FEI World Championships 2022
Status update
Digital activations on the horizon
SESSION 6

- Introduction
- FEI World Championships Herning 2022
  - Casper Cassøe - CEO Operations
  - Jens Trabjerg - CEO Sport
- FEI World Championships Pratoni 2022
  - Simone Perillo - Secretary General Italian Equestrian Federation (FISE)
- FEI World Championships Verona 2022
  - Maria Baleri - Executive Coordinator
- Best practises in digital sports promotion
  - Jonny Murch, RedTorch Founder & CEO
- Promotion for the FEI World Championships
  - Stéphane Schwander, FEI Head of Digital
- Q&A
Status of Herning 2022

FEI Sports Forum, Lausanne, 25th of April, 2022
35,000 m², right off the freeway
Our ambitions

For the sport

• Create the best possible set-up for all athletes, grooms and horses

• Ensuring a highly professional and smooth execution of the four Championships, that leaves riders, grooms, officials, partners, volunteers and the audience with a feel of excitement and memories for life

For the future

• Create a new benchmark for significantly raising the bar for future events to live up to
## A new benchmark

We’ve turned the approach to sustainability upside down
Starting a new mindset and creating lasting positive impact

<table>
<thead>
<tr>
<th>Event</th>
<th>Transport</th>
<th>Legacy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event itself will be CO2-neutral</td>
<td>Encourage and help off-set CO2 emission related to transportation</td>
<td>A growing legacy on top</td>
</tr>
<tr>
<td><strong>How?</strong></td>
<td><strong>How?</strong></td>
<td><strong>How?</strong></td>
</tr>
<tr>
<td>• Choosing sustainable solutions whenever possible</td>
<td>• Offering a simple digital solution for off-setting transport for the individual (both riders and visitors)</td>
<td>• Planting 20 hectares of forest outside of Herning</td>
</tr>
<tr>
<td>• Engaging and encouraging NF’s through FEI Entry system</td>
<td>• Solution that can easily be used for future travel too</td>
<td>• In collaboration with Herning Municipality we’re creating a recreational area – a growing legacy</td>
</tr>
<tr>
<td>• Buying off setting credits to compensate for the rest</td>
<td><strong>How much?</strong></td>
<td><strong>How much?</strong></td>
</tr>
<tr>
<td>• 4,000 tons of CO2 estimated to be emitted during the event</td>
<td>• Our hope is 50% will use this solution and this will become a common thing for future events</td>
<td>• The forest will bind about 12,000 tons of CO2</td>
</tr>
</tbody>
</table>
By the numbers to date

• Ticket sales 70% to goal
  ◦ 53% Denmark
  ◦ 18% Sweden
  ◦ 7% Norway
  ◦ 4.5% Germany
  ◦ 3.9% USA

• Sponsorships 95% to goal

• VIP sales 80% full

• Volunteers 1000 signed up (adding to waitlist now)
  ◦ 38% are foreigners

• 200 exhibitors confirmed
Key dates

• April 25th - Herning2022 is accessible in HippoBase as of today

• July 4th - Nominated Entry, Certificates of Capability and Definite Athletes Numbers

• July 25th - Definite Entry

• August 2nd - Stables open for all disciplines
Key meetings and contact

• Key contact person for all Federations is: Malou Trabjerg
  • mt@herning2022.com

• All relevant information can be found in the FEI approved schedules and our Service Guides
  • Available on the NF page on www.herning2022.com
  • Password to enter NF pages: NFHerning2022

• On April 1st important information about registration of foreign vets practicing in Denmark during Herning2022 was sent out to all Federations by Malou Trabjerg
  • Remember deadline for submitting this information is May 23rd

• We have an office here during the FEI Sports Forum and are available for one-on-one meetings per request
Our digital approach and transition

Paid Media
• We started with building a following on FB and IG and using re-targeting tactics
• New GDPR rules, making re-targeting very challenging, forced us to change our approach
• New focus on high engagement and conversions

Influencer marketing
• Created a team of 10 ambassadors and 12 influencers
• They represent the elite as well as amateurs
• Together they have more than 1,7 million followers

