



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
PRESS & SOCIAL
MEDIA MANAGER



CARMEN
MULEY IZARRA
FINANCIAL DEPARTMENT



CARLOS
MIGUEL JIMÉNEZ
MEDIA



BORJA
CABANAS GODINO
SALES & MARKETING



IRENE
RAZOLA CANALES
SPORT



CELIA
OTERO MANUEL
SALES & MARKETING



XABIER
OLIVEIRA LIZARRIBAR
FINANCE & HR DIRECTOR



LUA
ONRAITA
MEDIA



CARLA
QUEIJO
SPORT



PATRICIA
FERNÁNDEZ-VALDÉS
CLIPMYHORSE.TV DIRECTOR



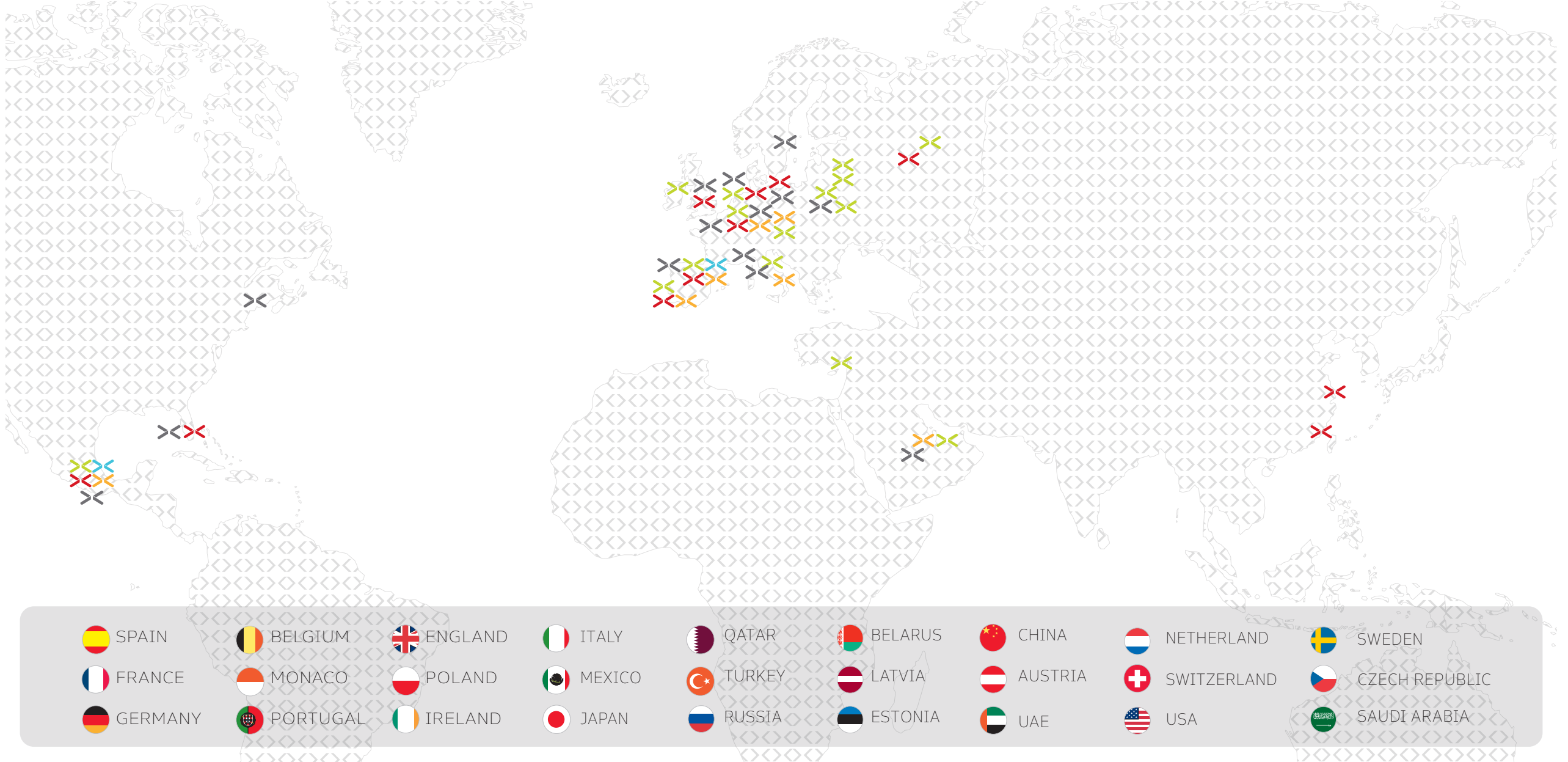
MARTA
GARCÍA LUMBRERAS
CLIPMYHORSE.TV



















AZAHARA
PÉREZ FALCÓN
CLIPMYHORSE.TV

20 YEARS EXPERIENCE

✂ EVENTS
 ✂ MEDIA
 ✂ SPONSORSHIP
 ✂ CONSULTING
 ✂ RIDERS MANAGEMENT



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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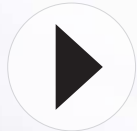
EVENTS





LGCT MADRID CSI 5* · Club de Campo Villa de Madrid















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.



OXER

1424 publicaciones 9335 seguidores 439 seguidos

Oxer Sport
 Evento deportivo
 20 years experience 🏆
 Equestrian Events Organization
 Media Management... más
 Pokopandegi 11 oficina 210, San Sebastián, País Vasco, Spain
 Ver traducción
 oxersport.com

Madridinmotion, iaerrandonea y 8 personas más le siguen

Siguiendo Mensaje Correo elec... +A

CSIS*W A C... IMHW LNS RFHE MIM LGCT

