

BERN 


2024 FEI Vaulting Championships

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**2024 FEI Vaulting
World Championship Seniors
European Championship
Juniors & Young Vaulters**

16 – 21 July 2024

**PostFinance Arena
Bern**

INTRODUCTION

Vaulting

Vaulting is one of the seven recognized disciplines of the International Equestrian Federation (FEI). Performing in full symbiosis on the back of a cantering horse is a young and dynamic discipline that demands from the athletes an understanding and loving relationship with the horse which perceives every uncertainty and tension in its environment. Team spirit, courage and responsibility are indispensable. Thus, working with the animal partner fosters a sense of community in children and young people, teaches them to take responsibility at an early age, and boosts self-confidence. What looks easy and elegant to the spectator, in reality requires strong discipline and concentration. The team spirit is essential, and creativity means top performance, perfection and harmony with the animal partner.

Vaulting exercises are danced artistry, and they include acrobatic elements such as shoulder- and handstands or carrying or lifting another vaulter, as well as kneeling and standing exercises. To ensure a steady canter, the horse is guided on the long rein by a lunger standing in the middle of the circle. Vaulting is divided into three categories: The individual discipline is separated between men and women whereas the Pas-de-deux and Team competition is available for all gender.

The discipline dates back to Greek and Roman times, when soldiers - without stirrups or saddles - practiced vaulting movements as part of their military training. At the 1920 Olympic Games in Antwerp, Belgium, vaulting was a unique participating discipline as "Artistic Riding".

FEI Vaulting Championships 2024

The World and European Championships will be held in Bern (Switzerland) from the 16 – 21 July 2024. They will take place at the PostFinance Arena (venue of the local ice hockey club), which is in proximity to the National Horse Center (NPZ) and covers all needs of the participants and horses, such as stabling, training areas, medical support and much more.

The Championships in 2024 will become one of the largest international sports events of the vaulting discipline ever hosted in Switzerland. We expect to welcome over 400 athletes with about 100 horses from approximately 25 countries to compete in the legendary PostFinance Arena in the capital of Switzerland. We have chosen this place not only because of the amazing infrastructure necessary to host a world class event, but because it embodies many opposites, such as the masculine and the feminine side, speed and elegance, power and endurance, and therefore the spirit and passion that is extremely strong in both, vaulting and ice hockey. This location offers a vibrant ambience and the best conditions to present vaulting as a powerful and fascinating sport that meets emotions and drama-turgy, as well as unbridled joy, and sometimes also frustration and tears.

Many other events have taken place since at the PostFinance Arena, such as the 2009 Ice Hockey World Championships and the 2016 European Women Artistic Gymnastics Championships, even Schwingen¹ or concerts, festivals, and congresses.

¹ Schwingen, also known as Swiss wrestling, is native to Switzerland and considered as "national sport". The wrestlers wear specific breeches with belts to hold the opponent. Throws and trips are common because the first person to pin his or her opponent's shoulders to the ground wins the bout.

Our Motivation to organize a Championship

Since 2015, we (a team of 10 organizing members and over 150 volunteers) have gained lasting experience with the organization of the international Vaulting Tournament CVI Bern and we are ready for this great challenge of a World and European Championship. During the past six years the event has grown professionally, and we can rely on the support of vaulting clubs not only from Switzerland but from all over Europe.

Become part of the Global Vaulting Community

We invite you to the upcoming FEI Vaulting World Championship Seniors | European Championship Juniors in 2024. The Championships are your opportunity to present your company (or brand) in an environment where you will experience vaulting at the highest level and feel the power of this amazing sport. Let us share this unique experience at a unique place with participants, visitors, officials, and partners. We are convinced that your company can highly benefit from the presence by creating added value through close customer experience and interaction with the spectators, athletes, and partner companies.

We are proud and happy that the city of Bern as well as the Canton, Federal Office for Sports, the Swiss Horse Federation SVPS and the Vaulting Association SVV are all supporting our event and keen to host the Championships in 2024.

Thank you for your interest and your support. We are looking forward to setting up the best Championships ever and are happy to welcome you to our circle of motivated and passionate partners.

LG GLOBAL NET GMBH



Gabie Laffer
President, Head of Championship





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Stadtpräsident

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October 26, 2020

Vaulting Championships 2024

Dear members of the FEI

As Mayor of the Swiss Capital, I address you on behalf of Bern's official bid for the 2024 FEI Vaulting World Championship for Seniors and the FEI Vaulting European Championship for Juniors from July 15-21, 2024. Being the home of the National Horse Centre, the Swiss center of excellence in all things concerning horses, the city of Bern is an ideal candidate for hosting such an event.

