



**BABORÓWKO**

EVENT  
SPONSORSHIPS



EQUESTRIAN FESTIVAL  
**BABORÓWKO**

**23-26.05.2024**

#EVENTING



**BABORÓWKO**  
JUMPING SHOW

**09-11.08.2024**

#JUMPING



**BABORÓWKO**  
DRIVING SHOW

**26-29.09.2024**

#DRIVING



BABORÓWKO

—

# ABOUT THE COMPETITIONS

—



# EQUESTRIAN FESTIVAL — BABORÓWKO



We invite you to cooperate in one of the most prestigious equestrian events in Poland, the flagship international competition of the Baborówko Equestrian Association - **Equestrian Festival Baborówko**. This is a four-day celebration of horse lovers, sport and elegance, which gathers enthusiasts from all corners of the country and beyond.



# EQUESTRIAN FESTIVAL — — BABORÓWKO



Every year in Baborówko the best riders of the all-around **eventing** horse competition meet. During the Festival we have already hosted such stars as Olympic Games gold medalists Julia Krajewski, Ingrid Klimke and Michael Jung, but also the best Polish riders: Jan Kaminski, Joanna Pawlak, Mateusz Kiempa and Pawel Warszawski, who trains daily at our center.



**Last year's fifteenth edition gathered the attention of the entire equestrian community, in connection with the official Olympic qualification. It was in Baborówko that the National Team won a ticket to Paris. This year's Festival will be an opportunity to cheer on the Poles on their way to the 2024 Olympics.**



After a comprehensive modernization of our center, the calendar of international events also included competitions held in the most popular equestrian competition - show jumping.

In 2023, Baborówko hosted competitors from 10 countries, including Uzbekistan, Germany, Australia and Lithuania. The CSI2\* masterlist featured names such as Tomasz Miśkiewicz (**Polish Senior Champion**), Dawid Kubiak (who scored a double victory in the **Baborówko Grand Prix**), Marvin Jüngel (winner of the **Hamburg Derby**) and Kristaps Neretnieks (Latvian participant in the **Tokyo Olympics**).



The uniqueness of the Baborówko Jumping Show consists not only of great sporting conditions, but also an interesting program for the public and a unique **Baborówko Foal Auction**. It is an opportunity to meet a variety of people from the business world who have decided to invest in the future of Polish equestrian sport.





**Baborówko Driving Show** is an international official driving competition, accompanied by the **Polish Championships**. This is the only such competition in our country and one of the few in the world in the CAIO4\* rank.

Every year riders from all over the world come to the Baborówko Equestrian Center to fight for victory in the Nations Cup and qualification for the World Cup.



# BABORÓWKO DRIVING SHOW



The top names from the world of carriage driving appeared in Baborówko in 2023: Boyd Exell (Australia), Christoph Sandmann (Germany) or Daniel Schneiders (Austria). The biggest star of last year's edition, namely Boyd Exell, is the current number one in the world ranking, multi-medalist of the World Championships, multiple winner of Nations Cups.



**BABORÓWKO**

EVENT  
SPONSORSHIPS



BABORÓWKO

# SHOWS AND ATTRACTIONS





The international competition in Baborówko is an excellent opportunity for entire families and groups of friends to actively spend time in the natural surroundings.

The competitions are accompanied by:

- an extra-sports program, which includes shepherd dog shows, performances by the Vivat! orchestra, a horse-and-sled relay, dress-up contests for children and much more,
- horseback rides for children under the supervision of an instructor,
- children's zone with artistic animation, games and games,
- hobby horse competitions.



International equestrian competitions are not only sports and recreation, but also an opportunity to meet local and national culture. Folk dance and song groups regularly appear in Baborówko, and the public has the opportunity to purchase local products and handicrafts.



As part of our media patronages, we cooperate with, among others, **Radio ZET, TVP SPORT, TVP Poznań, Radio Poznań** and industry media, such as the most popular **Świat Koni (World of Horses)**, whose website is visited monthly by tens of thousands of riders.

