



OXER

SPORT MARKETING IN
THE EQUESTRIAN WORLD

2024

WHO WE ARE

At Oxer we take care of all the details. Our client's trust is our guarantee



ALVARO
ARRIETA KONYAY
FOUNDER & PRESIDENT



PABLO
GARCÍA PIQUERES
FOUNDER & CEO



LUIS
CABANAS GODINO
VICEPRESIDENT



IOSUNE
QUIROGA CÍA
SALES & MARKETING
MANAGER



ISMAEL
LIAÑO MARTÍNEZ
PRODUCTION & LOGISTIC
MANAGER



ALAIN
STORME
CONSULTING MANAGER



FERNANDO
PÉREZ DÍEZ
CASTILLA&LEÓN PARTNER



MÉLANIE
ARAGÓN LORENZO
SPORT MANAGER



ALEJANDRA
CÁMARA CLAVER
MEDIA



BELÉN
HUERTA MEDINA
SPORT



ENRIQUE
LIAÑO MARTÍNEZ
PRODUCTION & LOGISTIC



NOA
ORONÓZ ARTÚS
MEDIA



CARMEN
MULEY IZARRA
FINANCIAL DEPARTMENT



CARLOS
MIGUEL JIMÉNEZ
MEDIA



BORJA
CABANAS GODINO
SALES & MARKETING



IRENE
RAZOLA CANALES
SPORT



CELIA
OTERO MANUEL
SALES & MARKETING



LUA
ONRAITÁ
MEDIA



NATALIA
RAMÍREZ GALVEZ
MEDIA



CARLOS
ALONSO ALONSO
ADMINISTRATIVE &
FINANCIAL DIRECTOR



PATRICIA
FERNÁNDEZ-VALDÉS
CLIPMYHORSE.TV DIRECTOR



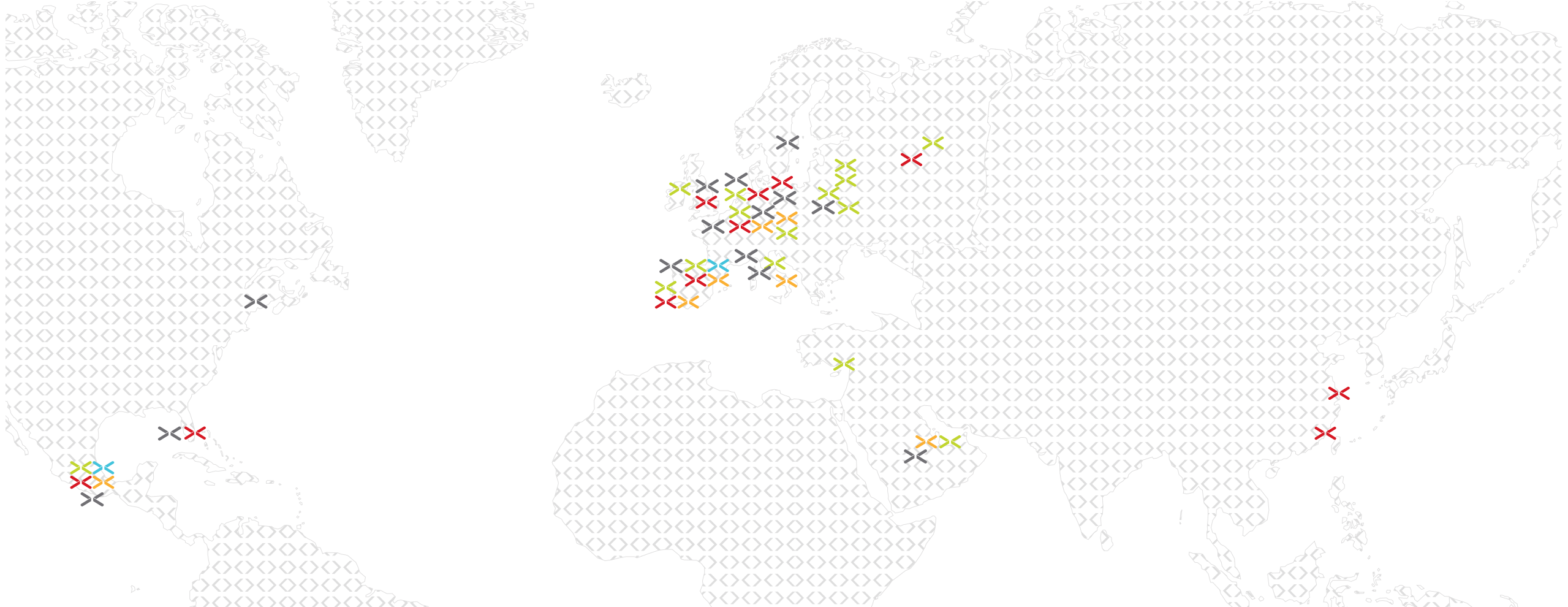
MARTA
GARCÍA LUMBRERAS
CLIPMYHORSE.TV






























AZAHARA
PÉREZ FALCÓN
CLIPMYHORSE.TV

















20 YEARS EXPERIENCE

✂ EVENTS
 ✂ MEDIA
 ✂ SPONSORSHIP
 ✂ CONSULTING
 ✂ RIDERS MANAGEMENT



- | | | | | | | | | |
|---|--|---|---|--|---|---|---|--|
