



OXER

SPORT MARKETING IN
THE EQUESTRIAN WORLD

2025

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
ORONAZ ARTÚS
MEDIA



CARLOS
MIGUEL JIMÉNEZ
MEDIA



BORJA
CABANAS GODINO
SALES & MARKETING



IRENE
RAZOLA CANALES
SPORT



CELIA
OTERO MANUEL
SALES & MARKETING



LUA
ONRAITA
MEDIA



CARLOS
ALONSO ALONSO
ADMINISTRATIVE &
FINANCIAL DIRECTOR



DAVID
SANCHEZ SALAS
ACCOUNTING &
ADMINISTRATION



PATRICIA
FERNÁNDEZ-VALDÉS
CLIPMYHORSE.TV DIRECTOR



MARTA
GARCÍA LUMBRERAS
CLIPMYHORSE.TV



AZAHARA
PÉREZ FALCÓN
CLIPMYHORSE.TV

Oxer is a sport marketing company specialized in the equestrian world with a determined international vocation. Our team is composed of very well-known professionals in each area and all of them are ready to offer their experience and know-how to all potential world-wide clients.

20 YEARS EXPERIENCE

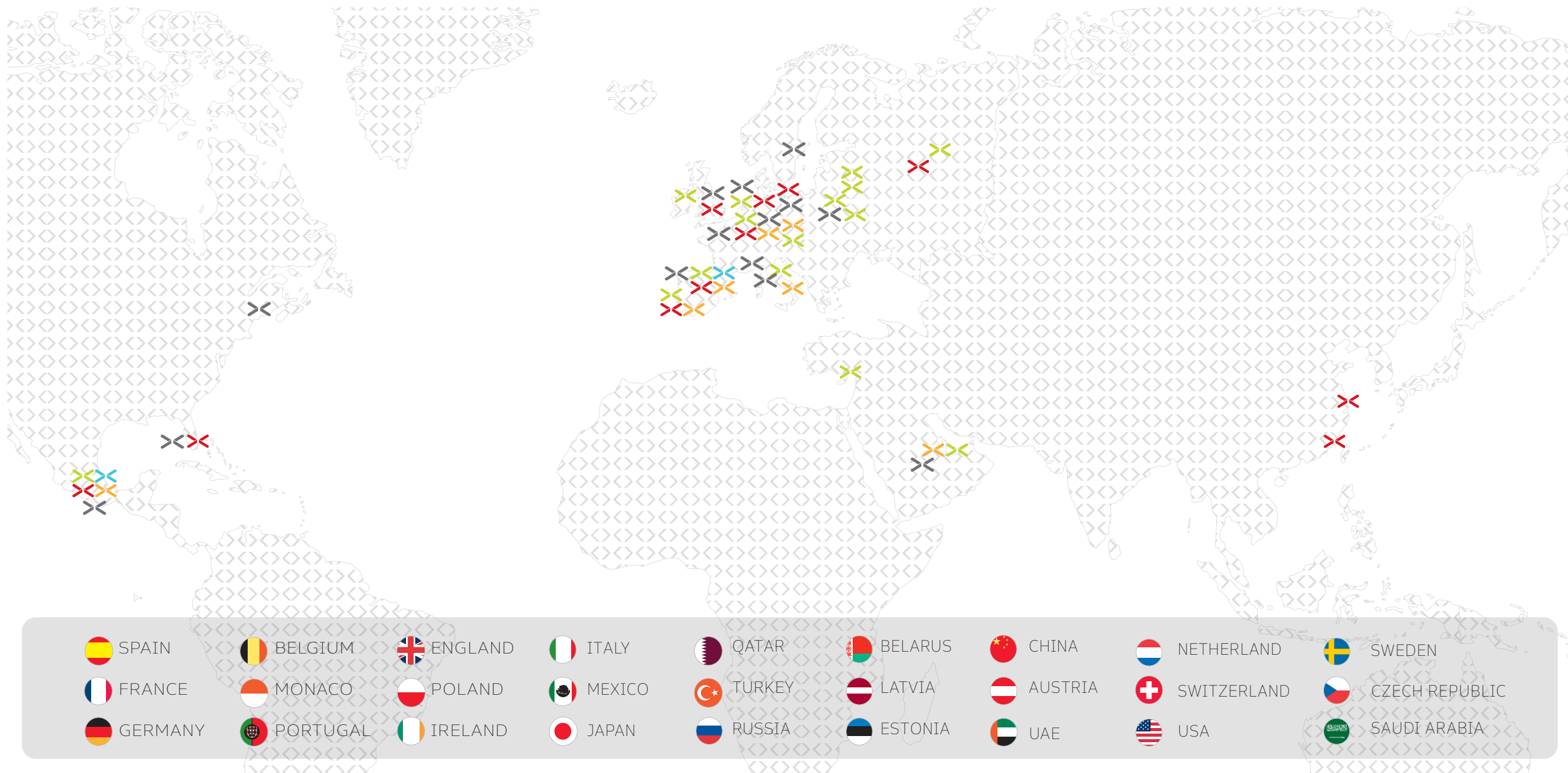
EVENTS

MEDIA

SPONSORSHIP

CONSULTING

RIDERS MANAGEMENT



2025 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					><
MEX 	CDMX	Campo Marte	LGCT & GCL	March	><	><	><	><	><
ESP 	A CORUÑA	Casas Novas Equestrian Centre	Casas Novas Trophy	April	><		><	><	
ESP 	VALENCIA	Moura Tours	LNS · RFHE	April		><	><		
CHN 	SHANGHAI	Pudong	LGCT & GCL	May					><
ESP 	MADRID	Club de Campo Villa de Madrid	LGCT & GCL	May	><	><	><	><	><
ESP 	SEVILLA	Real Club Hípico Pineda	LNS · RFHE	May/June		><	><		
FRA 	ST. TROPEZ	Longines Athina Onassis Horse Show	LGCT & GCL	June					><
FRA 	CANNES	La Croisette	LGCT & GCL	June					><
ESP 	VALLADOLID	C.D. Real Sociedad Hípica Valladolid	LNS · RFHE	June	><	><	><	><	><