The city has a longstanding tradition as a host city of sporting events. In 2019 alone, the capital welcomed the «Cyclo-Cross World Cup», the «Swiss ePrix» and the «Fencing Grand Prix de Berne». In 2020, sporting events came to a halt for obvious reasons – but more than 100 sports clubs and a wide array of leisure activities kept our residents moving. Equestrian sports were and are an important part of this culture of sports & leisure.

Bern is a city with many green areas and a very high standard of living. It is centrally located in the heart of Europe and well connected by public transport. All sport infrastructure designated to host the 2024 FEI Vaulting World Championship for Seniors and the FEI Vaulting European Championship is well maintained to the highest standard and is easily accessible by local transport. Hotels and any other tourist accommodation will provide athletes and guests with a Bern Ticket allowing them to travel free throughout the city.

As Mayor of the Swiss capital, I am convinced that the city of Bern is an ideal candidate for hosting the 2024 FEI Vaulting World Championship for Seniors and the FEI Vaulting European Championship. The city would be happy to take up the challenge of providing the finest possible conditions to make the vaulting championships a success.

Alec von Graffenried
Mayor



Kanton Bern
Canton de Berne

Ministry of Economic Affairs, Energy and Environment

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HM King Hussein I Building
Chemin de la Joliette 8
1006 Lausanne
Switzerland

October 29, 2020

Letter of Support for the 2024 FEI Vaulting World Championship for Seniors and the FEI Vaulting European Championship for Juniors in Bern

Dear Sir,
Dear Madam,

The Canton of Bern welcomes the candidature of the Swiss Equestrian Sport Federation and LG GLOBAL NET GmbH for the 2024 FEI Vaulting World Championship for Seniors and the FEI Vaulting European Championship for Juniors in Bern.

Sports events of international significance take place regularly in our canton. The highlights are the FIS ski races in Adelboden and the International Lauberhorn Races every January. Furthermore, the Canton of Bern has established a reputation as a venue for other world-class sporting events, hosting, for example, the EURO 08, the 2009 Ice Hockey World Championship, the 2011 European Figure Skating Championship and the 2016 European Artistic Gymnastics Championship. An international vaulting tournament, the CVI Bern, is held here every year. The Canton of Bern is also home to the National Equestrian Sports Center, Switzerland's center of excellence for everything to do with horses and equestrian sports.

The Canton of Bern is committed to consolidating its reputation as a bastion of sports. Events such as the 2024 FEI Vaulting World Championship for Seniors and the FEI Vaulting European Championship for Juniors would perfectly complement our strategy.

We would be prepared to consider financial support for these events once a definitive award is made in favor of Bern for 2024 and subject to the approval of the body responsible for financial decisions.

We welcome and support this candidature and would be delighted if a definitive award were to be made in favor of Bern as the venue for 2024.

Yours sincerely,

Ministry of Economic Affairs, Energy
and Environment

Christoph Ammann
Member of the Government
of the Canton of Bern



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Federal Department of Defense,
Civil Protection and Sport DDPS

Federal Office of Sport FOSPO
Sport politics and resources

LG Global net GmbH
Mrs. Gabie Laffer, Co-President
Limmatquai 58
8001 Zürich

Our reference: msi
Maggingen, October 13, 2021

Letter of Support for the FEI Vaulting World Championships Seniors 2024 and the FEI Vaulting European Championship Juniors 2024

Dear Mrs. Laffer,

It is our pleasure to inform you that we support the hosting of the FEI Vaulting World Championships Seniors 2024 and the FEI Vaulting European Championships Juniors 2024 in Bern.

Hosting both events will be major highlights for the Swiss equestrian sports. Furthermore, it will give Switzerland the opportunity to prove its knowledge in organizing events and underline its goal to host major sports events on a regular basis.

The Federal Office of Sport will work closely with you in order to guarantee the best possible organization of the event. We are convinced that the both events will be a great success.

Yours sincerely,

Digital signiert von
Felix Sandra B6MK40
2021-10-13 (mit
Zeitstempel)

Sandra Felix
Deputy Director

Digital signiert von Leutwyler Hess Stefan EGDRBO
2021-10-13 (mit Zeitstempel)

Stefan Leutwyler
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NFSP, Spatial Planning and Environment

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Sport politics and resources
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WHY A COMMITMENT IS WORTHWHILE

Acceptance

Championships are unique opportunities to present your interests in a global environment. Become part of our community and take the chance to present yourself and interact with a young and relevant target group. Your engagement enables your brand to strengthen its positive and cooperative image. Through interaction, your company can be actively experienced and perceived – notably in a rather feminine environment. The mutual trust will increase the credibility of your company but also that of our sport. We believe in the success and sustainable meaning of vaulting which represents the driving engine for a future partnership between you and us – let us share this experience.