Materials from our events are published by portals such as **Sportowy24, Polsat Sport, TVP Sport, WTK** and all major industry media, and we could watch the broadcast of the **Baborówko Equestrian Festival** on **TVP Sport** and **TVP Poznań**, as well as online - as part of the **Baborówko Equestrian** social media and the most popular equestrian streaming platform, **Clip My Horse**.



BABORÓWKO

# PROMOTIONAL ACTIVITIES





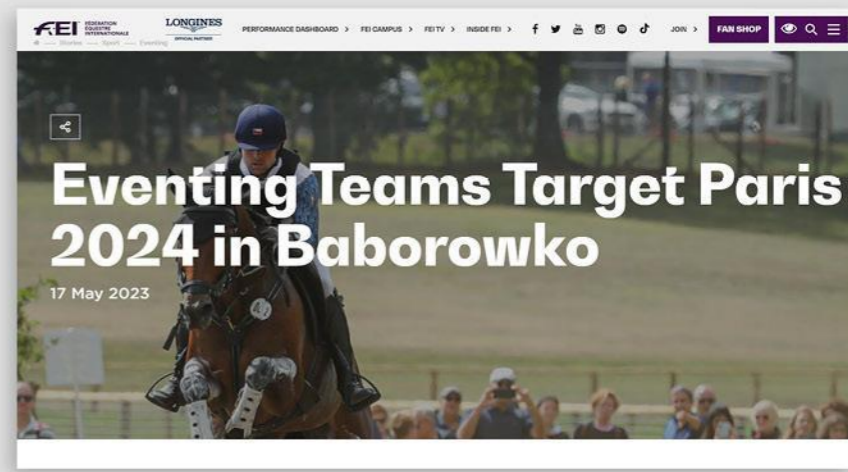
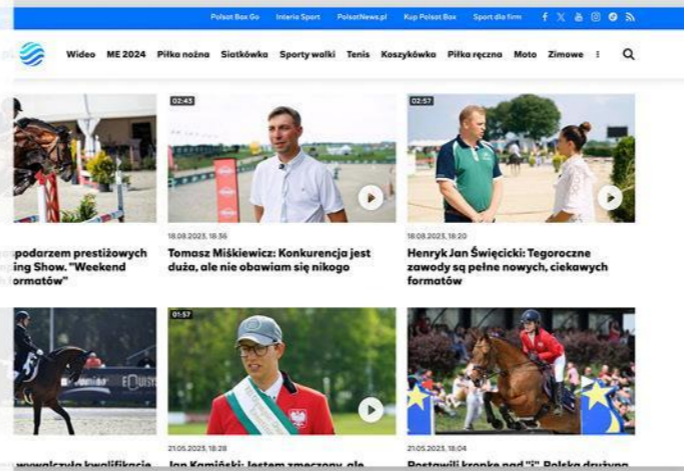
**BABORÓWKO**