FRA 	PARIS	Champ de Mars	LGCT & GCL	June					><
ESP 	BARCELONA	Real Club de Polo Barcelona	LNS · RFHE	June		><	><		><
SWE 	STOCKHOLM	Olympic Stadium	LGCT & GCL	June					><
MON 	MONACO	Port d'Hercule	LGCT & GCL	July					><
ESP 	SARIEGO	Yeguada Finca Maeza	CSI 3*	July	><	><	><	><	
ESP 	HERAS	Heras-Horses & Events	CSI2*	July		><	><		
ESP 	A CORUÑA	Casas Novas Equestrian Centre	Longines FEI European Championship A Coruña	July	><	><	><	><	><

2025 SEASON DATES

COUNTRY	CITY	VENUE	EVENT	DATE	EVENTS	MEDIA	SPONSORSHIP	CONSULTING	RIDERS MANAGEMENT
ESP 	HERAS	Centro Hípico Heras	LNS · RFHE	August		<>	<>		
ESP 	PUIGCERDÀ	Cerdanya Equestrian Center	LNS · RFHE	August		<>	<>		
GBR 	LONDON	Royal Hospital Chelsea	LGCT & GCL	August					<>
NED 	VALKENSWAARD	Tops International Arena	LGCT & GCL	August					<>
ESP 	GIJÓN	Club Hípico Astur	LNS · RFHE	August		<>	<>		
GER 	HÖRSTEL	Riesenbeck International	LGCT & GCL	Sept					<>
USA 	NEW YORK-TBC	Governors Island	LGCT & GCL	Sept					<>
AUT 	VIENA	The Schönbrunn Palace	LGCT & GCL	Sept					<>
ESP 	BARCELONA	Royal Barcelona Polo Club	Longines FEI Nations Cup Final	Oct		<>			
ITA 	ROME	Circus Maximus	LGCT & GCL	Oct					<>
ESP 	A CORUÑA	Casas Novas Equestrian Centre	Casas Novas Trophy	Oct	<>		<>	<>	
KSA 	RIYADH	Horse Racing Club	LGCT & GCL	Oct/Nov					<>
ESP 	MADRID	Club de Campo Villa de Madrid	LNS · RFHE · <i>Final</i>	Nov		<>	<>		
ESP 	SEVILLA	Fibes	SICAB	Nov		<>	<>		
CZE 	PRAGUE	O2 Arena	LGCT & GCL Playoffs	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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RIDERS MANAGEMENT

