

AL KHALEDIAH 4th

INTERNATIONAL ARABIAN HORSE FESTIVAL

SPONSORSHIP GUIDE





« I Would like to refer to it as a majestic event »

HRH Prince Khaled Bin Sultan

Events

Under the patronage of HRH Prince Khaled Bin Sultan, The Al-Khaleidiah Arabian Horse Festival [AKAHF], in its fourth edition will start on January 23rd 2011, in Riyadh, Saudi Arabia, for a six days series of events.

23rd to 28th January 2011

Al Khaleidiah Festival Cup - Endurance Challenge 2011 [Sunday 23rd]

Al Khaleidiah Arabian Horse Auction [Monday 24th]

Al Khaleidiah Arabian Horse Racing [Tuesday 25th]

Al Khaleidiah 4th International Arabian Horse Show [wed. thurs. fri. 26th til 28th]

Today, the Kingdom of Saudi Arabia, is proud to preserve this priceless cultural heritage by breeding, showing, racing, and loving the finest Arabian horses in the world.

This Festival is considered the only one of its kind in the Arabian Peninsula and in the Kingdom of Saudi Arabia.

The staging of an Arabian Horse Festival has been a vision of His Royal Highness, Prince Khaled bin Sultan bin Abdul Aziz Al Saud for some years, with its inaugural event and success in January 2008, the dream has come to fruition.

AKAHF 2010



The AKAHF 2010, saw the upgrading of the horse show to «A» show grade, and the implementation of the festival into the new complex at Al Khalediah farm, a purpose built Arena to stage this amazing event. A media campaign supported the Festival, Saudi Royal family, Royals and V-VIP guests, national and international, attended the event.

Endurance

98 horses entered.

International entries received.

Included the regions «top-end» teams.

Auction

Buyers from across the MENA region.

74 horses auctioned.

Participation varied from Horse lovers to professionals.

Racing

Participation by Royals and stables from across the kingdom.

5 races on the card.

Cash prize money to all winners and place getters.

Beauty Horse Show

19 countries entered the competition.

International ECAHO judges.

Prizes for class and championship winners.

Judges & officials from 12 different countries.

Media Exposure

TV campaign on the 4 major pan-arab channels «MBC, Rotana, STV, LBCi.».

Full-page newspaper and magazine ad.

Live TV coverage.

AKAHF 2011

The higher organizing committee under the support and guidance of HRH Prince Khaled bin Sultan are preparing the Fourth edition of the festival.

This festival includes an «A» grade show by the European Conference of Arab Horse Organisation [ECAHO], maintaining the purity of the Arabian Horse bloodline and a symbol of the culture and heritage of KSA. It has become an exclusive commemoration of sport and legacy embracing distinctive quality and supremacy.

The Horse Show will attract champions from around the world and those involved in promoting the equisit beauty of the Arabian horse.

Endurance

An exclusive event for the premium Arabian Horses of the region. Expectations are high for a quality event for those enthusiasts who hold this animal to the highest regard.

Prizes again will be on offer for those who go-the-distance.

Auction

Horses will be presented and expected to have over buyers from across the MENA region including Royals VIP guests from around the world.

Racing

With the success of Purebred Arabian Horse Racing discipline, over 90 horses [in 5 races] are expected to enter, most of them owned by prestigious stables and Royals.

Festival

The main thrust of the Festival is the showcase of Purebred Arabian Horse Show, over 300 horses expected to enter the competition from up to 25 countries.

Royals, V-VIPs, Sponsors – and guests from the Region and around the world.

Closing ceremony

The 2011 festival will be one not to miss with its grandiose closing ceremony staging top Saudi singers in a majestic operetta. This will be the grand finale of the festival.



SPONSORS 2010

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The Arabian Horse

PRIDE
ENDURANCE
NOBILITY

COURAGE
BEAUTY
GENUINE

ELEGANCE
NOBILITY

STAMINA

BEING A SPONSOR

Opportunity of being a sponsor

Arabian Horses attract followers from across the whole social spectrum, with an unforgettable blend of tradition, excitement, glamour and pure elegance.

Many high profile celebrities, Royal Highnesses, Crown Princes, Sheikhs and major key players in the business community across the Gulf Region will be attending the Festival.

Association with the Arabian Horse

Nationalistic support to Heritage

Attachment to Culture

Royal & VIP environment

Media Exposure

International Exposure



AKAHF Packages

To ensure your valuable participation, the Festival offers you the best variety to suit your contribution in this royal event, we have put together a selection of **four sponsorship packages**

DIAMOND
PLATINUM
GOLD
SILVER

Applications in the Event

Press Releases
Media & News Coverage
Press Ads
TV Ad
Outdoor Ad
On Site Branding
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Special Booth
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Live Coverage
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مهرجان الخالدية للجواد العربي
Al-Khaleidiah Arabian Horse Festival

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