where brands can connect with an engaged and loyal audience. With sold-out stands and an impressive program, the event provides a powerful platform for visibility and activation. What truly makes Jumping Amsterdam special is the unparalleled diversity of its visitors: from members of the Royal Family to the youngest equestrian fans. This unique mix of audiences highlights the unifying power of the event and its special place in the Dutch sports world. Come experience equestrian sport up close in Amsterdam!

Scan and experience Jumping Amsterdam 2025 once again!





Event facts & figures

Jumping Amsterdam takes place across three event halls, covering a total area of 17,000 m². In just four days, the event attracts over 50,000 visitors, who enjoy a diverse program featuring international top-level sport, shows, entertainment, and a shopping village with 70 exhibitors from the Netherlands and abroad.

Riders from more than 20 countries compete in this five-star competition for a prize fund of €547,855. The best combinations face off for significant cash prizes and international recognition.

Behind the scenes, Jumping Amsterdam is just as impressive. For the arenas, 1,300 tons of sand are delivered by 40 trucks. Additionally, there are over 200 stables housing international sport horses participating in the competitions.

With an annual budget of over €2.5 million, Jumping Amsterdam offers a professional platform for top-level sport, exclusive hospitality, innovative networking opportunities, and — not to be forgotten — the legendary parties that give the event its vibrant character every year. It is a unique opportunity for business partners to connect with world-class sport.

> 50.000
visitors

€547,855
prize money

200
stables



Media facts & figures

Jumping Amsterdam also has a significant impact online and in the media. NOS broadcasts the Longines FEI Jumping World Cup™ live, reaching a total audience of 2.63 million viewers.

In January, the website attracts 95,900 unique visitors from 89 countries, generating 160,800 pageviews. Through the livestream on ClipMyHorse, 196,750 viewers from 81 countries follow the event, with commentary provided in three languages.

Jumping Amsterdam also has a loyal online following, with over 24,000 followers on Instagram and Facebook.

More than 200 accredited press representatives from the Netherlands and abroad come to Amsterdam to report on the event.

200
press
contacts

>48.000
followers

2,63 mil
viewers



Target audiences & visitor profile

Jumping Amsterdam attracts a diverse yet highly engaged audience. With a predominantly female visitor base and strong representation of highly educated individuals aged 31 to 50, the event reaches a demographic characterized by loyalty, style-consciousness, and social awareness.

Visitors experience Jumping Amsterdam not just as a sporting event, but as a complete experience where lifestyle, hospitality, and entertainment come together. In addition, the event serves as a valuable meeting point for business professionals in the Netherlands, policymakers, and government representatives.

- 75% female, 31–50 years old, highly educated, early adopters, highly engaged
- Business audience and policymakers
- International and national exposure



Partnering with Jumping Amsterdam

Five powerful ways to connect your brand to a leading international event.

1. Hospitality

Treat clients or employees to an exclusive experience. From VIP packages to business lounges, Jumping Amsterdam offers an inspiring environment to network, relax, and enjoy world-class sport.

2. Brand activation

Ensure maximum brand engagement at an event where visitors are truly open to new experiences. From sampling to experience zones or social media-worthy activations, we are happy to help create impactful visibility.

3. Exhibition space in the Shopping Village

Showcase your brand or product to a loyal, lifestyle-oriented audience. With over 50,000 visitors, the Shopping Village provides a dynamic environment for sales, introductions, and brand enhancement.

4. Digital collaboration

Reach thousands of equestrian enthusiasts before, during, and after the event. Think branded content, social media campaigns, livestream integration, or digital banners. We help strengthen your online visibility through a strong and engaged platform.

5. Integrated partnership

Become part of the full story as a brand. Gain visibility throughout the lead-up to the event, with a role in joint campaigns and external media, such as De Telegraaf. Every brand and goal is different. Whether you focus on visibility, relationship marketing, or a distinctive activation, we are happy to collaborate and build a partnership that fits.



Visibility & Activation Opportunities

Hospitality

Offer your clients an exclusive experience in a sporty, stylish environment.

- Tables for 8 people, including served lunch and dinner
- Luxury boxes for 30 people with bespoke catering and direct views of the arena
- Ample opportunities for networking and relationship management in a relaxed atmosphere

Brand Activation

Put your brand literally in the spotlight with powerful visual presence.

- LED boarding around the arena
- Class sponsorship including award ceremony and company logo on the winner's blanket
- Branded obstacle in the jumping course
- Promotional film on the large video walls and internal TV network (30 sec – 1 min)

Exhibition Space in the Shopping Village

Showcase your brand or product in a prominent spot on the exhibition floor.

- Exhibition space including stand construction, carpeting, and lighting (1 duo spot per 6 m²)

Media Collaboration

Boost your (online) presence through Jumping Amsterdam's channels.

- Website banners (rotated with max. 6 advertisers per position)
- Advertorials in the newsletter
- Social media posts, stories, and reels
- Commercials in the livestream (max. 10 seconds)
- Advertisement in Jumping Magazine, distributed to all VIP guests





Our partners

Jumping Amsterdam collaborates with an impressive list of national and international partners who help make the event possible. These brands believe in the power of sport, experience, and connection, and deliberately choose to partner with Jumping Amsterdam because of its high-quality image and strong target audience.

Thanks to their involvement, we are able to deliver a top-level event every year. The following brands have partnered with us:



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