|  SPAIN |  BELGIUM |  ENGLAND |  ITALY |  QATAR |  BELARUS |  CHINA |  NETHERLAND |  SWEDEN |
|  FRANCE |  MONACO |  POLAND |  MEXICO |  TURKEY |  LATVIA |  AUSTRIA |  SWITZERLAND |  CZECH REPUBLIC |
|  GERMANY |  PORTUGAL |  IRELAND |  JAPAN |  RUSSIA |  ESTONIA |  UAE |  USA |  SAUDI ARABIA |

2024 SEASON DATES

COUNTRY	CITY	VENUE	EVENT	DATE	EVENTS	MEDIA	SPONSORSHIP	CONSULTING	RIDERS MANAGEMENT
ESP 	A CORUÑA	Casas Novas Equestrian Centre	Casas Novas Trophy	Feb	<>		<>	<>	
QAT 	DOHA	Al Shaqab Equestrian Centre	LGCT & GCL	Feb/March					<>
ESP 	A CORUÑA	Casas Novas Equestrian Centre	Casas Novas Trophy	March	<>	<>	<>	<>	
USA 	MIAMI	Miami Beach	LGCT & GCL	April					<>
MEX 	CDMX	Campo Marte	LGCT & GCL	April	<>	<>	<>	<>	<>
CHN 	SHANGHAI	Pudong	LGCT & GCL	May					<>
ESP 	VALENCIA	CES	LNS · RFHE	May		<>	<>		
ESP 	VALLADOLID	C.D. Real Sociedad Hípica Valladolid	LNS · RFHE	May	<>	<>	<>	<>	<>
ESP 	MADRID	Club de Campo Villa de Madrid	LGCT & GCL	May	<>	<>	<>	<>	<>
FRA 	ST. TROPEZ	Longines Athina Onassis Horse Show	LGCT & GCL	May/June					<>
FRA 	CANNES	La Croisette	LGCT & GCL	June					<>
ESP 	BARCELONA	Royal Barcelona Polo Club	LNS · RFHE	June		<>	<>		
FRA 	PARIS	Champ de Mars	LGCT & GCL	June					<>
SWE 	STOCKHOLM	Olympic Stadium	LGCT & GCL	June					<>
ESP 	HERAS	Heras-Horses & Events	CSI2*	July		<>	<>		
MON 	MONACO	Port d'Hercule	LGCT & GCL	July					<>

