

PARTNER BROCHURE

BRUSSELS  
**STEPHEX**  
MASTERS

WELCOME TO THE HOME OF THE *champions*



THIS IS NOT AN EVENT



THIS IS AN *experience*

## FROM THE 23RD TILL THE 27TH OF AUGUST

Welcome to the Home of the Champions, where the world's most prestigious international showjumping competition, the Brussels Stephex Masters, takes place. In the shadow of one of Belgium's famous landmarks, the Atomium, you can experience equestrian sport at its highest level. **Enjoy different competition categories including the Prestige League, Super Cup, Top Series and the CSIO 5\*** - the most spectacular level our discipline has to offer.

**The highlight of the event is undoubtedly the Rolex CSIO 5\* Grand Prix presented by Audi on the final day.** Last year we had the great honor to host our first Nations Cup at Knokke Hippique. In addition to that we were proud to present our new grass arena at the Brussels Stephex Masters. This year we are proud to announce something even more unique: We will be combining these two accomplishments at the Brussels Stephex Masters this year. **Namely, after many years we bring back the Nations Cup on a pristine grass arena!**

Prepare to be wowed with jaw-dropping entertainment, indulge in lavish hospitality, and enjoy a front-row seat to the best riders from around the globe competing. **The Brussels Stephex Masters is an event that will quite literally take your breath away.**

Join us and witness the ultimate display of skill, agility and athleticism that can only be found at the Home of the Champions!

**3.6M**  
GLOBAL BUDGET

**1M+**  
PRIZE MONEY

**200+**  
RIDERS

**700+**  
HORSES

**40+**  
COUNTRIES

**40K+**  
VISITORS





*work*

UNTIL YOUR IDOLS BECOME YOUR RIVALS

# Sport HIGHLIGHTS



## OVERVIEW

23rd - 27th of August  
8 Ranking Classes  
2 Competition Grass Arenas  
Top Riders in the World  
International Award Ceremonies  
Live TV & Online Broadcast  
Global Coverage

**5 DAYS**



CSIO 5\*

### Exclusive Event including

The only 5\* in Belgium on Grass  
Thursday evening Exclusive Breeding Collection (Auction)  
Friday evening Nations Cup  
Saturday evening Championship of Brussels  
Sunday 1m60 Rolex Grand Prix presented by Audi  
Leading Rider Ceremonies  
Pony Classes, Top Series, Super Cup, Prestige League Grand Prix  
& Future Stars Young Horse Finals

**+ 1M PRIZE MONEY**



A large, crowded event space, possibly a rooftop bar or restaurant, with people seated at tables. The scene is filled with warm, golden light, likely from the setting or rising sun, creating a bokeh effect in the foreground. The background shows a large crowd of people, some standing and some seated, under a dark, draped ceiling. Decorative elements include large, stylized plant cutouts and hanging lights. The overall atmosphere is festive and social.

ENJOY YOUR VIP *experience*

# *Trophy* CLUB



Treat your customers and contacts and experience an amazing VIP Trophy Club. Mix culinary delights with exclusive top-class sport and unique spectacles. You can enjoy lunch and dinner with a direct view on the competition arena.

## TICKETS

The VIP tickets are digital. Those tickets serve as your entry ticket. Your bracelet can be collected at the VIP entrance.

The VIP ticket is also the parking ticket.

## INCLUDED

Access to the VIP parking  
VIP entrance for your guests during the sessions  
One bottle of champagne per session,  
3 course walking dinner concept including  
refreshments, wine, coffee and tea



*7 sessions*

### Thursday

Lunch & dinner

11:30 - 17:00 & 18:00 - 23:00

### Friday

Lunch & dinner

11:30 - 17:00 & 18:00 - 23:00

### Saturday

Lunch & dinner

11:30 - 17:00 & 18:00 - 23:00

### Sunday

Lunch

11:30 - 17:00



BOOK YOUR SESSIONS  
FOR A TABLE OF

*6 people*

Over 7 sessions

Table €7.350 (ex VAT)

**Total capacity of 42 guests**

OR

*8 people*

Over 7 sessions

Table €9.650 (ex VAT)

**Total capacity of 56 guests**



# Champions LOUNGE



Elevate your guest's experience by indulging them in **your own exclusive lounge including a private terrace**. Pampered with the finest culinary delights and surrounded by top-class sportsmanship, experience the unique spectacles in the most luxurious setting.