MADRID IN MOTION

936 publicaciones 9244 seguidores 165 seguidos

MadridinMotion
 Equipo deportivo
 Madrid in Motion official
 GC Prague Playoffs 2018 🏆 2019
 5 Countries 1 Team... más
 Ver traducción

oxersport, yeguadafincamaeza y 7 personas más le siguen

Siguiendo Mensaje Correo elec... +A

Maikel Laura Jack Mark Eduardo

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 +A

O'BAILEY DYWIS HH EL WIKKE KENTUCKY FAN

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 +A

Encantado... Rosi Gina Divine Texa

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 +A

CSI 5*W*23 LGCT*23 CSIS*W*22 CSI 4*/1* S*... CSIS*

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 +A

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

GLOBAL CHAMPIONS

615 publicaciones 12,8 mil seguidores 618 seguidos

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 +A

2024 2023 2022

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



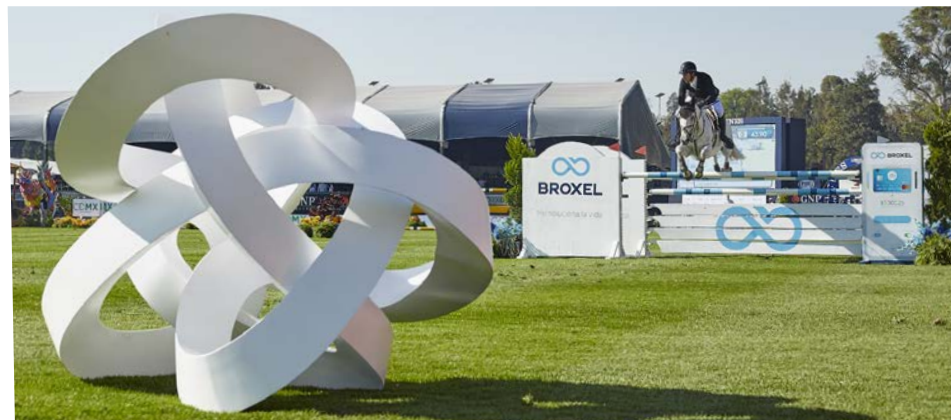
Advertising board



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 **Maikel Van der Vleuten** and **Diego Ramos Maneiro**.



GLOBAL CHAMPIONS
LEAGUE
SUPER CUP

PRAGUE PLAYOFFS 2018

GLOBAL CHAMPIONS
LEAGUE
SUPER CUP



OXER

SPORT MARKETING IN THE EQUESTRIAN WORLD



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