Exclusivity

As main partners we offer you brand exclusivity and unique visibility that is unparalleled in the industry. Any advertising message can be placed efficiently and sustainably. We develop individual and customized solutions in order to create the best possible value for both sides.

Network

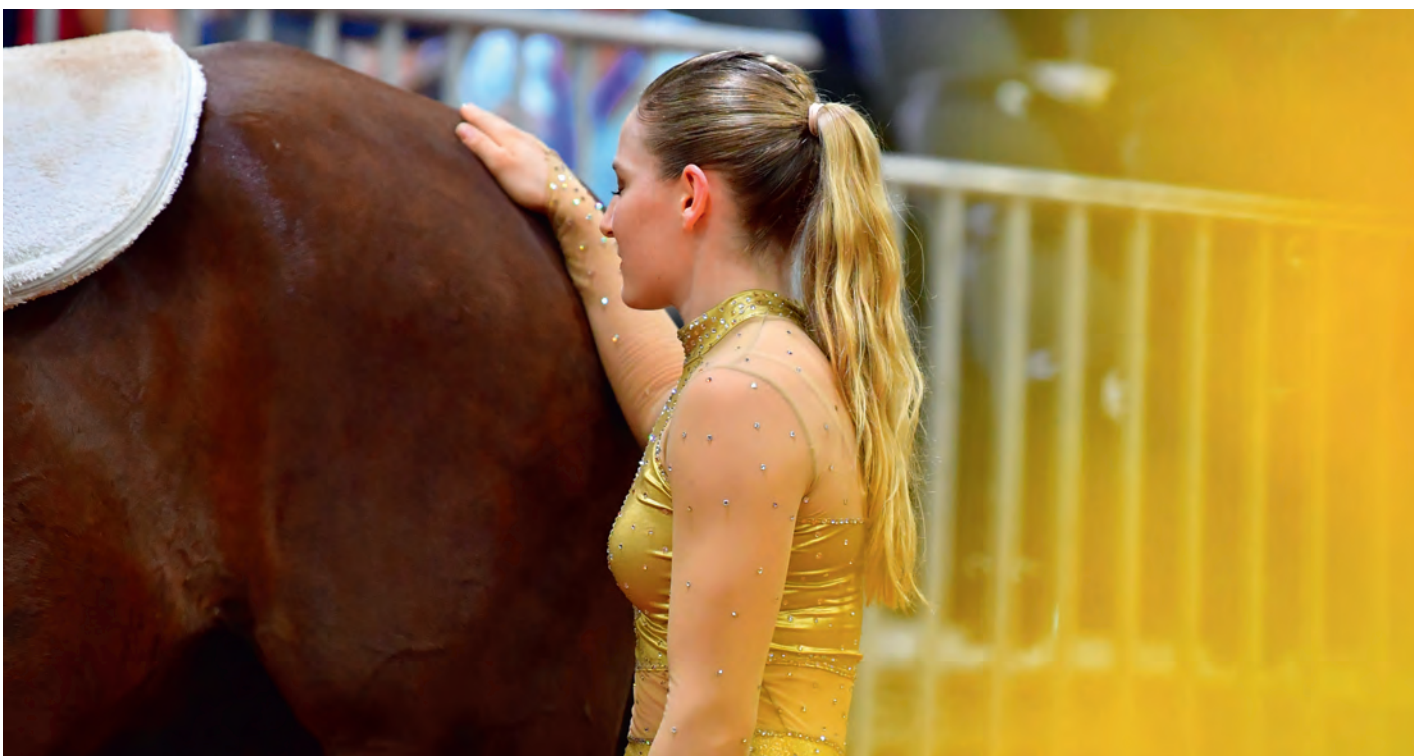
We offer you convenience, space, and the right ambiance to engage with partners, employees, or friends through an unparalleled vaulting experience paired with culinary arts. You will be guided through the day's program, get a special look behind the scenes and feel the spirit of vaulting – for sure you will be grabbed by the fantastic atmosphere! Use the platform in the legendary PostFinance Arena to relax and cultivate existing business contacts as well as to establish new partnerships or meet the leaders of the future. Enjoy a thrilling atmosphere with friends and colleagues while following great performances and the lightness of the dance on the horse.

