



**Cavaliada Tour** is a treat for horse lovers. It combines elements of a sports competition, a show and a fair. As the only cycle of indoor horse riding competitions in Poland, it was authorized by the International Federation for Equestrian Sports (FEI). The tour takes place in three cities: Poznań (December), Lublin and Warsaw (February/March).

### Three dimensions of Cavaliada

- **SPORT** – Cavaliada is an exciting equestrian competition at a high international sports level. On Cavaliada arenas competitors participate in competitions such as show jumping, dressage, eventing and combined driving which are all listed in FEI calendar. Show jumping competition in Warsaw is held as World Cup Central European League Finals. Cavaliada is one of the most important equestrian events in this part of the World.
- **SHOWS** – The important part of every edition of the event is entertainment program during which the audience will witness theatrical shows with horses. So far, on Cavaliada arenas one could see vaulting, horse sulky, horse drawn fire engine shows as well as presentations of cold-blooded stallions, dancers from the French group „Companie des Quidams” who imitate movement of steeds and performers of the Horseman Team jumping over obstacles just like horses.
- **FAIR** – Cavaliada is accompanied by the Fair of Equestrian Equipment at which exhibitors present their offer of equestrian equipment and accessories. The subject area of the fair covers everything related to horse riding and active leisure: equestrian clothes and equipment, horse stable equipment, horse feed, souvenirs, professional publications and services.

Moreover, during each edition of Cavaliada we offer educational programs addressed to children as well as adults. We organize, among others, meetings of Equestrian University during which experienced practitioners and lecturers share their knowledge on horse riding and horse breeding.

### History of Cavaliada

Equestrian competition at Poznań International Fair has taken place each year since 1995. Cavaliada brand was created in 2010. In 2012 the organisers decided to organize Cavaliada in Warsaw, and in 2013 it was also organized at Lublin Fair. In 2016, on the occasion of 95th anniversary of Poznań International Fair in Kołobrzeg, a special edition of Cavaliada Summer Jumping event, the first in Europe equestrian competition with sports arena located on a sandy beach, took place.

**The goal of Cavaliada** is popularization of horse riding as a sports discipline and a form of recreation, raising interest in horse breeding as well as professionalization and integration of Polish equestrian industry.

**Target group:** Polish Equestrian Federation estimates that in Poland 500 000 people ride a horse as amateurs or professionals. Only a few years ago it was only 300 000 people. The number of horses which are licenced by the Federation and the ones which are used for recreation is estimated at 70 000.





**The most important marketing challenges and initiatives 2015 – 2017**

<b>Making the program more attractive</b>	<ul style="list-style-type: none"> <li>• Introduction of new equestrian disciplines, among others, Eventing, Dressage, Vaulting , Horse free jumping.</li> </ul>
<b>Development earned and owned media</b>	<ul style="list-style-type: none"> <li>• Development of owned social media channels ( Facebook, Instagram, Snapchat, YouTube)</li> <li>• Activities aimed at user generated content;</li> <li>• Cavaliada TV, that is the format of internet video programs showing backstage of Cavaliada and exclusive content involving competitors – stars of Cavaliada</li> </ul>
<b>Changes in Paid Media structure</b>	<ul style="list-style-type: none"> <li>• Establishing barter cooperation with the most important consumer media devoted to horse riding in Poland;</li> <li>• Decrease of the number of traditional advertisements. More remarketing and AdWords activities.</li> </ul>
<b>Increasing the audience’s engagement during the event</b>	<ul style="list-style-type: none"> <li>• Animations and competitions</li> <li>• Kiss cam</li> <li>• Cavaliada Shop – a shop with original Cavaliada signed clothes, jewelry and gadgets for fans</li> <li>• Area intended for meetings with competitors – stars of Cavaliada</li> </ul>
<b>Integration and professionalization of Polish equestrian equipment production industry</b>	<ul style="list-style-type: none"> <li>• Establishment of Business Horse Club – meetings of the most important representatives of the industry</li> <li>• Publishing Horse&amp;Business Magazine;</li> <li>• Organization of the cycle of Horse&amp;Business Academy training courses</li> </ul>

**Visitors**

Positive spirit of the event is created by people who build great community of Cavaliada. The project gathers not only horse riding lovers, but also the ones looking for an idea of spending free time. Formula of the event and its constant development bring tangible results.

