



OXER

SPORT MARKETING IN  
THE EQUESTRIAN WORLD

2026

# WHO WE ARE



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



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



PABLO  
ARRIETA QUIROGA  
SALES & MARKETING



ENA  
BELMONTE PIÑÓN  
SPORT



ADRIAN  
PACHECO HIGUERA  
ACCOUNTING &  
ADMINISTRATION



ANTONIO  
FRUTUOSO DE MELO  
PORTUGAL PARTNER



MARINA  
FRUTUOSO DE MELO  
OXER PORTUGAL



MATILDE  
BANDEIRA DE MELO  
OXER PORTUGAL



PATRICIA  
FERNÁNDEZ-VALDÉS  
CLIPMYHORSE.TV DIRECTOR



MARTA  
GARCÍA LUMBRERAS  
CLIPMYHORSE.TV

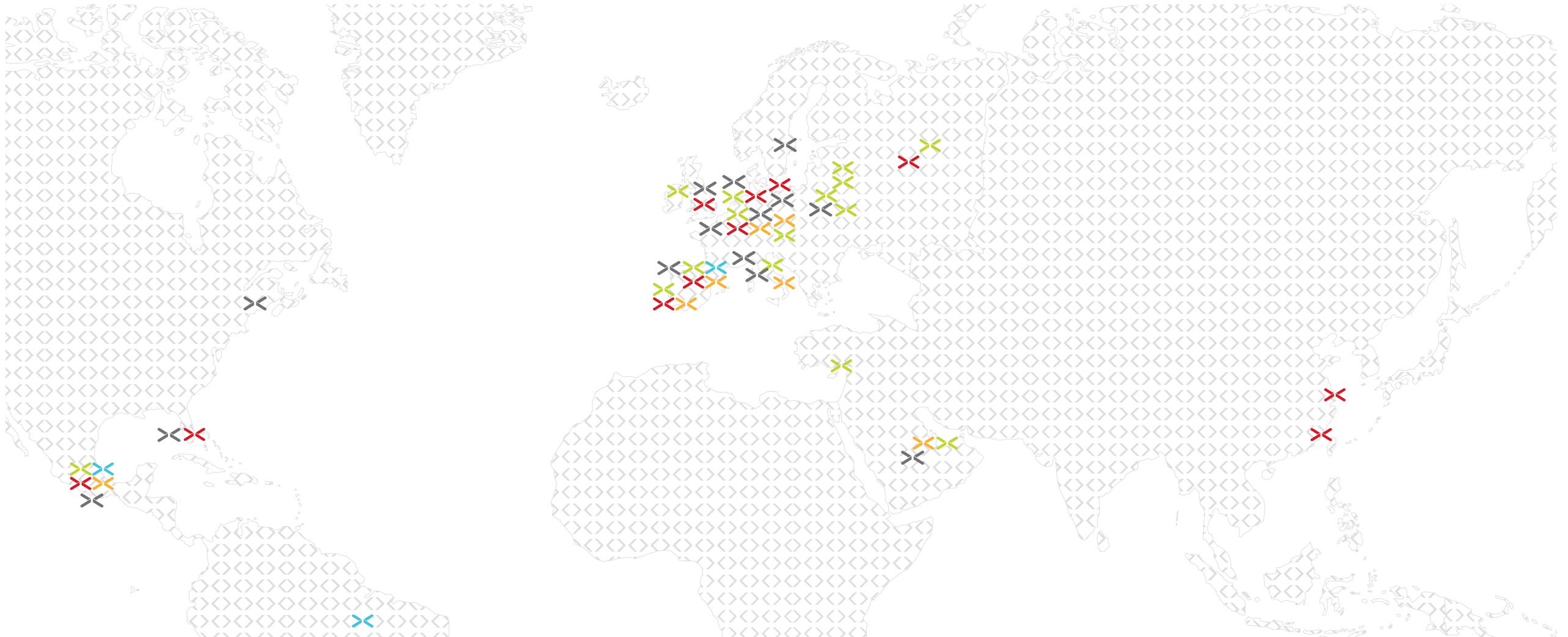


PAULA GARCÍA  
GARCÍA-LAHIGUERA  
CLIPMYHORSE.TV  
PROJECT MANAGER

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
















# MORE THAN 20 YEARS EXPERIENCE

>< EVENTS   
 >< MEDIA   
 >< SPONSORSHIP   
 >< CONSULTING   
 >< RIDERS MANAGEMENT





















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

## 2026 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	March					><
ESP 	A CORUÑA	Casas Novas Equestrian Centre	Casas Novas Trophy	March	><	><	><	><	
ESP 	VALENCIA	Moura Tours	LNS · RFHE	April		><	><		
USA 	MIAMI	Miami Beach	LGCT & GCL	April					><
MEX 	CDMX	Campo Marte	LGCT & GCL	April	><	><	><	><	><
CHN 	SHANGHAI	Pudong	LGCT & GCL	May					><
ESP 	MADRID	Real Club de Campo Villa de Madrid	LGCT & GCL	May	><	><	><	><	><
POR 	LISBOA	Sociedade Hípica Portuguesa	Al Shira'aa CSIO Lisboa	May	><	><	><	><	><
ESP 	MADRID	Real Club de Campo Villa de Madrid	LNS · RFHE	May		><	><		
ESP 	VALLADOLID	C.D. Real Sociedad Hípica Valladolid	LNS · RFHE	May		><	><		
FRA 	CANNES	La Croisette	LGCT & GCL	June					><
FRA 	ST. TROPEZ	Longines Athina Onassis Horse Show	LGCT & GCL	June					><
FRA 	PARIS	Champ de Mars	LGCT & GCL	June					><