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EVENTS





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





LONGINES FEI JUMPING EUROPEAN CHAMPIONSHIP A CORUÑA · Casas Novas



CASAS
NOVAS



MUTUA MADRID HORSE WEEK · Recinto ferial Ifema · MADRID









MEDIA

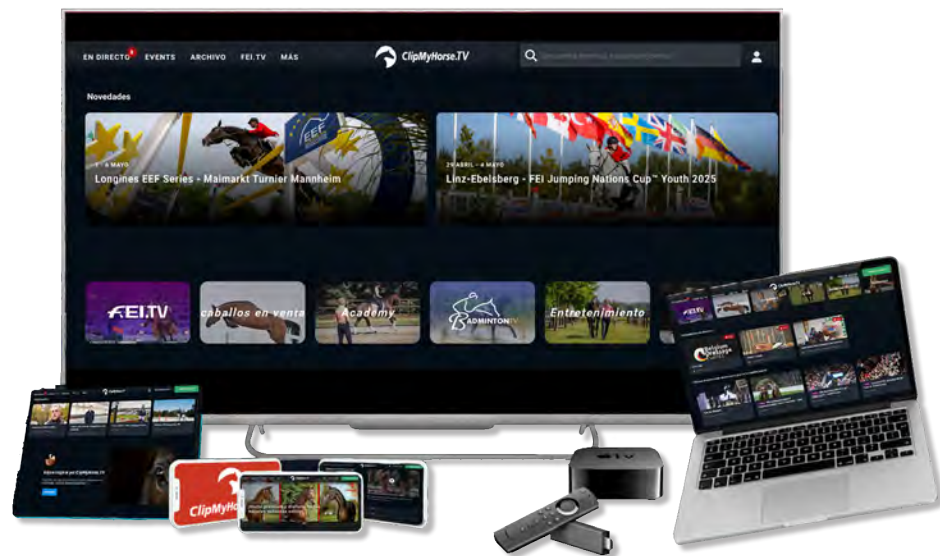
Oxer offers a complete Media Management service that includes: negotiation with the media, press office management, digital content production, social media management and audiovisual production.

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.



Madrid in Motion

Madrid in Motion

1003 publicaciones 9186 seguidores 117 siguiendo

Equipo deportivo
@igcl_official Madrid in Motion Team
GC Prague Playoffs 2018
Sponsored by @massimodutti / @marquesderiscal / @vanmossel
Ver traducción

Siguiendo Mensaje Correo elect...

NEWS México Doha

Maikel Van Der Vleuten

Maikel van der Vleuten

1069 publicaciones 100 mil seguidores 479 siguiendo

Blog personal
Showjumper
Team at the Olympic Games London 2012
Individual at Olympic Games Tokyo 2021 & Paris 2024
@massimodutti
Ver traducción

Le siguen ifemamadridhorseweek, eduardoalvarezaznar.official y 204 personas más

Siguiendo Mensaje

Wikke O'Bailey Dywis Beauville II Kentuck

Diego Ramos Maneiro

Diego Ramos Maneiro

285 publicaciones 11,8 mil seguidores 1609 siguiendo

Deportista
U25 Spanish Showjumping Rider
R+M sporthorses
Becado por @becaspodium
www.tiendahipicapol.com

Siguiendo Mensaje Contactar

Eduardo Alvarez Aznar

Eduardo Alvarez Aznar

663 publicaciones 19 mil seguidores 1393 siguiendo

Deportista
Olympic Showjumper
@marquesderiscal
Ver traducción

Siguiendo Mensaje

CASAS NOVAS

csicasasnovas

Siguiendo Enviar mensaje

Casas Novas
Deportes
CSI 5* W A Coruña
8-8 December
www.csicasasnovas.com
ifemamadridhorseweek, cseasport y 8 más siguen esta página

960 publicaciones 10,3 mil seguidores 371 seguidos

IFEMA MADRID HORSE WEEK

ifemamadridhorseweek

Siguiendo Enviar mensaje

IFEMA Madrid Horse Week
Evento ecuestre multidisciplinar & internacional
27-30 de marzo 2025
Campo Militar Marte, CDMX
tally.soy/wLaP4J
cseasport, madridinmotion y 8 más siguen esta página

1321 publicaciones 24,6 mil seguidores 493 seguidos

GLOBAL CHAMPIONS

lgctmexico_gnp

Siguiendo Enviar mensaje

LGCT Mexico presented by GNP Seguros
Evento deportivo
27-30 de marzo 2025
Campo Militar Marte, CDMX
tally.soy/wLaP4J
ifemamadridhorseweek, cseasport y 7 más siguen esta página

728 publicaciones 21,1 mil seguidores 641 seguidos

SPONSORSHIP

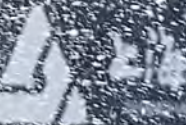
The Oxer team has a long experience in the management of sponsorship accounts. We offer a multitude of brand visibility options and extensive hospitality and public relations programs.



LONGINES



LONGINES
GLOBAL CHAMPIONS
TOUR



Massimo Dutti

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







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
IRL	 KILKENNY	MOUNT JULIET EQUESTRIAN CENTRE	Resort Equine Centre
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**, **Diego Ramos Maneiro** and **Eduardo Alvarez Aznar**.



LONGINES

LONGINES
LONGINES
LONGINES
LONGINES





MAIKEL
VAN DER
VLEUTEN



EDUARDO
ALVAREZ
AZNAR



DIEGO
RAMOS
MANEIRO





SPORT MARKETING IN THE EQUESTRIAN WORLD



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