



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



PATRICIA
FERNÁNDEZ-VALDÉS
CLIPMYHORSE.TV DIRECTOR



MARTA
GARCÍA LUMBRERAS
CLIPMYHORSE.TV

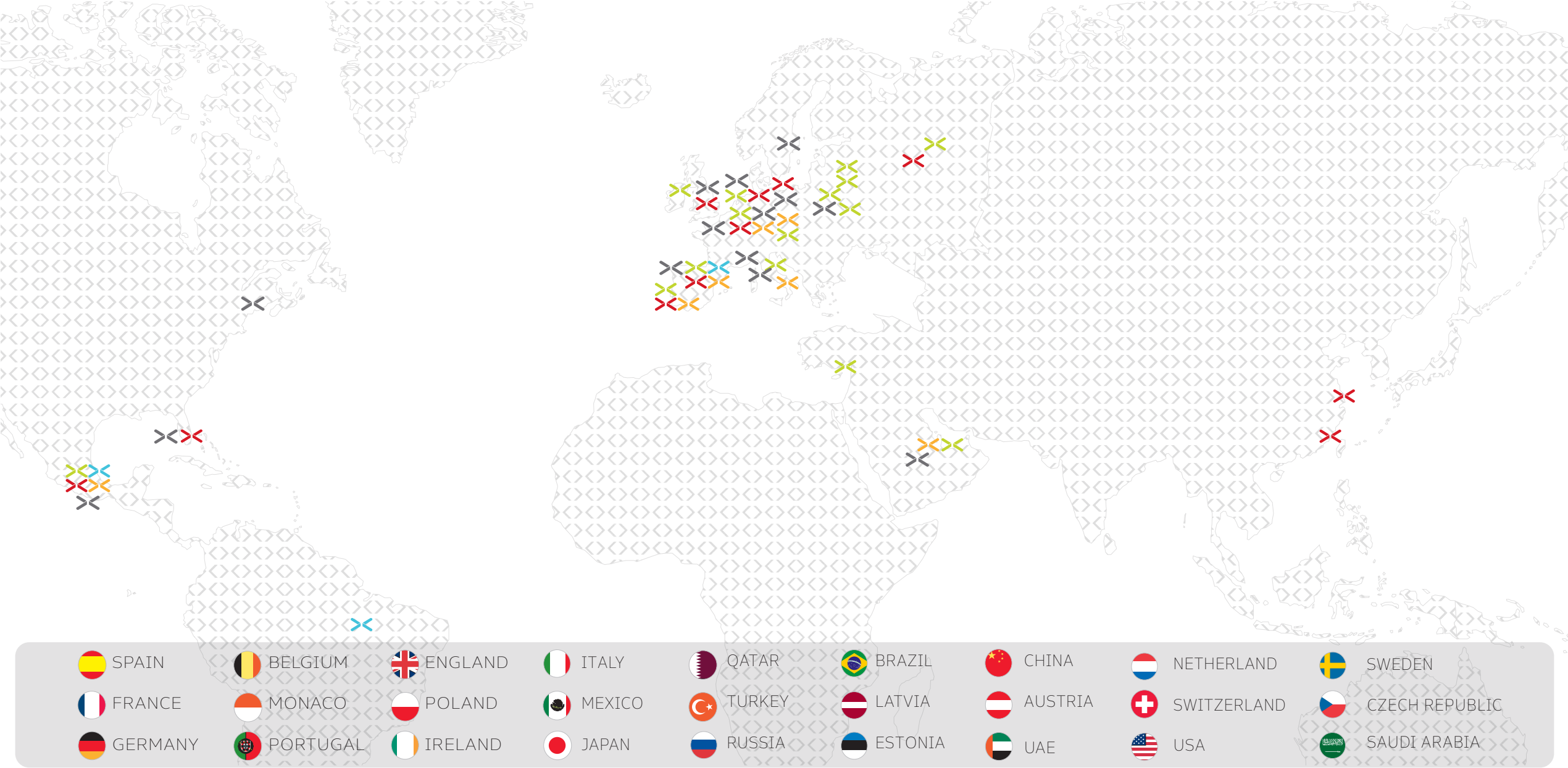


PAULA GARCÍA
GARCÍA-LAHIGUERA
CLIPMYHORSE.TV
PROYECT MANAGER

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



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

pag. 7



MEDIA

pag. 16



SPONSORSHIP

pag. 22



CONSULTING

pag. 38



RIDERS MANAGEMENT

pag. 40



EVENTS



LGCT MEXICO · Campo Marte CDMX

LONGINES
GLOBAL CHAMPIONS
TOUR

GLOBAL CHAMPIONS
LEAGUE



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.