ESP 	BARCELONA	Real Club de Polo Barcelona	LNS · RFHE	June		><	><		><
ESP 	HERAS	Heras-Horses & Events	CSI2*	June		><			
ESP 	SARIEGO	Yeguada Finca Maeza	CSI 3*	July	><	><	><	><	><

## 2026 SEASON DATES

COUNTRY	CITY	VENUE	EVENT	DATE	EVENTS	MEDIA	SPONSORSHIP	CONSULTING	RIDERS MANAGEMENT
MON	 MONACO	Port d'Hercule	LGCT & GCL	July					✕
ESP	 A CORUÑA	Casas Novas Equestrian Centre	CSI 4*	July	✕	✕	✕	✕	✕
GER	 HÖRSTEL	Riesenbeck International	LGCT & GCL	July					✕
ESP	 HERAS	Centro Hípico Heras	LNS · RFHE	July		✕	✕		
GBR	 LONDON	Royal Hospital Chelsea	LGCT & GCL	August					✕
ESP	 GIJÓN	Club Hípico Astur	LNS · RFHE	August		✕	✕		
NED	 VALKENSWAARD	Tops International Arena	LGCT & GCL	Sept					✕
AUT	 VIENA	The Schönbrunn Palace	LGCT & GCL	Sept					✕
ESP	 SEVILLA	Real Club Hípico Pineda	LNS · RFHE	Sept		✕	✕		
ITA	 ROME	Circus Maximus	LGCT & GCL	Oct					✕
ESP	 BARCELONA	Royal Barcelona Polo Club	Longines FEI Nations Cup Final	Oct		✕			✕
EGY	 CAIRO		LGCT & GCL	Oct					✕
ESP	 A CORUÑA	Casas Novas Equestrian Centre	Casas Novas Trophy	Oct	✕	✕	✕	✕	
MAR	 RABAT	Grand Théâtre de Rabat	LGCT & GCL	Oct-Nov					✕
KSA	 RIYADH	Horse Racing Club	LGCT & GCL	Nov					✕
ESP	 SEVILLA	Fibes	SICAB	Nov		✕	✕		
ESP	 MADRID	Ifema	Madrid Horse Week	Nov	✕	✕	✕	✕	✕
ESP	 A CORUÑA	Casas Novas Equestrian Centre	CSI 5*W	Nov	✕	✕	✕	✕	✕

## 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\* · Real Club de Campo Villa de Madrid









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.



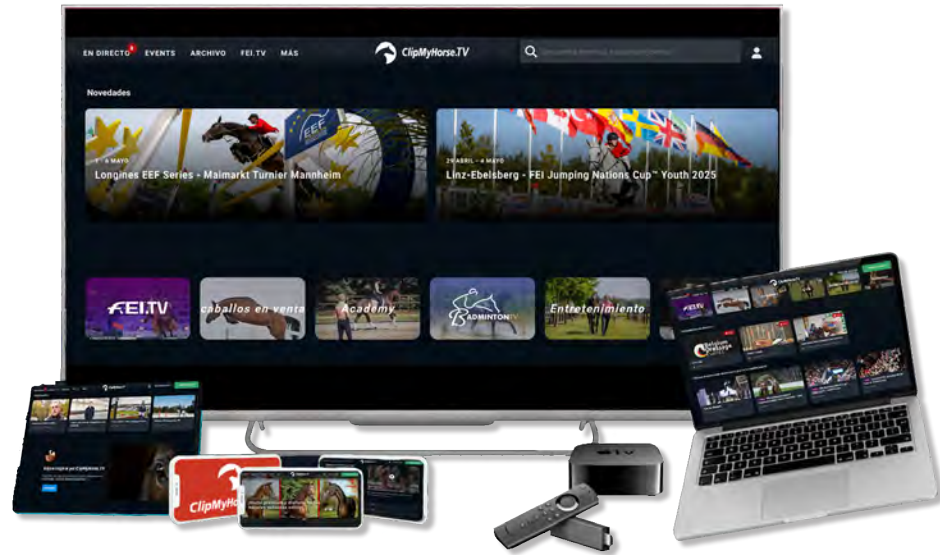
## TELEVISION

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**

madridinmotion

1064 publicaciones 9303 seguidores 148 seguidos

MadridinMotion  
Equipo deportivo  
@gc\_official Madrid in Motion Team  
🏆 GC Prague Playoffs 2018 🏆 2019  
Sponsored by @masimodute / @marquesderiscal [...] más