## TICKETS

The VIP tickets are digital. Those tickets serve as your entry ticket. Your bracelet can be collected at the VIP entrance.

The VIP ticket is also the parking ticket.

## INCLUDED

Access to the VIP parking  
Five bottles of champagne per session  
multi-course menu including refreshments,  
wine, coffee and tea  
Lounge branding possibilities

## BOOK YOUR SESSIONS



Per session **30 GUESTS** can enter the lounge.

### 4 sessions

Lounge €35.990 (ex VAT)  
Total capacity of 120 guests

#### Thursday

Dinner  
18:00 - 23:00

#### Friday

Dinner  
18:00 - 23:00

#### Saturday

Dinner  
18:00 - 23:00

#### Sunday

Lunch  
11:30 - 17:00

### 7 sessions

Lounge €50.400 (ex VAT)  
Total capacity of 210 guests

#### Thursday

Lunch & dinner  
11:30 - 17:00 & 18:00 - 23:00

#### Friday

Lunch & dinner  
11:30 - 17:00 & 18:00 - 23:00

#### Saturday

Lunch & dinner  
11:30 - 17:00 & 18:00 - 23:00

#### Sunday

Lunch  
11:30 - 17:00



## OR ENJOY

### single sessions

Lounge for **Thursday, Friday & Saturday**

Lunch  
11:30 - 17:00  
€6.950 (ex VAT)

Lounge for **Thursday, Friday & Saturday**

Dinner  
18:00 - 23:00  
€8.500 (ex VAT)

Lounge for **Sunday**

Lunch  
11:30 - 17:00  
€9.500 (ex VAT)



## 7 separate sessions

**Thursday lunch**  
€125 (ex VAT)

**Thursday dinner**  
€165 (ex VAT)

**Friday lunch**  
€125 (ex VAT)

**Friday dinner**  
€195 (ex VAT)

**Saturday lunch**  
€165 (ex VAT)

**Saturday dinner**  
€195 (ex VAT)

**Sunday lunch**  
€195 (ex VAT)



## INCLUDED

Access to the VIP parking  
VIP entrance for your guests  
3 course walking dinner concept including  
refreshments, wine, coffee and tea

prices are **PER PERSON**  
and tickets will be  
available on **OUR WEBSITE.**

# Winners SUITE



As a Winners Suite attendee, you can indulge yourself in a variety of delicious dishes during a walking dinner for a session. Be part of the VIP experience and take in the electrifying atmosphere of the competition on your own private terrace! **Remember, there are limited spots in this service. Choose your desired table when you arrive. These tables will be available on a first come first served basis.**

## TICKETS

The VIP tickets are digital. Those tickets serve as your entry ticket. Your bracelet can be collected at the VIP entrance.

The VIP ticket is also the parking ticket.

## TIMETABLE

From Thursday until Sunday you can join for 4 lunch sessions and 3 dinner sessions. The VIP Hospitality welcomes you

from 11:30 to 17:00 (lunch)  
and from 18:00 to 23:00 (dinner)



BECOME A *partner*





# *get to know our* **VISIBILITY PACKAGES**

**Increase your visibility and reach a wider audience**, by becoming a partner at the Brussels Stephex Masters. With a comprehensive range of options, our visibility packages offer you a unique way to showcase your brand to a targeted audience.

Let us help you stand out and make a lasting impression with our **tailor-made packages**. Everything is possible, contact us today and let your vision come alive.

## Led boarding

Maximize your brand's visibility with our LED-boarding. Your dynamic ad will capture the attention of our diverse audience. With the potential to be seen by thousands of spectators, this is an opportunity to **build brand awareness on a global stage**. Your brand will shine like never before, providing pole position visibility during the full week, not including the 5\* Grand Prix.

