
OXER
SPORT MARKETING IN
THE EQUESTRIAN WORLD
2026

WHO WE ARE



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GARCÍA PIQUERES
FOUNDER & CEO



LUIS
CABANAS GODINO
VICEPRESIDENT



IOSUNE
QUIROGA CÍA
SALES & MARKETING MANAGER



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LIAÑO MARTÍNEZ
PRODUCTION & LOGISTIC MANAGER



ALAIN
STORME
CONSULTING MANAGER



FERNANDO
PÉREZ DÍEZ
CASTILLA&LEÓN PARTNER



MÉLANIE
ARAGÓN LORENZO
SPORT MANAGER



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HUERTA MEDINA
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LIAÑO MARTÍNEZ
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SANCHEZ SALAS
ACCOUNTING & ADMINISTRATION



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ENA
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PATRICIA
FERNÁNDEZ-VALDÉS
CLIPMYHORSE.TV DIRECTOR



MARTA
GARCÍA LUMBRERAS
CLIPMYHORSE.TV

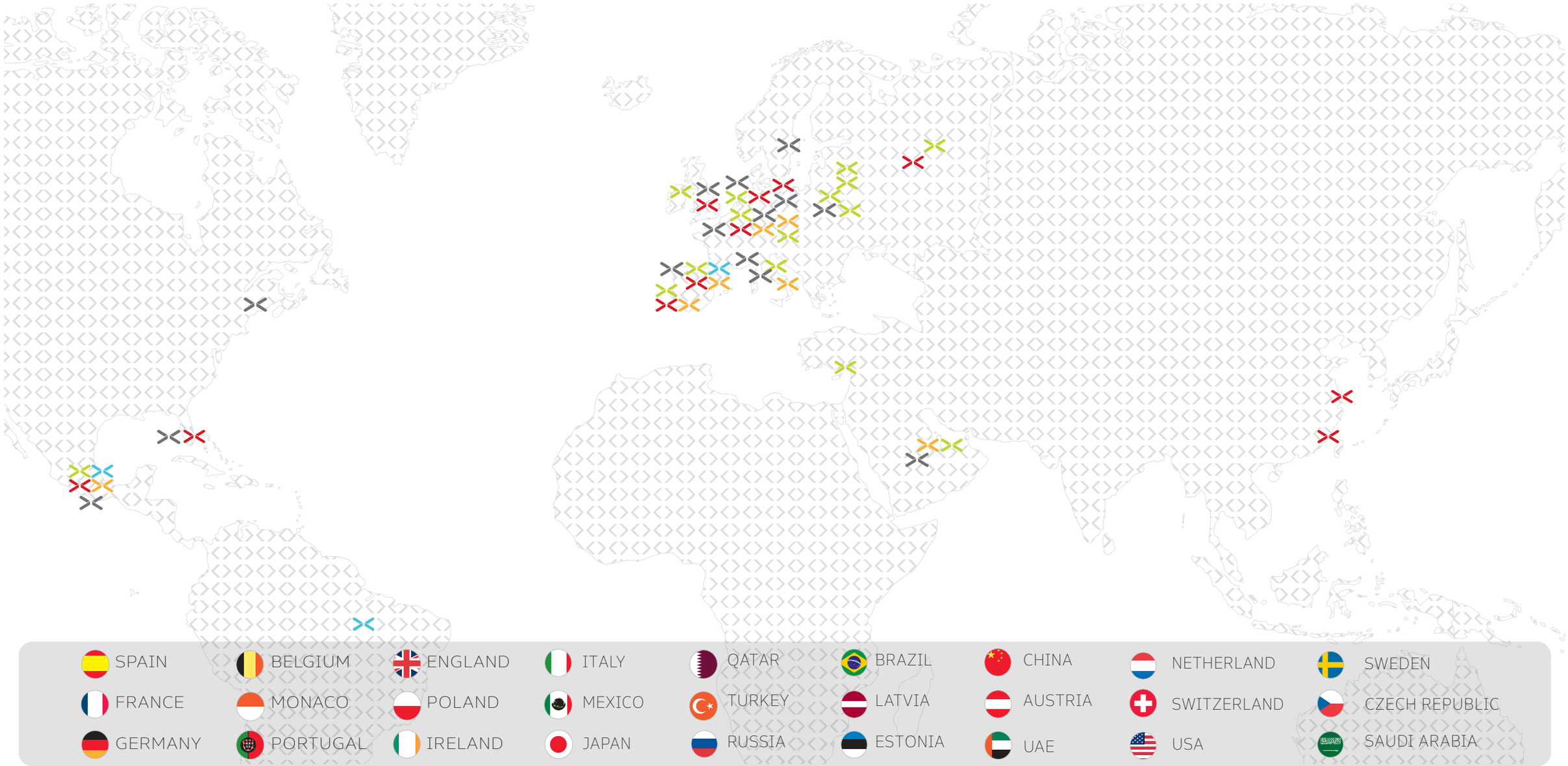


PAULA GARCÍA
GARCÍA-LAHIGUERA
CLIPMYHORSE.TV