Digital plans offered to sponsors
• All main partners have been presented with digital marketing options
• Part of SoMe content plan
Paid media

**Strategy:**
- focused on conversion campaigns
- two separate targets Denmark + International – equestrian interested target audience
  - Reach 4.6 million
  - Impressions 16.2 million
  - CPL (cost per lead) EUR 1.50-1.70
  - AOV (average order value) EUR 480

**Moving forward:**
- Will expand efforts towards more local audiences from June (extra focus on EquiPark and Show Night ticket sales)
Owned media

Strategy:
- quality over quantity, high engagement vs # of followers
- tricky to navigate GDPR rules with re-targeting not an option anymore
- 24K followers
- Engagements 766K (>8%)
- Frequent takeovers (riders, grooms, performers) to increase engagement

Moving forward:
- Increase frequency of posts, more re-posting as more content is posted by partners
Earned media

> 1500 mentions
Denmark? Herning? You'll remember ...
FEI WORLD CHAMPIONSHIPS
PRATONI - ROMA
2022
EVENTING DRIVING
## COMPETITION & TRAINING ARENAS

### COMPETITION ARENAS

<table>
<thead>
<tr>
<th>Footing</th>
<th>Size</th>
<th>Discipline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merano</td>
<td>Sand</td>
<td>100mtx62mt Eventing Dressage</td>
</tr>
<tr>
<td>Posillipo</td>
<td>Grass</td>
<td>120mtx80mt Eventing Jumping Driving Dressage &amp; Cones</td>
</tr>
<tr>
<td>Rossinan</td>
<td>Grass</td>
<td>100ha Eventing Cross Country Driving Marathon</td>
</tr>
</tbody>
</table>

### TRAINING ARENAS

<table>
<thead>
<tr>
<th>Footing</th>
<th>Size</th>
<th>Discipline</th>
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</thead>
<tbody>
<tr>
<td>Woodland</td>
<td>Sand</td>
<td>80mtx45mt Eventing/Driving</td>
</tr>
<tr>
<td>The Rock</td>
<td>Sand</td>
<td>90mtx60mt Eventing/Driving</td>
</tr>
<tr>
<td>Uruguay</td>
<td>Sand</td>
<td>65mtx45mt Eventing</td>
</tr>
<tr>
<td>Oreste</td>
<td>Grass</td>
<td>45mtx60mt Eventing</td>
</tr>
<tr>
<td>Event</td>
<td>Mon 12 Sep</td>
<td>Tu 13 Sep</td>
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<td>Stables Open</td>
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<td>Familiarisation</td>
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<td>XC Course Open</td>
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<td>Dressage Session 1</td>
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<tr>
<td>09:30</td>
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<tr>
<td>Dressage Session 3</td>
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<tr>
<td>09:30</td>
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<td>Cross Country</td>
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<tr>
<td>10:30</td>
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<tr>
<td>Horse arrival</td>
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<td>Nations Draw</td>
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<tr>
<td>17:30</td>
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<tr>
<td>1st Horse Inspection</td>
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<tr>
<td>15:00</td>
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<tr>
<td>Dressage Session 2</td>
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<tr>
<td>13:30</td>
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<tr>
<td>Dressage Session 4</td>
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<tr>
<td>13:30</td>
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<tr>
<td>Prize giving</td>
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<tr>
<td>15:30</td>
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<td>Jumping Session 1</td>
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<td>Jumping Session 2</td>
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<td>1st Horse Inspection</td>
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<td>9:00</td>
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<td>2nd Horse Inspection</td>
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<td></td>
<td>Tu 20 Sep</td>
<td>Wed 21 Sep</td>
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<tr>
<td><strong>Stables Open</strong></td>
<td>07:00</td>
<td>Horse Inspection 10:00</td>
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<tr>
<td><strong>Horses arrival</strong></td>
<td>Horses arrival</td>
<td>Starting order draw 18:00</td>
</tr>
</tbody>
</table>
TECHNICAL PROVIDERS

LONGINES TIMING
- Official scoring and timing partner

PEDEN BLOODSTOCK GmbH
- Designated International Shipping Agent
- Equine Health Documentation
- Stable Management
SERVICE GUIDES