€5.000 (ex. VAT)



## Loop your Logo

Partner logos are displayed in a loop alongside other partners during the performance of one show jumper in a particular class. **This means that the entire arena will be covered in your brand colours!** This provides your brand with targeted exposure to a captive audience during a thrilling and memorable part of the event!



Your flag!



## Brand your jumps

Your brand will be featured prominently on site with branded obstacles and jumps. **A personalized jump is a unique asset in equestrian sports, providing lasting visibility and media attention.** Not including the 5\* Grand Prix and Nations Cup.

€7.500 (ex. VAT)



## Become a Class Sponsor

An international 5\* competition on behalf of the partner. The presence of a representative at the awards ceremony of the partner's competition. **This provides a unique opportunity to showcase your brand to our audience, including top riders, VIP's and influential figures in the showjumping world.**



## Speaker ads

Our speakers will highlight your brand during the award show, providing unparalleled recognition and exposure to a global audience.

## Global media Exposure

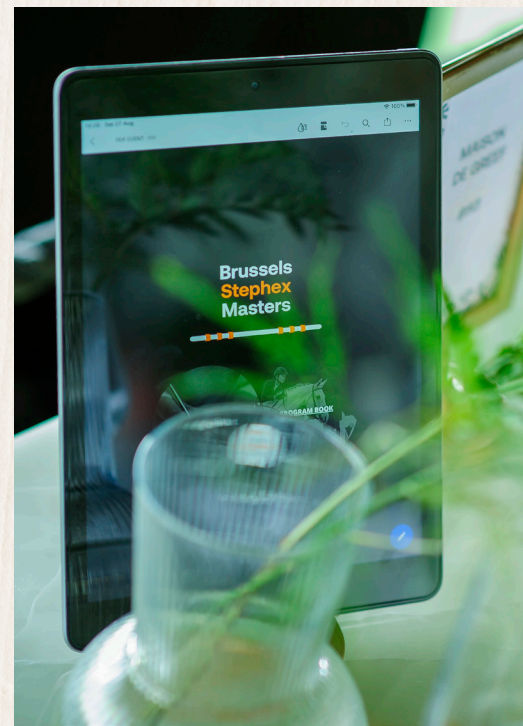
Choose branded jumps, LED boarding or other attention-grabbing methods to maximize the opportunity of being captured by global photographers and livestreams, leaving a lasting impact on our audience.



## Lets get digital!

Social media presence in our media plan and visibility of your brand on all of our digital channels, such as our website and our app.

€2.500 (ex. VAT)



# Product placement

Place your product around the event site, including the VIP area. This beneficial arrangement allows for increased brand visibility, exposure to target audiences and the potential for higher sales and customer engagement.

become a part of  
our entertainment!



# A LA CARTE *offers*

We bring together the best of sport, hospitality and brand exposure. We understand the importance of strong partnerships and believe in delivering a VIP experience to our partners.

This is why **your wishes are our priority**. We ensure that you will join a community of like-minded individuals and brands that share a passion for excellence. We look forward to **create a tailor-made partnership that will bring your brand to the forefront of the event.**

## OPTION 1

Get tailor-made partnership concepts within your budget. Our team will craft a unique proposal to meet your brand's aspirations.

## OPTION 2

Are you overflowing with your own unique vision and ideas? We invite you to bring them to life! Our team is dedicated to work together on realizing your vision, no matter how big or small.



THIS IS NOT AN EVENT, THIS IS AN *experience*



SHOP TIL YOU *drop!*



# EXHIBITORS



## Lifestyle Village Stand

Become an exhibitor during the week with a 5m x 5m stand in the Lifestyle Village during 5 days.

prices range from

€2.450 - 7.500 (ex. VAT)

Expand your customers database and become an exhibitor. A branded tent during the Brussels Stephex Masters, including electricity supply, carpeted floor, night time surveillance, daily assistance and your logo on the exhibitors' page of our website.