PROYECT MANAGER

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



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

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EVENTS


LONGINES
GNP SEGUROS
GLOBAL CHAMPIONS LEAGUE
MEXICO CITY
2023
1

LGCT MEXICO · Campo Marte CDMX



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




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ARTIEM




IFEMA MADRID HORSE WEEK
MADRID
UAX


MALAGUEÑO LXXXIII
FRANCISCO SANTIAGO RUIZ
MARTIN DOCKX, JOSE DANIEL
ABC
QATAR AIRWAYS CARGO
ZOTAL
exteriorplus


LONGINES LONGINES LONGINES LONGINES



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.





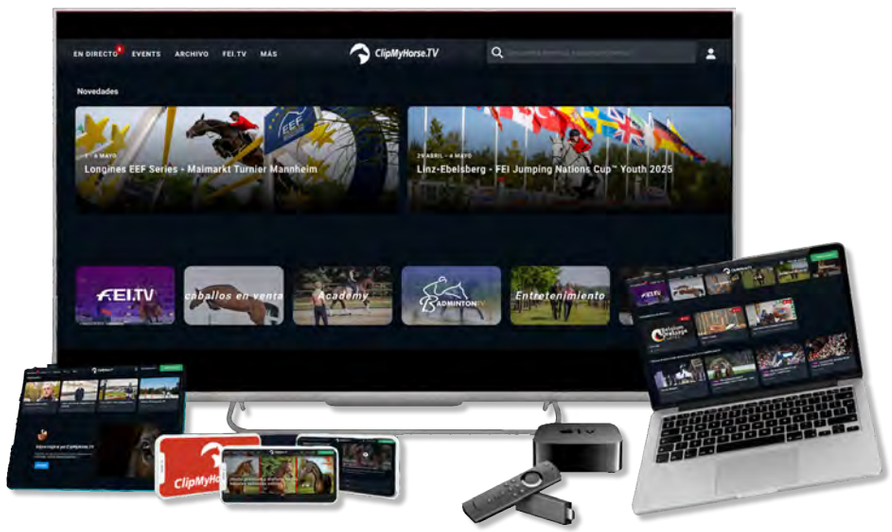






ClipMyHorse.TV

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 agreetments and creates content for sports and equestrian media all over the world.







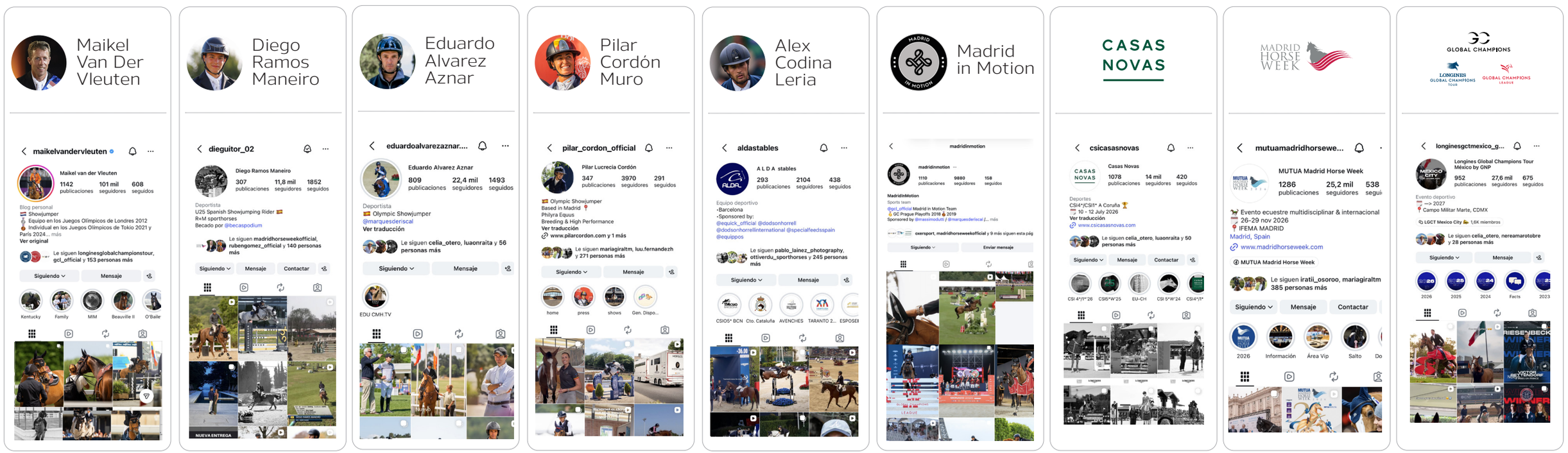






SOCIAL MEDIA

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.