- Schedule V.1
- Accommodation & Transportation
- Accreditation & Catering Service
- Freight
- Press
to be published
- Veterinary and Farrier Service

All available on www.pratoni2022.it
HOSPITALITY & SPECTATOR SERVICES

HOSPITALITY
• Corporate
• Pavillion

TICKETING
• Season Tickets
• Daily Ground Entrance

SPECTATOR SERVICES
• Supported by our Disability Manager special services for people with disabilities and their carers
• Shuttle service from Car Park to venue entrance
• A variety of catering options available with special attention to italian food & beverages
• Info point – Lost & Found
• Accommodation and Tourism packages
CHARITIES

Willberry Wonder Pony for Pratoni2022

Coursewalks for WWF
NUMBERS

• INVESTMENT AT THE VENUE: € 3,000,000,00
  Government, Regional and FISE funding to create a legacy for future equestrian events in all disciplines at all levels

• PRESS: 105 applications, 65 foreign press

• VOLUNTEERS: more than 140 applications

• ATHLETES: 85 Eventing combinations, 50 Drivers with 250 horses
TEST EVENT

12th to 15th May
EVENTING – CCIO4* S
Team Representation

19th to 22nd May
DRIVING – CAI2* & CAI3*
We will showcase the World Championships using historical photos and highlights from the most exciting previous editions. There would be nothing without our athletes, both human and equine. Together with their stories, they are the real protagonists of the event.

Our venue has a unique history in the equestrian world, starting from Rome 1960.

Our mission is to raise awareness of this sport. We will carry it out by explaining the rules in an engaging way.
With the support of the EquiRatings' team, we are identifying storylines, based in data, which are targeting fans by region.

These stories are used to build excitement, and provide context, for both the new and already-engaged fans.
A 12-part podcast series began in March which captures the behind-the-scenes stories of a world championship.

The 'Road To Pratoni' has been downloaded over 5,000 times already across 31 countries.
Fan Engagement during the action.

Eventing Manager is a fantasy game for eventing fans which allows fans to select their own team from a set budget. It is popular with fans both onsite and online.
Live insights to bring fans to the heart of the action.

SAP Live Tracking of the Cross-Country phase allows fans to follow the data of each rider in real-time as they go along the course. Live feedback helps commentators and media tell better stories.
THANK YOU
AND
SEE YOU IN PRATONI!
143 days to go!
VERONA

Verona is a visually-stunning city of excellence and one of the 55 Italian sites on the UNESCO World Heritage List. 2,000 years of history encased in an expanse of 77 sq mi: this is Verona, site of a completely harmonious integration of the finest of artistic elements from several diverse historical epochs.

Thanks to its geographic location, it was an important urban center founded by the Romans in the First Century B.C. Significant traces still remain today of its prodigious past, including the Arena of the Roman Theatre, the Gavi Arch at Porta Borsari, and the archaeological site at Porta Leoni. Invaded and occupied for a significant length of time by the Barbarians, the city lived its maximum splendor under the Scaliger Dynasty (13th-14th Centuries). There is also the Verona that continued to make its mark in other periods, from that of the Communes during the Swabian reign, to the French and Austrian dominations and then, the Italian Risorgimento. It is really a city of many faces whose history can also summarize Italy’s own history – think of the works left by the Romans, the Medieval streets and the palazzi of the Renaissance.
ISOLA DELLA SCALA

The first settlement of Isola della Scala dates back to the Bronze Age. But its significant development came with the Roman domination and with the construction of the Via Claudia Augusta. Later on, in early Middle Age, when Longobardi were living in the area, monks from the Abbey of San Colombano di Bobbio (near Piacenza) settled in some monasteries near Verona, in the courts of Garda and the priory of San Colombano di Bardolino and Valpolicella. The surroundings of Isola (Insula Acenensis) were mentioned in relation to the reclamation of marshlands. During the municipal period, the territory belonged almost entirely to the Sambonifacio counts of Verona and was called "Isola dei Conti". In the XIII Century, the Scaligeri subdued the town, and strengthened the defence on the Tartaro river. Under the Scaligeri the territory assumed its final name of "Isola della Scala". When the Serenissima Republic of Venice conquered the area, many Venetian families moved there and promoted the development of works of hydraulics and art. The name of the settlement was changed into "Isola di San Marco", but it wasn’t such a lucky change as inhabitants of the town remained always linked to the ‘old’ name and restored it at the end of the domination. In that period, however, the marshes were reclaimed and from the XVII Century the cultivation of rice was introduced. During the Napoleonic period, Isola della Scala lost its independence, in favor of the district of Villafranca. But it was just a matter of time as it went back to a leading role under the Austrian domination.
In order to drive traffic and engage fans, we will be using different online channels:

• Facebook and Instagram – 200,000 plus followers and 40,000,000 views

• Web Site

We will be organizing Radio, TV, Magazine and newspaper interviews.
THE TEAM

Diego Albiero
Event President

James Coppini
Event Director
& Venue Manager

Maria Lucia Baleri
Executive Coordinator

Amira Valente
Transportation & Accommodation

Daniela Cursi
Press Officer

Fabio Zuccolo
Show Office Manager

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verona fiere
Trade shows & events since 1898

Fiera Cavallari
a Verona dal 1898
SERVICE PROVIDERS

PIANETA CAVALLO SERVICE srl
- Designated International Shipping Agent
- Equine Health Documentation
- pianetacavalloservice@gmail.com

ENDURANCE ON LINE
- Entries system
- Accreditation service
- Timing & Scoring
- https://www.enduranceonline.it/

IGM ITALIA
- Broadcasting
- Screen
- Ledwall

Powered by
VENUE PLAN
ACCOMMODATION

The accommodations for riders, teams and grooms are at their own expenses.

To help you with hotel bookings and reservations, travelling matters, car rentals, the Organizing Committee suggests you could refer to

Europlan Spa: +39 045 6209400 - https://www.europlan.it/ - euro.to@europlan.it
(LOOK FOR ISOLA DELLA SCALA)

Europlan travel agency can also organize tours for your friends or family around Verona, Isola della Scala, Garda Lake or Venice making you enjoy hundreds of cultural, landscape and food and wine experiences.

Officials are welcome to refer to our team which is at their disposal.

Mrs Amira Valente will take care of you: booking@fieracavalli.com.

The hotel for all the Officials is Hotel Montemezzi****, in Vigasio (VR), a few kilometers from the venue.
TRANSPORTATION

For the **Officials** a shuttle service has been organized to and from the airport/station or to and from the venue with scheduled times so that everyone can have the necessary time to get ready. Mrs Amira Valente is in charge for any information about transportation: [booking@fieracavalli.com](mailto:booking@fieracavalli.com)

For the **individual needs** of riders, trainers, teams, grooms, family and friends, the Oliosi Rental Services is available. Contact number: +39 045 581188 – [info@oliosi.it](mailto:info@oliosi.it) - [https://www.oliosi.it/it](https://www.oliosi.it/it) -
3D LOOP

Yellow Loop: https://www.enduranceonline.it/2022_isola_yellow.mp4

Red Loop: https://www.enduranceonline.it/2022_isola_red.mp4

White Loop: https://www.enduranceonline.it/2022_isola_white.mp4

Training Loop: https://www.enduranceonline.it/2022_isola_blue.mp4
The horse welfare and its care in all circumstances are our main concern. That’s why, also for veterinary assistance and emergencies we chose two important partners: Horse Ambulance Group and Clinica Equina Villafranca.

**Horse Ambulance Group** - Drawn from the experience of unforgettable Alessandro Centinaio with the Team of “La Brughiera” Veterinary Clinic (of which it is an integral part), it ensures in sport events the best support as far as veterinary assistance could go.

The Horse Ambulance Staff is trained to deal with all equine health situations and thanks to years of experience, marked by undisputed technical/organizational skills, it has always been precious in supporting and solving a huge variety of needs and emergencies. Professionalism, commitment and the neverending optimization of the operating protocols, have led over the years to a reference structure for the assistance which have supported for several years the most important sporting events. [https://www.horseambulance.it/hag/](https://www.horseambulance.it/hag/)

**Clinica Equina Villafranca** - The Equine Clinic Villafranca is a center for in-depth diagnosis and for medical and surgical therapy of the main pathologies of sport horses. The fields of greatest interest are orthopedics and medical-surgical management of abdominal emergencies.