Multiple possibilities are possible to display your products at our Lifestyle Village. Prices will range depending on the location of your stand.

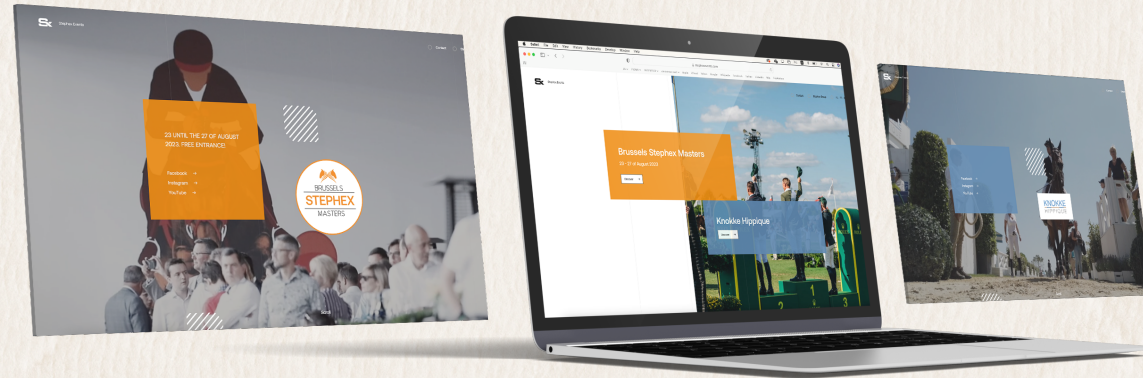


# discover our GLOBAL MEDIA PLAN

**€100.000**  
GLOBAL BUDGET

**42K+**  
TOTAL STREAM VIEWS  
on ClipMyHorse alone

**32K+**  
LIVE VIEWERS  
GP on ClipMyHorse alone



**35+**  
Press accreditations, both  
lifestyle and equestrian

**50+**  
Articles including lifestyle press  
(online, offline, radio & television)

## TELEVISION BROADCAST

RTBF  
EEN (VRT)  
TV Bruxelles/Brussels

## OLINE BROADCAST

ClipMyHorse  
Horse & Country TV  
HorseTV  
HippoTV  
RingTV



## STEPHEX EVENTS APP

4000+ impressions  
2189+ downloads

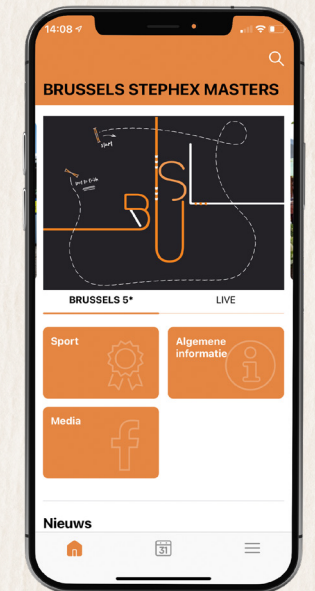
**15k+**  
Facebook  
Followers

during event  
556% ↑



**8k+**  
Instagram  
Followers

during event  
1000% ↑



# CONTACT *ng*



Brussels Stephex Masters, Equestrian Masters Promotions VZW  
Lovegemstraat 8, 1861 Wolvertem, Belgium / +32 2 269 88 75



Stephan  
Conter

## *Honorary President*

Founder and CEO of  
Stephex Group



Ellen  
Van Guyse

## *Event Director*

+32 (0) 478 30 79 53  
[ellen.vanguyse@stephex.com](mailto:ellen.vanguyse@stephex.com)



Caroline  
Wauters

## *Hospitality Manager*

+32 (0) 477 21 24 60  
[hospitality@stephex.com](mailto:hospitality@stephex.com)

WE'D LOVE TO *entertain you*



# STEPHEX

# EVENTS

*Where dreams  
come true*

[www.stephexmasters.com](http://www.stephexmasters.com)

Lovegemstraat 10,  
1861 Wolvertem  
+32 2 269 88 75  
[info@stephex.com](mailto:info@stephex.com)