2024 SEASON DATES

COUNTRY	CITY	VENUE	EVENT	DATE	EVENTS	MEDIA	SPONSORSHIP	CONSULTING	RIDERS MANAGEMENT
GER 	HÖRSTEL	Riesenbeck International	LGCT & GCL	July					><
ESP 	SARIEGO	Yeguada Finca Maeza	CSI 3*	July	><	><	><	><	
ESP 	A CORUÑA	Casas Novas Equestrian Centre	CSI 4*	July	><	><	><	><	><
ESP 	GIJÓN	Club Hípico Astur	LNS · RFHE	August		><	><		
GBR 	LONDON	Royal Hospital Chelsea	LGCT & GCL	August					><
NED 	VALKENSWAARD	Tops International Arena	LGCT & GCL	August					><
ITA 	ROME	Circus Maximus	LGCT & GCL	Aug/Sept					><
ESP 	SEVILLA	Real Club Pineda	LNS · RFHE	Sept		><	><		
ESP 	BARCELONA	Royal Barcelona Polo Club	Longines FEI Nations Cup Final	Sept		><			
ESP 	A CORUÑA	Casas Novas Equestrian Centre	Casas Novas Trophy	Oct	><		><	><	
UAE 	ABU DHABI	Abu Dhabi	LGCT & GCL	Oct					><
ESP 	MADRID	Club de Campo Villa de Madrid	LNS · RFHE	Nov		><	><		
ESP 	SEVILLA	Fibes	SICAB	Nov		><	><		
KSA 	RIYADH	Horse Racing Club	LGCT & GCL	Nov					><
ESP 	MADRID	Ifema	Ifema Madrid Horse Week	Nov/Dic	><	><	><	><	
ESP 	A CORUÑA	Casas Novas Equestrian Centre	CSI 5*W	Dic	><	><	><	><	

WHAT WE DO



EVENTS

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MEDIA

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SPONSORSHIP

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CONSULTING

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RIDERS MANAGEMENT

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EVENTS



















MEDIA

Oxer offers a complete Media Management service that includes: negotiation with the media, press office management, digital content production, social media management and audiovisual production.



TELEVISION

We manage television rights and also we can plan, produce and post-produce audiovisual material of equestrian events. We are used to negotiate with a large list of channels and Oxer supervises the monitoring and measurement process too.





In 2020 Oxer acquires the CMH.TV franchise for the Spanish, Portuguese, Mexican and South American territories.
ClipMyHorse.TV is the world's leading equestrian tv channel on demand.
Available in more than **200 countries**, it has more than **4,000,000 users** and a unique archive of more than **175,000 riders** and **250,000 horses**.



- Become part of the largest equestrian video platform in the world with more than **16 million visitors per year**.
- Whether on web, iOS, Android or Smart TV. Our product team is constantly developing **new features for our users**.
- **We love data**. You'll get instant access to all important user insights we track in all parts of our product.



RADIO

Oxer designs promotion campaigns on radio, produces content and negotiates spaces with the most important radio stations.





PRESS

Oxer has been responsible for the press office of over 100 international equestrian competitions. Oxer also manage the media agreements and creates content for sports and equestrian media all over the world.





SOCIAL MEDIA

We create, execute, lead and analyze the strategy of different accounts in social networks. Oxer designs the presence in all social media establishing the necessary actions according to the objectives set.

MADRID IN MOTION
936 publicaciones 9244 seguidores 165 seguidos

MadridInMotion
Equipo deportivo
Madrid in Motion official
CC Prague Playoffs 2018
5 Countries 1 Team...
Ver traducción

oxersport, yegudafincameaza y 7 personas más le siguen

Siguiendo Mensaje Correo etc...