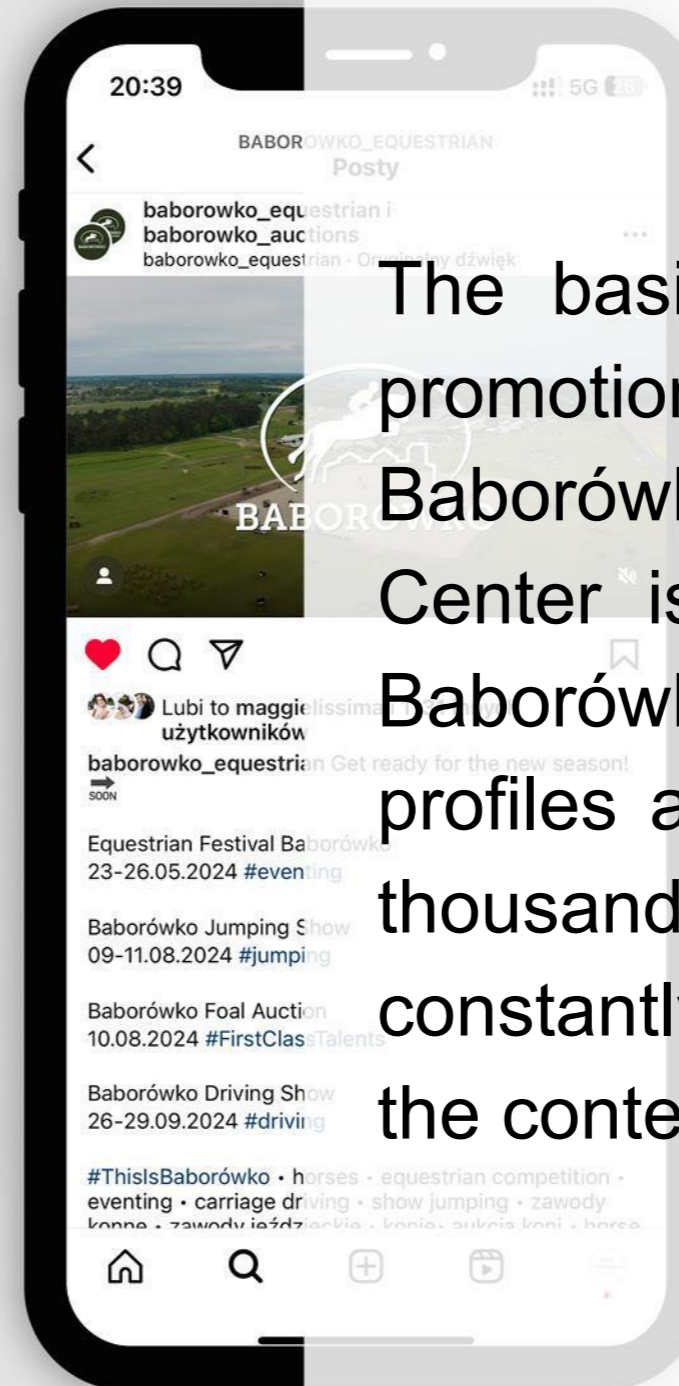
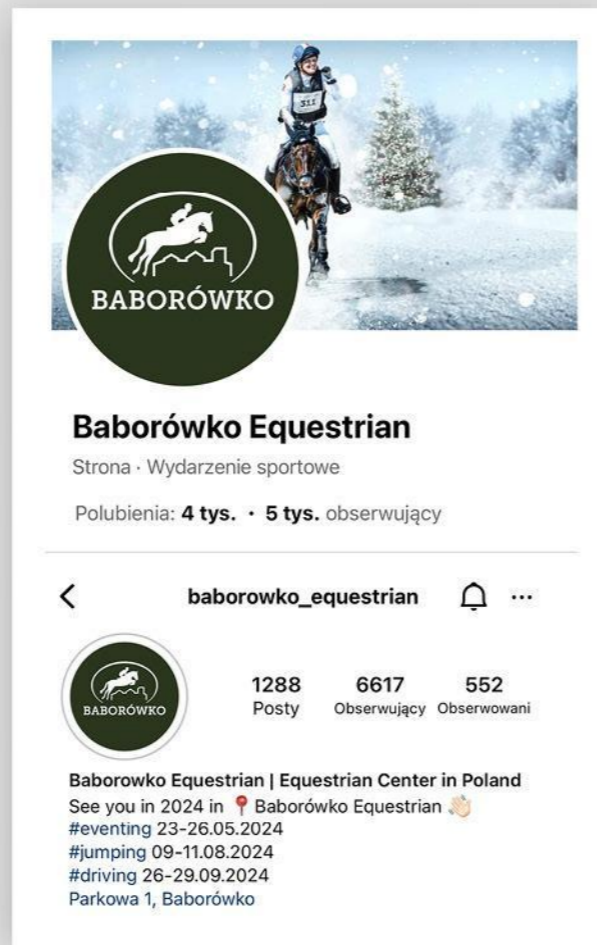
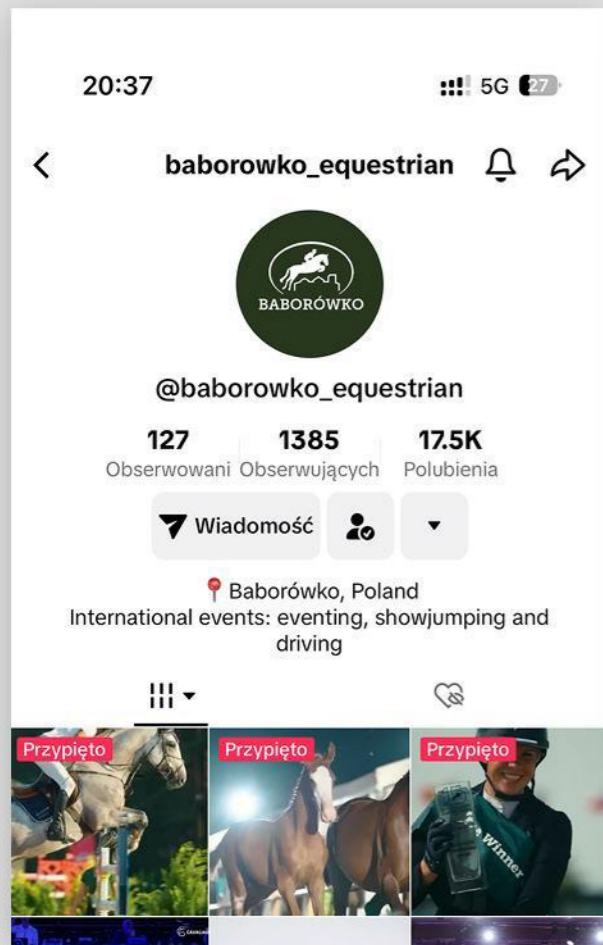
# PROMOTIONAL ACTIVITIES