The structure, specially built for this purpose, offers a 24 service 365 days a year. It’s the only Italian veterinary clinic to have scintigraphy and magnetic resonance imaging devices. The structure is composed by several separate buildings, built on the basis of two fundamental principles: division of the surgical area from the hospital (stable) and service areas, ”Clean path” and ease of cleaning and disinfection. There are two padded boxes for induction and awakening from anesthesia as well as an intensive care area. [http://www.clinicaequinavillafranca.it/index.html](http://www.clinicaequinavillafranca.it/index.html)
TIMETABLE *tentative- please refer to official FEI schedule

WEDNESDAY 19 OCTOBER

09.00  
Stables opening  
_Palariso – Isola della Scala (VR)_

09.30 – 13.00  
Show office & Ride desk opening  
_Palariso – Isola della Scala (VR)_

14.30 – 18.00

14.30  
Briefing key Officials  
_Palariso – Isola della Scala (VR)_

16.00  
Chefs d’Equipe & Veterinary Meeting  
_Palariso – Isola della Scala (VR)_

THURSDAY 20 OCTOBER

09.00 – 13.00  
Show office & Ride desk opening  
_Palariso – Isola della Scala (VR)_

14.30 – 18.00

11.30  
Press conference  
_Palazzo Barberini - Verona_

19.00  
Opening ceremony  
_Arena di Verona – Piazza Bra, Verona_
<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Friday</td>
<td>21 Oct</td>
<td>09:00 – 13:00</td>
<td>Show office &amp; Ride desk opening</td>
<td>Palariso – Isola della Scala (VR)</td>
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<tr>
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<td>14:30 – 18:00</td>
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<td></td>
<td>10:00</td>
<td>Chefs d’Equipe &amp; Veterinary Meeting</td>
<td>Palariso – Isola della Scala (VR)</td>
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<td></td>
<td></td>
<td>11:30</td>
<td>Officials meeting</td>
<td>Palariso – Isola della Scala (VR)</td>
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<td></td>
<td></td>
<td>15:00</td>
<td>First Vet Inspection</td>
<td>Vet gate – Palariso – Isola della Scala (VR)</td>
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<td></td>
<td>17:00</td>
<td>Riders Weight</td>
<td>Palariso – Isola della Scala (VR)</td>
</tr>
<tr>
<td>Saturday</td>
<td>22 Oct</td>
<td>06:00 – 13:00</td>
<td>Show office &amp; Ride desk opening</td>
<td>Palariso – Isola della Scala (VR)</td>
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<td>14:00 – 18:00</td>
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<td>07:00</td>
<td>Start FEI Endurance World Championship for Seniors 2022</td>
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<tr>
<td>Sunday</td>
<td>23 Oct</td>
<td>09:30 – 14:00</td>
<td>Show office &amp; Ride desk opening</td>
<td>Palariso – Isola della Scala (VR)</td>
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<td></td>
<td></td>
<td>11:00</td>
<td>Prize Giving and closing Ceremony</td>
<td>Palariso – Isola della Scala (VR)</td>
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<tr>
<td></td>
<td></td>
<td>11:00</td>
<td>Chiusura delle scuderie – Stables closing</td>
<td></td>
</tr>
</tbody>
</table>

Powered by [Verona Fiere](http://www.verona-fiere.it) and [Fieracavalli](http://www.fieracavalli.it)
FOOD & BEVERAGE

2 coffee shops, plus 2 restaurants from 17 to 22 October, with typical food & beverage, will welcome people inside the Palariso.