Maikel Laura Jack Mark Eduardo

O'BAILEY DYWIS HH EL WIKKE KENTUCKY FAI

Maikel Van Der Vleuten
878 publicaciones 94 mil seguidores 379 seguidos

Maikel Van Der Vleuten
Blog personal
Dutch Showjumper Team Silver at the Olympic Games London 2012 and Individual Bronze at Olympic Games Tokio 2021
Ver traducción

madridinmotion, oxersport y 8 personas más le siguen

Siguiendo Mensaje

O'BAILEY DYWIS HH EL WIKKE KENTUCKY FAI

Diego Ramos Maneiro
252 publicaciones 11,7 mil seguidores 1445 seguidos

Diego Ramos Maneiro
Deportista
U25 Spanish Showjumping Rider
R+M sporthorses
Becado por @becaspodium
www.tiendahipicapinol.com

madridinmotion, oxersport y 5 personas más le siguen

Siguiendo Mensaje Contactar

Encantado... Rosi Gina Divine Tera

Eduardo Alvarez Aznar
612 publicaciones 17,7 mil seguidores 1281 siguiendo

Eduardo Alvarez Aznar
Deportista
Olympic Showjumper
@manquedetsical
Ver traducción

csicasasnovas, ifemamadridhorseweek y 188 personas más le siguen

Siguiendo Mensaje

Boñaluz de Pleville
Bona Margot
19 4 142

CASAS NOVAS
783 publicaciones 8887 seguidores 505 seguidos

Casas Novas
Deportes
CSI 5* W A Coruña 1, 2 & 3 December
Ver traducción
www.csicasasnovas.com

madridinmotion, oxersport y 6 personas más le siguen

Siguiendo Mensaje Contactar

CSI 5*W'23 LGCT'23 CSI 5*W'22 CSI 4*/1* 5*... CSI 5*

IFEMA MADRID HORSE WEEK
1133 publicaciones 20,5 mil seguidores 468 seguidos

IFEMA Madrid Horse Week
Evento ecuestre multidisciplinar & internacional
24-26 noviembre
IFEMA MADRID
#IFEMAMADRIDHORSEWEEK... más
Madrid, Spain
www.madridhorseweek.com

madridinmotion, oxersport y 6 personas más le siguen

Siguiendo Mensaje Contactar

Salto Doma Clásica Doma Vaqu... Salondelca... Área

GLOBAL CHAMPIONS
615 publicaciones 12,8 mil seguidores 618 seguidos

LONGINES GLOBAL CHAMPIONS TOUR GLOBAL CHAMPIONS LEAGUE

LGCT Mexico presented by GNP Seguros
Evento deportivo
11-14 abril 2024
Campo Militar Marte, CDMX
www.facebook.com/globalchampionstourme...

madridinmotion, oxersport y 7 personas más le siguen

Siguiendo Mensaje

2024 2023 2022

> 12 mil > 16,6 m > 25,4 mil

SPONSORSHIP

The Oxer team has a long experience in the management of sponsorship accounts. We offer a multitude of brand visibility options and extensive hospitality and public relations programs.



LONGINES 

LONGINES
GLOBAL CHAMPIONS
TOUR

Massimo D

Patronage of competition



Patronage of competition



Branded fences



Branded fences



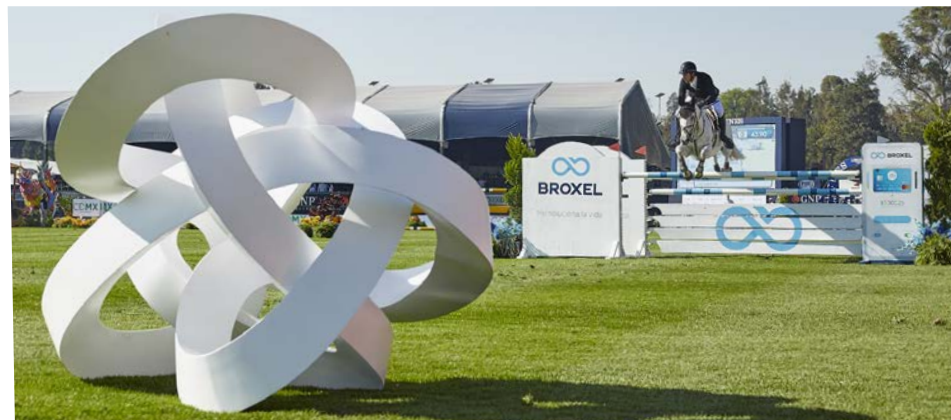
Advertising board



Advertising board



Arena dressing and branding



Arena dressing and branding



Public spaces promotional campaign



Shopping Village



Activities and entertainment



Activities and entertainment



Hospitality VIP



Hospitality VIP



Hospitality VIP





CONSULTING

Oxer offers strategic consulting services to all companies and institutions active in equestrian industries and sports, and covers all different aspects and disciplines.