madridhorseweekofficial, otersport y 9 más siguen esta página

Seguindo Mensaje

**Maikel Van Der Vleuten**

maikelvandervleuten

Maikel van der Vleuten

1142 publicaciones 101 mil seguidores 608 seguidos

Blog personal  
Showjumper  
Equipo en los Juegos Olímpicos de Londres 2012  
Individual en los Juegos Olímpicos de Tokio 2021 y París 2024... más

Ver original

Le siguen longinesglobalchampionstour, gc\_official y 153 personas más

Seguindo Mensaje

**Diego Ramos Maneiro**

dieguitor\_02

Diego Ramos Maneiro

305 publicaciones 11,9 mil seguidores 1803 seguidos

Deportista  
U25 Spanish Showjumping Rider 🇪🇸  
R-M sporthorses  
Becado por @becaspodium  
[www.tiendahipicapinol.com](http://www.tiendahipicapinol.com)

Le siguen madridinmotion, ericvandervleuten\_jr y 58 personas más

Seguindo Mensaje Contactar

**Eduardo Alvarez Aznar**

eduardoalvarezaznar.offic...

Eduardo Alvarez Aznar

761 publicaciones 21,7 mil seguidores 1476 seguidos

Deportista  
Olympic Showjumper  
@marquesderiscal  
Ver traducción

Le siguen inge.ramaekers, alin\_sei y 145 personas más

Seguindo Mensaje

**CASAS NOVAS**

csicasasnovas

Casas Novas

1044 publicaciones 13,3 mil seguidores 409 seguidos

Deportes  
CSI4\*/CSI1\* A Coruña 🏆  
9-12 July 2026  
Ver traducción  
[www.csicasasnovas.com](http://www.csicasasnovas.com)

Le siguen rachellehaan, inge.ramaekers y 104 personas más

Seguindo Mensaje Contactar

**MADRID HORSE WEEK**

madridhorseweekofficial

1276 publicaciones 23,6 mil seguidores 506 seguidos

Madrid Horse Week  
Evento ecuestre multidisciplinar & internacional  
2026  
IFEMA MADRID  
[www.madridhorseweek.com](http://www.madridhorseweek.com) y 1 más

oersport, csicasasnovas y 8 más siguen esta página

Seguindo Enviar mensaje

**GLOBAL CHAMPIONS**

lgctmexico\_gnp

LGCT Mexico presented by GNP Seguros

867 publicaciones 24,5 mil seguidores 679 seguidos

Evento deportivo  
16-19 abril 2026  
Campo Militar Marte, CDMX  
[boletomovil.com/longines-global-champi...](http://boletomovil.com/longines-global-champi...)

LGCT Mexico City 1,2K miembros

Le siguen alin\_sei, madridinmotion y 53 personas más

Seguindo Mensaje

# 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.

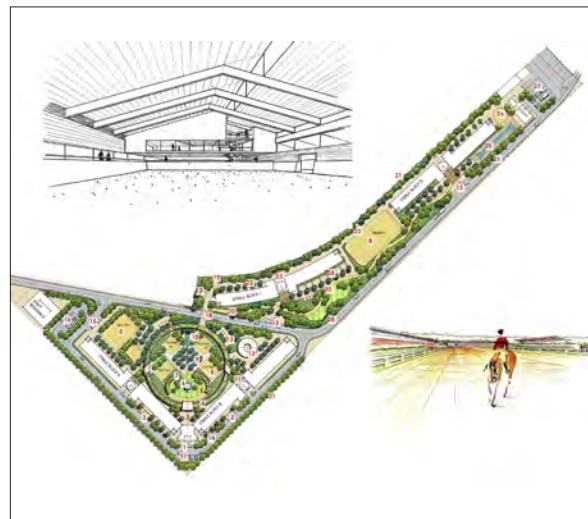
Oxer has been the Equestrian Consulting Company in international projects located in Spain, China, United Arab Emirates, Qatar, Germany, Japan, Turkey, Russia, Italy and Ireland.















## 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
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



GLOBAL CHAMPIONS PLAYOFFS

PRAGUE PLAYOFFS 2018

GLOBAL CHAMPIONS PLAYOFFS



MAIKEL VAN DER VLEUTEN



EDUARDO ALVAREZ AZNAR



DIEGO RAMOS MANEIRO



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OXER

SPORT MARKETING IN THE EQUESTRIAN WORLD



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