Patronage of competition











Patronage of competition













Branded fences













Branded fences













Advertising board













Advertising board











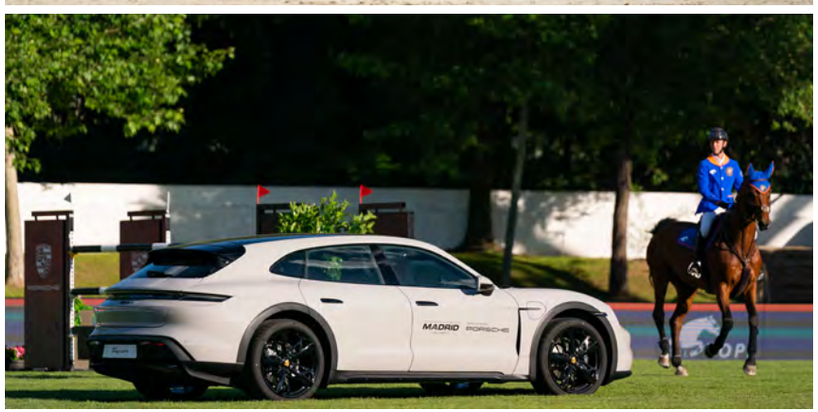
Arena dressing and branding











Arena dressing and branding













Public spaces promotional campaign

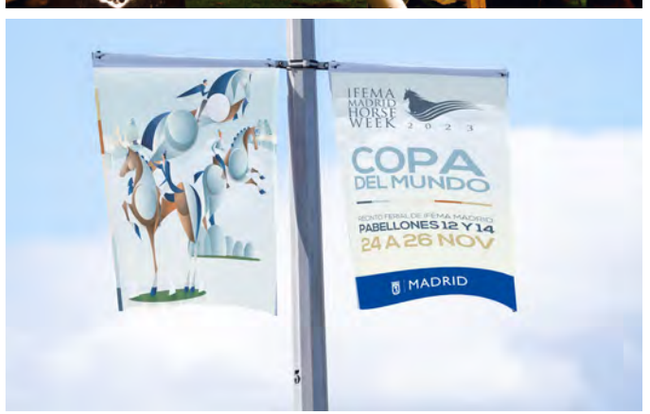












Shopping Village













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.

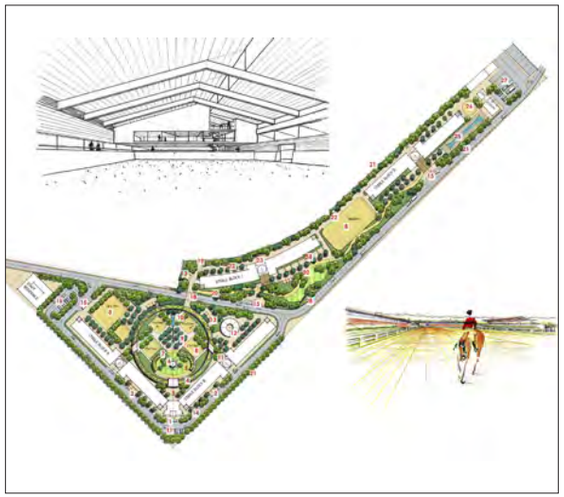
Oxer has been the Equestrian Consulting Company in international projects located in Spain, China, United Arab Emirates, Qatar, Germany, Japan, Turkey, Russia, Italy and Ireland.



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, Eduardo Alvarez Aznar, Pilar Cordón Muro** and **Alex Codina Leria.**



RIDERS MANAGMENT











MADRID IN MOTION









RIDERS MANAGMENT

Photo Shoots

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





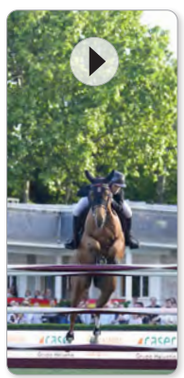
Sponsorship

Acquisition of new sponsorships and brand partnerships.




Reels

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



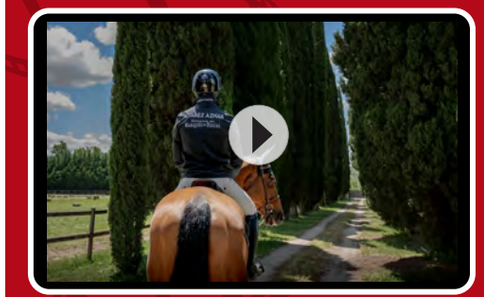


TV Series

Production of a TV series for ClipMyHorse.TV.

Miniseries **Eduardo Alvarez Aznar**

ClipMyHorse.TV



- 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

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