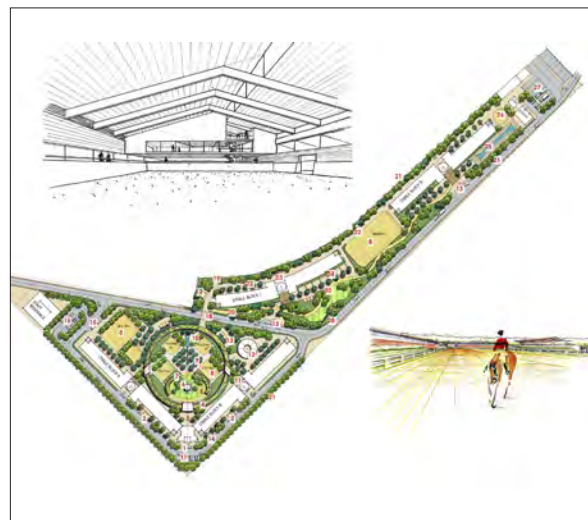
Oxer has been the Equestrian Consulting Company in international projects located in Spain, China, United Arab Emirates, Qatar, Germany, Japan, Turkey, Russia, Italy and Ireland.



CONSULTING

Our consulting activity is divided into 5 areas:

1. ADVICE 2. RESEARCH 3. CONCEPT STUDY 4. PLANNING 5. PROJECT MANAGEMENT



SELECTED PROJECTS

Country	City	Client	Activity
JPN	HOKKAIDO	MACHIKANE FARM, MR. HOSOKAWA	Thoroughbred breeding and training
IRL	KILDARE	IRISH NATIONAL STUD	Thoroughbred breeding
GER	BADEN-BADEN	BADEN-BADEN RACECOURSE	Training Tracks
UAE	DUBAI	EMIRATES EQUESTRIAN CENTRE	Show Jumping Event
KSA	RIYADH	DQ EQUESTRIAN CLUB	Equestrian Club
CHN	GUANGZHOU	ASIAN GAMES 2010 FACILITIES	Olympic Equestrian venue
QAT	DOHA	AL SHAQAB EQUESTRIAN FACILITY	Equestrian Multidiscipline venue
CHN	HONG KONG	SHATIN RACECOURSE	Racing
ESP	SANTANDER	FUNDACION BOTIN	Heritage, Landscape and Agricultural project
UAE	ABU DHABI	ABU DHABI EQUESTRIAN CLUB	Show Jumping, Riding academy and Event venue
TUR	IZMIR	KONVOY COUNTRY CLUB	Equestrian Centre
RUS	MOSCOW	PEGAS EQUESTRIAN CENTER	Equestrian Multidiscipline venue
ITA	GALIPOLLI	GALIPOLLI	Equestrian Centre
ESP	SEGOVIA	EL ESPINAR	Equestrian Centre
IRL	TARA COUNTRY	KARLSWOOD STABELS WATERSIDE STUD	Equestrian Centre
SUI	LAUSANNE	EEM	Show Jumping Event

RIDERS MANAGEMENT



Oxer manages the **Madrid in Motion** Team, part of the Global Champions League, riders **Eric and Maikel Van der Vleuten, Diego Ramos Maneiro** and **Eduardo Alvarez Aznar**.



GC
GLOBAL CHAMPIONS
PLAYOFFS

PRAGUE PLAYOFFS 2018

GC
GLOBAL CHAMPIONS
PLAYOFFS

RIDERS MANAGEMENT



OXER

SPORT MARKETING IN THE EQUESTRIAN WORLD



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