Many typical restaurants are also available close to the Venue:

- La Pila dell’Abate: [https://www.piladellabate.it/](https://www.piladellabate.it/) - +39 045 7301006
- La Vecia Scola: +39 045 730 0005
- Risotteria Melotti: [https://www.risotteriamelotti.it/](https://www.risotteriamelotti.it/) - +39 045 7300236
- Al Lumicino: +39 329 414 8411
- Ristorante alla Torre: [https://ristoranteallatorre.com/](https://ristoranteallatorre.com/) - +39 045 663 2224
- The Dorian Gray: [https://www.thedoriangray.it/](https://www.thedoriangray.it/) - +39 045 6630317
SPECTATOR SERVICES

Free entrance to the competition area. No ticket required.

Children and families will find a rich variety of free equestrian activities:

- learning horse behavior and safety
- grooming
- saddling and care
- stable work and feeding
- walking a pony
- groundwork and bonding exercises
- first ride
- artistic and creative workshops.

In collaboration with A.I.A.C.E., the Organizing Committee has also scheduled a spectacular show of morphology for endurance horses (foals from 6 months to 5 years) with subjects that will arrive from 5 different nations: Italy, Belgium, France, Germany, Czechoslovakia.

Entrance to this event is also free.

Palariso will host all the facilities for the public: toilets, two coffee shop and a restaurant where you can find typical local food and cuisine.
PRESS OFFICE

news, press releases, spotlights, photogalleries, storytelling, backstage – verona2022.fei.org

Our Readers

Endurance & Equestrian Addicteds (Equestrian Media)
Sportaholics (Sports Media)
All the others (Generalist Press)

The contents will be diversified in order to widely cover the world of media

Goals

Provide a wide variety of information, results and data that will allow all media to promote the image of the sport, the event and the location.

• Head of Press Office: Daniela Cursi - cursi.daniela@gmail.com
• Equestrian Media: Luca Giannangeli - sportendurance@gmail.com
• International Press: Liana Ayres – lia.galli.ayres@gmail.com
• Italian Storytelling: Enrico Querci – enricoquerci.1@gmail.com
• Photo Manager: Oreste Testa - fototesta@gmail.com
• Social Media Manager: Davide Nurzia

The Press Office will be inside the Palariso

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verona2022.fei.org
CORPORATE

Stable available nearby for the horses that will arrive earlier than the stables opening time:

Scuderie del Garda - https://scuderiedelgarda.it
Via Renaldo, n°8  CAP 37014 - Castelnuovo Del Garda  (VR) tel. +39 045 6703 545
info@scuderiedelgarda.it
THANK YOU TO...

REGIONE del VENETO

Federazione Italiana Sport Equestri

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veronafiere

Trade shows & events since 1898

Fieracavalli

a Verona dal 1899
THANK-YOU
SEE YOU IN VERONA!
Best practises in digital sports promotion
FEI Sports Forum

25th April 2022

Jonny Murch
CEO Redtorch

research, digital and social media agency
Redtorch is an award-winning research, digital and social media agency
grow and engage
audiences worldwide
partners since 2017
trusted by
Olympic &
Paralympic
sport
<table>
<thead>
<tr>
<th>International Federation</th>
<th>2022</th>
<th>2021</th>
<th>Change</th>
<th>International Federation</th>
<th>2022</th>
<th>2021</th>
<th>Change</th>
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<tbody>
<tr>
<td>Badminton World Federation (BWF)</td>
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<td>International Boxing Association (IBA)</td>
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<td>-1</td>
<td>International Hockey Federation (FIH)</td>
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<td>19</td>
<td>+12</td>
<td>International Surfing Association (ISA)</td>
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<td>7</td>
<td>-1</td>
<td>World Curling Federation (WCF)</td>
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<td>-6</td>
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<tr>
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<tr>
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<td>World Sailing (WS)</td>
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<td>International Luge Federation (FIL)</td>
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<td>+15</td>
<td>World Triathlon</td>
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<td>-3</td>
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<tr>
<td>International Tennis Federation (ITF)</td>
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<td>International Canoe Federation (ICF)</td>
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<tr>
<td>International Skating Union (ISU)</td>
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<td>14</td>
<td>-4</td>
<td>World Pentathlon (UIPM)</td>
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<td>39</td>
<td>+1</td>
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<tr>
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<td>International Bobsleigh and Skeleton Federation (IBSF)</td>
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<td>-5</td>
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<tr>
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<td>-2</td>
<td>International Golf Federation (IGF)</td>
<td>40</td>
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</tbody>
</table>
January 2022
4.62 billion
social media users
6x trends in sport driving innovation on digital and social media
the rise of women in sport
current value