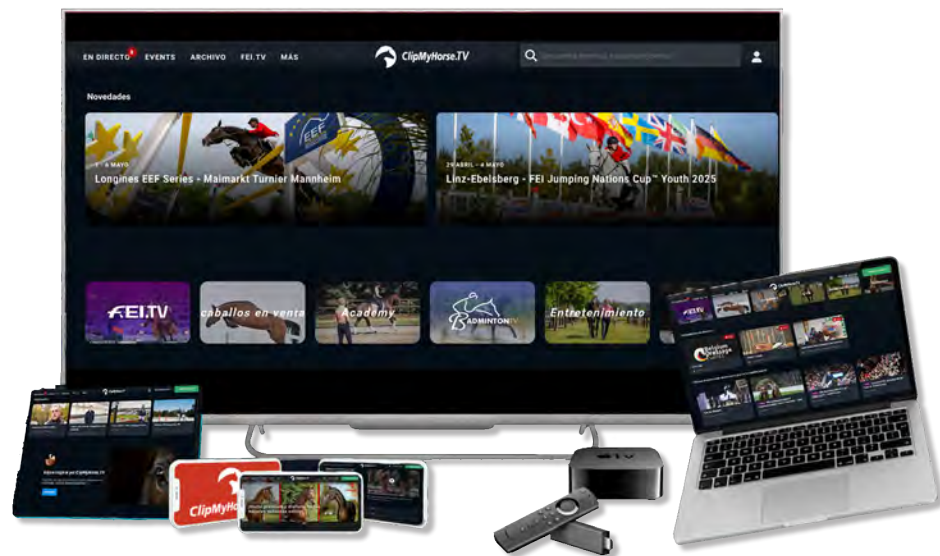


TELEVISION

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.



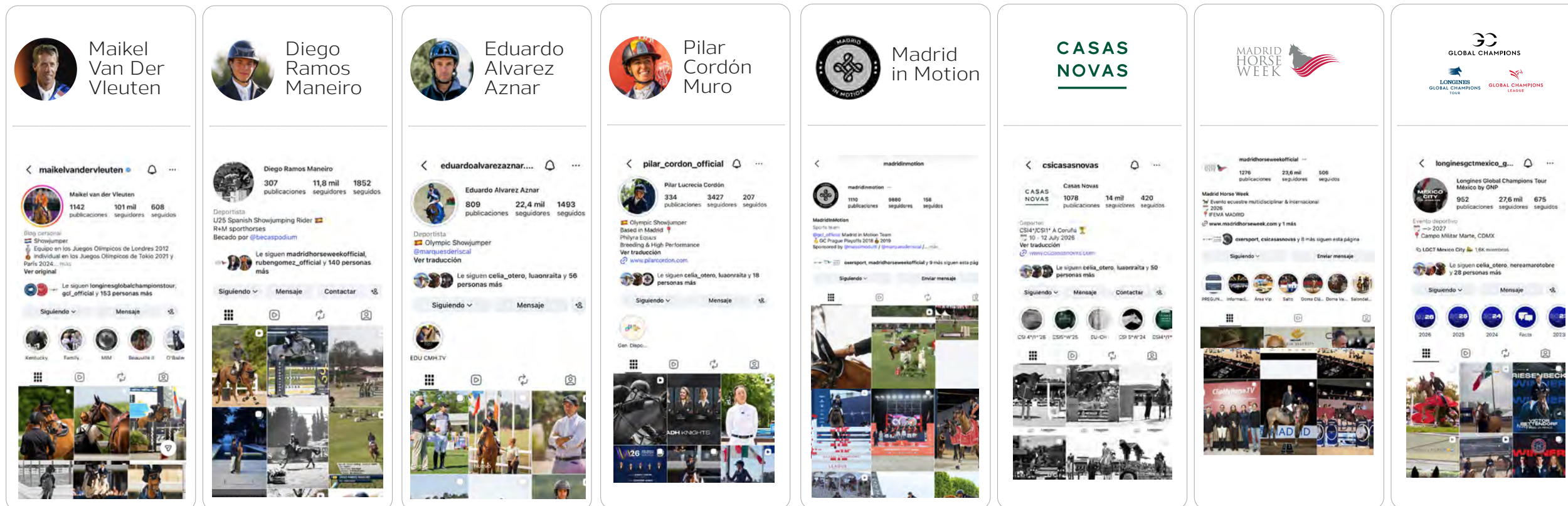
PRESS

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.



SPONSORSHIP

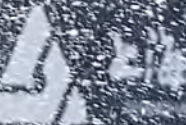
The Oxer team has a long experience in the management of sponsorship accounts. We offer a multitude of brand visibility options and extensive hospitality and public relations programs.



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**, **Eduardo Alvarez Aznar** and **Pilar Cordón Muro**.



LONGINES

LONGINES
LONGINES
LONGINES
LONGINES





RIDERS MANAGMENT

>> Photo Shoots

Production of photography content for social media, press and sponsors.



>> Sponsorship

Acquisition of new sponsorships and brand partnerships.



>> Reels

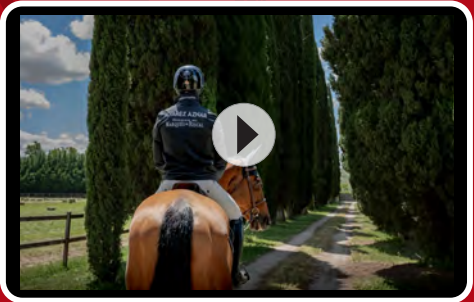
Creation of short-form competition and course videos with integrated sponsor visibility.



>> TV Series

Production of a TV series for ClipMyHorse.TV.

Miniseries Eduardo Alvarez Aznar



- Miniseries: 3 initial episodes (6 episodes planned).
- Duration: 26 min/episode.
- Content: Horse training, health and nutrition, lifestyle.
- Option to include opening and closing commercials.

>> Press

Media relations, interviews and press coverage, including regular press releases featuring news, results and rider updates.





SPORT MARKETING IN THE EQUESTRIAN WORLD



c Pokopandegi 11, Oficinas 201-210
20018 SAN SEBASTIÁN, Guipúzcoa. SPAIN
t +34 943 636 049

w oxersport.com
