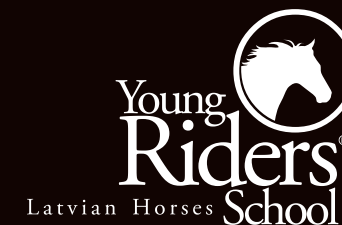




**WELCOME TO ONE OF
THE MOST MODERN
EQUESTRIAN SPORTS CENTRES
IN THE BALTICS!**



**NATIONAL SPORTS BASE STATUS
FROM 2019**

**“YOUNG RIDERS SCHOOL” –
ORGANISATION WITH PUBLIC BENEFIT STATUS**

INČUKALNS, SIGULDAS DISTRICT

RIGA: 45 KM

SIGULDA: 15 KM

VALMIERA: 75 KM



SEE VIDEO:

<https://www.youtube.com/watch?v=DSZXu9f5C4Q>



INFRASTRUCTURE

- ★ 2 OUTDOOR TRAINING AND COMPETITION FIELDS (60 X 90 M AND 35 X 60 M)
- ★ 2 INDOOR ARENAS (35 X 60 M AND 25 X 60 M)
- ★ BOXES FOR 75 HORSES
- ★ VIP TENT (500 M2)
- ★ CAFÉ TERRACE AND VIP AREA (50 M2)
- ★ GRANDSTAND WITH 750 SEATS
- ★ PARKING FOR 200+ CARS
- ★ WALKING TRAILS IN THE FOREST
- ★ POND



ENTERTAINMENT AND LEISURE FACILITIES

- ★ HORSE / PONY RIDES (5 PONIES, 6 HORSES)
- ★ CHARIOT RIDE
- ★ GUIDED TOURS OF THE AREA
- ★ HORSE / PONY FEEDING
- ★ WALKS IN THE FOREST



EVENT OPPORTUNITIES

- ★ PRIVATE EVENTS
- ★ CORPORATE EVENTS
- ★ SPORTS GAMES



EQUESTRIAN SPORT

- ★ One of the most elite and prestigious sports
- ★ Olympic sport
- ★ Around 1000 sport horses are bred in Latvia
- ★ First world-class sports surface in Latvia installed at YRS
- ★ YRS is one of the largest and most active equestrian centres in the Baltics



YRS CLIENTELE

- ★ Riding school students: 100 children
- ★ Horse owners: 100
- ★ Competitors: 200 – 300
- ★ Spectators: 500 – 3500 / day

📷 2,4k followers

📘 4,4k followers

👤 75% female / 25% male

📅 25 - 55 years



EVENT CALENDAR 2024

LOCAL

VIP CLUB HOUSE OPENING

APRIL

TRAINER COURSES **22.01.**

WINTER CHAMPIONSHIP IN
SHOW JUMPING

24.- 25.02., 16.-17.03.

YOUTH CUP **23.- 25.08.**

NATIONAL

NATIONAL HORSE DAYS

JULY

LATVIAN EQUESTRIAN
FEDERATION CUP IN
SHOW JUMPING
11.-12.05., 07.- 08.09.

OFFSITE EVENTS

PARTICIPATION IN THE
TOWN FESTIVAL

PONY RIDES FOR SCHOOLS
AND KINDERGARTENS

PONY RIDES FOR
CHILDREN'S HOSPITAL

BURGER FESTIVAL **AUGUST**

INTERNATIONAL

CSI 2* / CSI 1* INČUKALNS
06.- 09.06.

CSI RIGA **12.-16.06.**



OPPORTUNITIES FOR COOPERATION

The partner has the opportunity to create the most suitable and appropriate marketing cooperation model.

BRANDING + MARKETING + OTHER = INDIVIDUAL PARTNER MODEL

The costs of production of the branding materials are covered by the partner



OPPORTUNITIES FOR COOPERATION

GENERAL PARTNER (EXAMPLE):

- | | |
|-----------|---|
| BRANDING | <ul style="list-style-type: none">★ Centre named after the company (5 years)★ Competition tournament named after the partner★ Banners: 2 fences on training field + 1 fence on competition field★ VIP balcony terrace branding |
| MARKETING | <ul style="list-style-type: none">★ Exclusive access to the centre area for corporate events 1x per year★ 10 lessons "Getting to know a pony/horse"★ 10 individual riding lessons |
| OTHER | <ul style="list-style-type: none">★ Attending a partner event outside the stable★ 3 VIP tables for 6 persons at each competition |

*Costs for each cooperation offer are calculated individually



OPPORTUNITIES FOR COOPERATION | BRANDING

POSITION

- ★ Centre named after the partner
- ★ VIP Club House named after the partner
- ★ Stable named after the partner
- ★ Competition series named after the partner
- ★ Obstacle with a partner logo
- ★ Competition course named after the partner
- ★ Branding at the starting gate
- ★ Branded grandstand wall
- ★ Promotional banners (6x1) on training/competition field
- ★ Product placement at an event or for a season (e.g. demo car)
- ★ VIP balcony terrace branding



OPPORTUNITIES FOR COOPERATION | MARKETING

POSITION

- ★ Summer camps / activities for children
- ★ Partner's product offering to YRS customers / competition participants
- ★ Integrating product presentation into an event (e.g. demo car)
- ★ Activity of the partner's clients/employees during the event



OPPORTUNITIES FOR COOPERATION | OTHER

POSITION

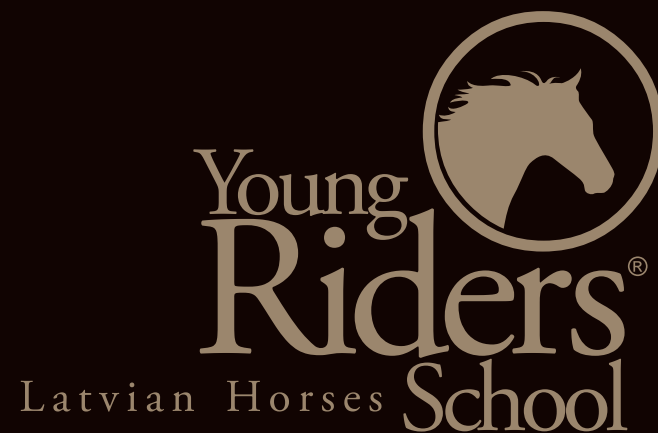
- ★ VIP table for 6 persons + VIP parking
- ★ Prizes for competitors
- ★ Hosting a corporate event
- ★ Attending a partner event outside the stable
- ★ Services: "getting to know a horse" / "riding lessons"



FINANSIAL SOLUTIONS

1. DONATION | DISCOUNT FOR CIT / DIVIDENDS
2. PROMOTIONAL EXPENSES (INVOICE INCL. VAT)
3. MARKETING SERVICE (INVOICE INCL. VAT)





Marta Kaktiņa
marketing@latvianhorses.lv
26 555 990

Everita Daubure
info@latvianhorses.lv
25 415 777

Artūrs Pumpurs
ap@latvianhorses.lv
27 748 293