> $430 m
women receive just 5.4% of sports coverage
<table>
<thead>
<tr>
<th>Leagues and Series</th>
<th>Sport</th>
<th>2021 vs previous 4-year average (% change)</th>
<th>Leagues and Series</th>
<th>Sport</th>
<th>2021 vs previous 4-year average (% change)</th>
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<tbody>
<tr>
<td>1 FA Women's Super League</td>
<td>Football</td>
<td>+116%</td>
<td>13 Major League Baseball (MLB)</td>
<td>Baseball</td>
<td>+15%</td>
</tr>
<tr>
<td>2 Ligue 1</td>
<td>Football</td>
<td>+83%</td>
<td>14 PGA Tour</td>
<td>Golf</td>
<td>+10%</td>
</tr>
<tr>
<td>3 Serie A</td>
<td>Football</td>
<td>+68%</td>
<td>15 Ultimate Fighting Championship (UFC)</td>
<td>Combat sport</td>
<td>+9%</td>
</tr>
<tr>
<td>4 Premier League</td>
<td>Football</td>
<td>+56%</td>
<td>15 National Hockey League (NHL)</td>
<td>Ice Hockey</td>
<td>+7%</td>
</tr>
<tr>
<td>5 Formula 1</td>
<td>Motorsport</td>
<td>+53%</td>
<td>16 National Football League (NFL)</td>
<td>American Football</td>
<td>+6%</td>
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<tr>
<td>6 LaLiga</td>
<td>Football</td>
<td>+46%</td>
<td>17 PGA European Tour</td>
<td>Golf</td>
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</tr>
<tr>
<td>7 Bundesliga</td>
<td>Football</td>
<td>+43%</td>
<td>18 Major League Soccer (MLS)</td>
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<tr>
<td>8 National Women's Soccer League (NWSL)</td>
<td>Football</td>
<td>+27%</td>
<td>19 NASCAR</td>
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<tr>
<td>9 Women's National Basketball Association (WNBA)</td>
<td>Basketball</td>
<td>+22%</td>
<td>20 Formula E</td>
<td>Motorsport</td>
<td>-9%</td>
</tr>
<tr>
<td>10 National Basketball Association (NBA)</td>
<td>Basketball</td>
<td>+21%</td>
<td>21 Bellator MMA</td>
<td>Combat sport</td>
<td>-25%</td>
</tr>
<tr>
<td>11 UEFA Champions League</td>
<td>Football</td>
<td>+16%</td>
<td>22 World Surf League (WSL)</td>
<td>Surfing</td>
<td>-33%</td>
</tr>
<tr>
<td>12 ONE Championship</td>
<td>Combat sport</td>
<td>+16%</td>
<td>23 MotoGP</td>
<td>Motorsport</td>
<td>-37%</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Combat sport</td>
<td>-45%</td>
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</tbody>
</table>
TOGETHXR IS A NEW MEDIA AND COMMERCE COMPANY FOUNDED BY FOUR OF THE WORLD’S GREATEST PROFESSIONAL ATHLETES: ALEX MORGAN, CHLOE KIM, SUE BIRD, AND SIMONE MANUEL.

WITH A FOCUS ON RICH STORYTELLING ROOTED IN LIFESTYLE AND YOUTH CULTURE, TOGETHXR IS AN UNAPOLOGETIC PLATFORM WHERE REPRESENTATION AND EQUALITY IS THE NORM.

TOGETHXR IS WHERE CULTURE, ACTIVISM, LIFESTYLE, AND SPORTS CONVERGE. WE SHATTER THE OFTEN NARROW DEPICTIONS OF WOMEN IN THE MEDIA WITH CONTENT FEATURING A DIVERSE AND INCLUSIVE COMMUNITY OF GAME-CHANGERS, CULTURE-SHAPERS, THOUGHT LEADERS, AND BARRIER BREAKERS.
by 2030

> $1 billion
# For The Love Of Equestrian

2. non-competition content and community
FORMULA 1
DRIVE TO SURVIVE

SEASON 4 CONFIRMED
COMING 2022

NETFLIX
#PADDLE100

THE TOP 100 PLACES TO PADDLE IN THE WORLD
Welcome to My World of Cycling

Join a community of cycling fans.
Interact and engage to rack up points for awesome rewards.