Vaulters and Women Power

Vaulters take responsibility for themselves and others, have courage and are driven to grow beyond their limits. They pursue a clear goal and vision, leave their comfort zone and constantly develop. They learn early to be disciplined, to trust and not to give up. Vaulters learn to deal with defeat and disappointment but also to celebrate their success in its intensity. They believe in their possibilities and are aware of the fact that they have to decide very quickly for the good of their teammates and the horses at any time. Currently about 80% of the athletes are women. Therefore, use this concentrated women power for your services or products as a message to the outside world and use it as well to set an example for the vision of your company.

Development of the Vaulting Sport

Your contribution, whether it is in cash or payment in kind, enables us to organise a successful event and to raise awareness and interest for vaulting among both young people and the general public throughout Switzerland. Furthermore, in view of the World and European Championships 2024, concepts will be elaborated to specifically promote young vaulters and to draw on a sustainable elite squad for the future. With your benefaction you will be significantly contributing to the strengthening of valuable competencies in young people, to the developing of a sense of responsibility towards their horse and team mates at an early stage and to the amplification of mindful and focused strategies for training and personal development purposes.





PARTNER PACKAGES

Currently only words and pictures have the power to describe what to expect, but be ensured we will have much more to offer!

Take the opportunity to assure yourself on site that this brochure lives up to its promise and feel the passion and commitment of everyone involved in this extraordinary event!

	TITLE CHF 150 000 (1) excl. VAT	PRESENTING CHF 75 000 (1) excl. VAT	MAIN CHF 30 000 (5) excl. VAT
Rights			
Exclusivity	✓	✓	
Use brand for own communication	✓	✓	
Branding			
Printed Material	✓	✓	✓
Volunteer Shirt	✓	✓	
PFA Banner/Flag	✓	✓	
NPZ Banner/Flag	✓		
Website incl. link to Partner Site	✓	✓	✓
Communication			
Video Wall ²	✓	✓	✓
Stream/TV	✓		
Partners will be announced during breaks via loudspeaker	✓	✓	✓
Advertisement Mag	² / ₂ page	¹ / ₁ page	¹ / ₂ page
Kiss and Cry	✓	✓	✓
Social Media Stories (branded)	20	10	3
Event			
Premium Tickets for whole event	10	4	2
Prize Giving Ceremony Handover prices/trophies	✓	✓	

To make our event's platform attractive for both parties, we would be delighted to meet you personally for a first get together and to discuss your needs and wishes without any obligation.

² differs in length of clip resp. placement and size of branding view

OTHER PARTNER PACKAGES

There are several areas³ in which we can best use your in-kind sponsorship - no contribution is too small to be as important as all the others.

As a member you make a great contribution to the vaulting sport in Switzerland. One third of your support will be used for the promotion of young talents of the Swiss Vaulting Association SVV.

	IN KIND Upon discretion	MEMBER CHF 500	MEMBER CHF 2000	MEMBER CHF 4000
Branding				
Website incl. link to Partner Site	✓	✓	✓	✓
Supporter Wall	✓	✓	✓	✓
Communication				
Partners will be announced during breaks via loudspeaker	✓	✓	✓	✓
Advertisement Mag	1/2 - 1/1 page		1/3 page	1/2 page
Social Media Stories	1			1
Event				
Premium Tickets for whole event	2	2	4	6

We would be happy to meet you personally for an informal meeting and discuss your possibilities.

³such as prizes, print, uniforms or gifts for officials, volunteers, office supply, decoration, artwork, electronic equipment, etc.

MORE SUPPORT OPPORTUNITIES

PATRONAGE

Footing Care
Medical Partner
Veterinary
Farrier
Categories Championship
Championship Bern Lounge

between CHF 1000 – CHF 5000

DIVERSE

Floral Decoration
Cosmetics
Uniforms
Gifts/Giveaways Officials Volunteers
and Guests

SPECIAL EVENTS

Opening Ceremony
Nations Event
between CHF 5000 – CHF 10 000

EXHIBITIONS

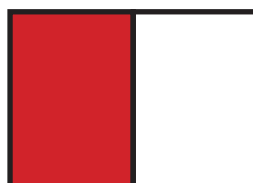
Equine Professionals CHF 750
Corporate Professionals CHF 1200

PRINTED MEDIA

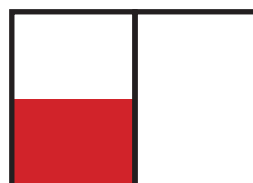
The magazine for the 2024 World and European Championships in Bern contains stories about vaulting, explains rules of conduct, and communicates about the sport, side-event program, adventures and gives a platform to our partners. In the spirit of sustainability, the majority of the edition of the magazine will be available online.