Press materials about the competition held in Baborówko have been published on dozens of international and national as well as local internet portals.

We could read about Baborówko on the official website of the International Federation for Equestrian Sports; the most important equestrian portals from the Czech Republic, Italy, the United States or Germany; and popular sports portals such as Sportowy24, TVP Sport or Polsat Sport.

As part of our promotional activities, we also maintain an ongoing relationship with local media, representing Szamotuły, Wronki, Poznań and the entire Wielkopolska region.





The basis for the daily promotion of the Baborówko Equestrian Center is social media. Baborówko Equestrian's profiles are observed by thousands of users who constantly engage with the content we publish.



BABORÓWKO

# PROMOTIONAL ACTIVITIES



Our organic efforts regularly yield results of over 1,000 engaged users, giving us a record Engagement Rate for brand accounts. During the Baborówko Equestrian Festival alone, **reach within Instagram and Facebook reached more than 200,000 users, including 150,000 without advertising.**



During the entire 2023 year, our Facebook content reached 863,370 accounts, of which 723,569 were completely organic, which, together with our activity on Instagram, gives us more than 1,030,000 users who interacted with Baborówko Equestrian's content.

In 2023, our events have received honorary patronage from the Minister of Sports and Tourism, the Minister of Agriculture and Rural Development, the President of the Polish Olympic Committee and the Marshal of the Wielkopolska Region, among others.



**Minister  
Sportu i Turystyki**

---



Polski Komitet Olimpijski



**Ministerstwo Rolnictwa  
i Rozwoju Wsi**

---



**MARZAŁEK WOJEWÓDZTWA  
WIELKOPOLSKIEGO  
MAREK WOŹNIAK**



**BABORÓWKO**

## PARTNERS

In previous years, partners of our events included Totalizator Sportowy with the LOTTO brand, Kuhn - agricultural machinery, Duon, the National Center for Agricultural Support, the Generali Group, and Badix.





BABORÓWKO

# SPONSORSHIP BENEFITS



BABORÓWKO

# SPONSORSHIP BENEFITS



**Jumping obstacles**





**Cross-country obstacles**



**Driving obstacles**



**Flags**



**Balloons**



**Product exposure**





BABORÓWKO

# SPONSORSHIP BENEFITS



Logo exposure





BABORÓWKO

# SPONSORSHIP BENEFITS



Logo exposure



**VIP**





**BABORÓWKO**

**CONTACT**



**CONTACT FOR MORE DETAILS  
HENRYK ŚWIĘCICKI JR  
+48 600 086 283**

**[office@baborowko.pl](mailto:office@baborowko.pl)**

**[www.equestrian.baborowko.pl](http://www.equestrian.baborowko.pl)**