Sign up
Sign in

A Guide to My World of Cycling
3. the power of athletes' personal brands
”Young fans around the world are following athletes first, then teams and then leagues, and they’re following athletes before sports, they might even watch just because they’re interesting humans.“

Heidi Browning, Executive Vice President and Chief Marketing Officer of the NHL.
FEI & Socialie

Research, digital and social media agency
4. sports brands go D2C online
Facebook offers US fans paid access to EuroLeague matches
FEI offers brands a route to reach an audience with a shared passion.
the expectation of Gen Z to see positive change in sport
Believe in something, even if it means sacrificing everything.  

Nike  Just do it.
reason to believe
reason to buy
PRESS RELEASE 22 APR 2022

World Athletics announces sustainability requirements for all sanctioned events
6. hybrid events and gamification
key takeaways

1. ride the wave of growing interest in women’s sport
2. think lifestyle as well as sport + build community
3. make your riders social media stars
4. build direct fan relationships to grow commercial potential
5. align with interests of young people – positive change
6. keep an open mind about technology
thank you

www.redtorch.sport

@jonnymurch
FEI & Digital
PAGE VIEWS

2015: 3.5 Million

2021: 26.1 Million

+ 646%
VIDEO VIEWS

- **2017**: 42 Million views
- **2021**: 343 Million views, +721% increase
FOLLOWERS

2017: 886,000
2021: 3.2 Million
Increase: +263%
ENGAGEMENT

2018: 4.3 Million
2021: 21.2 Million

+ 393%
2018

Facebook
24.9k Engagements

Instagram
21.8k Engagements

2021

Facebook
152.6k Engagements

Instagram
136.6k Engagements
CRITICAL SUCCESS FACTORS
FAN COMMENTS

Sincerely Equestrian 3 months ago
Stunning video, thank you FEI for this! ❤️

Tony moore 3 months ago
Oh my god this is so cool thank you for this video FEI ❤️❤️

yeyabel Awesome 😊😊😊😊😊😊😊
they are incredible

leah_czech Love this! So important, especially as they age. My horse is 26 & his health has & always will come first❤️❤️❤️
How do you make a digital campaign successful?
Big question, right?
Story telling
Design & creativity
Channels & technology
Collaboration Distribution Amplification
Let’s remember...
#For The Love Of Equestrian
Video + collaterals
#WeDontPlay
The action begins 24 July 17:00 (JST)

FEI Eventing
@FEIEventing - Sports league

About

“Horsemanship that sets the pulse racing”
Eventing is a unique challenge, demanding skill, courage and versatility across an exciting combination of 3 disciplines.

PANNED POST
FEI Eventing
24 May
For the past. For the now. For the next. For the next #E110Years 😊
From every corner of the globe, from every hoof-print in history, from
media relations
blogger relations
Influencer relations

advertising
banner ads
Google AdWords

website
blog content

social media
word of mouth
referrals

EARNED
PAID
OWNED
SHARED
Introducing...
FEI World Championships 2022 Campaign
Thousands of Heroes. Champions As One.
One achievement.
Thousands of heroes making it possible.

This campaign will honour all those who contribute to Champions’ paths.

Colour, energy, skill, care, emotion, all resulting in one unified victory.
Horse, rider, and all those behind the scenes.
How to work together?

To the success of the FEI World Championships 2022
• 137 National Federations
• 1167 FEI shows in 2021
• 39,162 registered athletes
Content Exchange
Today we have 8.3 million followers reach potential within Socialie

Together we can make

X 100
What do I get?

As a NF
As an OC
As an Athlete
• Promo videos
• Athlete’s round
• Magazine adverts
• Other campaign graphics

Campaign to start by beginning of July
Get in touch:
digital@fei.org
Thank you!
Questions and Answers