Double interior page
CHF 1000



1/1 page
CHF 600



1/2 page landscape
CHF 380



1/2 page portrait
CHF 380



1/4 page
CHF 200

Vat not included



WE ARE SOCIAL

Website

The website provides all relevant information about the event, news, current schedules, start and ranking lists for participants, visitors and partners/exhibitors with links to all partner websites.

Media

Advertisements will be placed with national/local focus and in specific print media, event sites, radio and TV. In Switzerland we mainly focus on the campaign in public transport throughout the country, especially in the “vaulting centers”. Since the vaulting sport offers a lot of stories to tell, we will use this dynamic to communicate through various channels.

Facebook

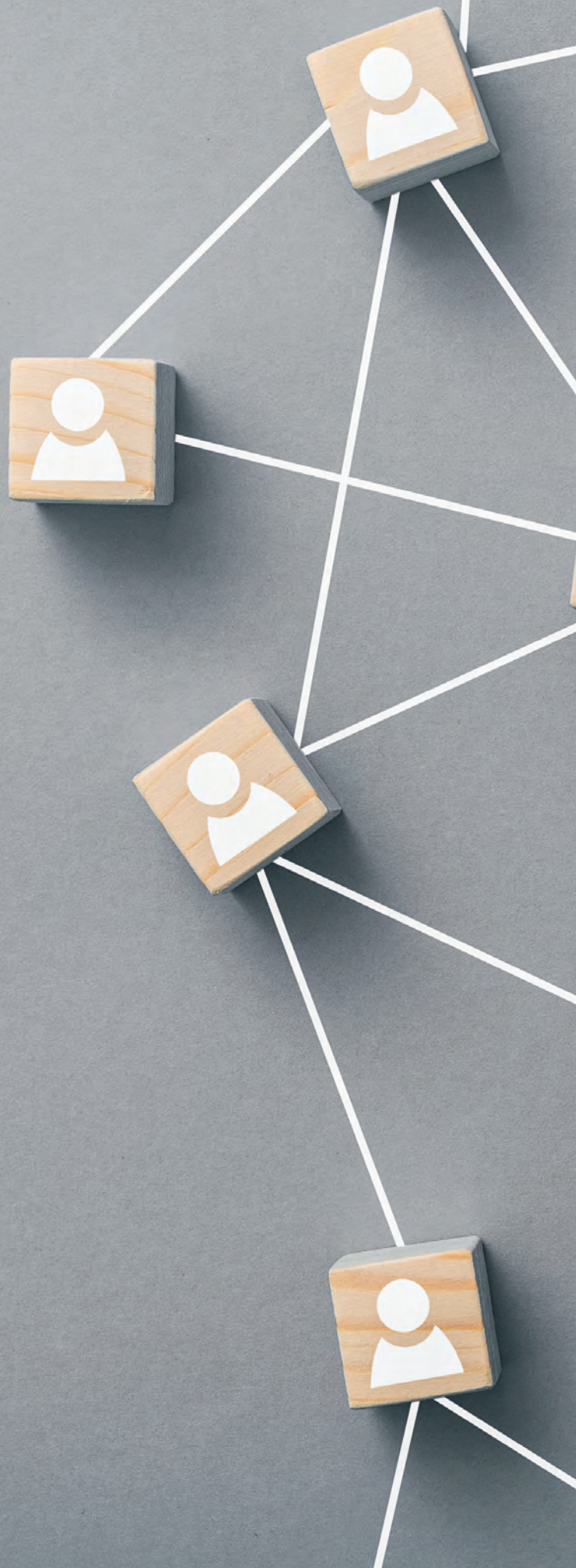
In addition to current information about the tournament, the page offers a “look behind the scenes” where the interaction with the community is in first place.

Instagram and other Social Media Channels

These platforms provide both stories about the championships, captured in the Championship arena, the outdoor courts as well as in the run-up and also serve as post event notifications. We tell about topics from athletes, fans or partner products. Up-to-date insights and interviews with the athletes are featured in the stories. Interaction with the community is also targeted here via polls, quizzes or votes.

Live Stream

The World and European Championships will be streamed directly via the FEI TV channel – it is planned to interact/stream specifically with Swiss TV or specific sports channels. Details will be part of discussions with the responsible parties upfront the event.



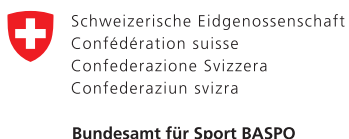
CONTACT

FEI Vaulting World Championship Seniors | European Championship Juniors & Young Vaulters

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Feel the Power of Vaulting
and let us share this unique Experience