**Success in numbers: Number of visitors in 2015 - 2017**

	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>CAVALIADA POZNAŃ</b>	28454	29984	32062
<b>CAVALIADA LUBLIN</b>	11 023	10560	11440
<b>CAVALIADA WARSAW</b>	15090	17213	15474
<b>Total</b>	<b>54 567</b>	<b>57 757</b>	<b>58 976</b>





### Exhibitors

Equestrian industry is developing very dynamically. It is clearly visible also during the events of CAVALIADA Tour cycle. Exposition of the exhibitors is one of three main pillars of the events. Business blooms at the exhibition concurrently with great sport competition held on sports arenas.

#### Success in numbers: Number of exhibitors in 2015 - 2017

	2015	2016	2017
CAVALIADA POZNAŃ	102	113	122
CAVALIADA LUBLIN	57	55	59
CAVALIADA WARSAW	48	46	49
<b>Total</b>	<b>207</b>	<b>214</b>	<b>230</b>

### Community

#wearecavaliada is not only a slogan visible on t-shirts, hoodies and hats owned by horse riding lovers appearing at CAVALIADA. It is a community which lives for CAVALIADA and constitutes its significant pillar. A sense of unity which is felt not only by crowds of young people who participate in the Charity Program, but also by partners of CAVALIADA and competitors as well as thousands of fans sitting on the stands and in front of TV sets. 3 persons per vacancy apply to take part in the Charity Program. This is a natural group of ambassadors of the project which creates user generated content important for social media .

#### Success in numbers: Social Media

Instagram – 14 600 followers (first post published on January 17, 2014)

Facebook - 69 100 followers

#### Total number of „Cavaliada” Facebook page likes

February 2016	February 2017	February 2018
55 466	64 923	70 825

### Free publicity and LIVE transmissions

The idea accompanying CAVALIADA from the very beginning is popularizing horse riding and generating at the same time the highest possible amount of value for its partners. This goal is realized by broad presence in the media. Reports from events of the cycle can be found not only in the most read professional press publications, but also in leading national sports and lifestyle media. Every event being a part of CAVALIADA Tour is 1 000 minutes of LIVE transmission and twice as much in the case of rebroadcasts on Canal+, Canal+Sport, Canal+Sport2 and nSport. Huge media exposure of the event translates into great placement of the sponsors in the media and their promotion.





**Success in numbers: number of publications according to the type of media**

	Statistics from the period 01.01.2015 - 31.12.2015 for keywords Cavaliada Poznań, Cavaliada Warszawa, Cavaliada Lublin	Statistics from the period 01.01.2016 - 31.12.2016 for keywords Cavaliada Poznań, Cavaliada Warszawa, Cavaliada Lublin, Cavaliada Summer Jumping Kołobrzeg	Statistics from the period 01.01.2017 - 31.12.2017 for keywords Cavaliada Poznań, Cavaliada Warszawa, Cavaliada Lublin
Press	127	176	103
TV	322	462	425
Radio	607	1471	246
Internet portals	698	1176	1055
Social Media	3222	4502	3412
<b>Total</b>	<b>4976</b>	<b>7487</b>	<b>5241</b>

Data provided by the Institute of Media Monitoring [www.institut.com.pl](http://www.institut.com.pl)

**Horse&Business Magazine**

A magazine addressed to persons related professionally to equestrian industry and having business links with it. In the magazine there are articles concerning business trends, new products, marketing and management. The first issue of the magazine was published in 2016.

**Success in numbers:** So far, 6 issues were published. The magazine is distributed directly to 3000 persons professionally related to equestrian industry.

**Cavaliada VIP**

CAVALIADA is not only an incredible show combining beauty, elegance and top class sports emotions, but also a great platform to carry out relationship marketing activities. Exclusive VIP areas favour business talks, that is why CAVALIADA is visited so willingly by representatives of the world of business and politics, actors and celebrities.

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