



## ***VII ECHOES FROM THE SPONSORS***

### **THE INSTITUTIONS: LEADING THE WAY, THE TOWN OF LA BAULE**

France is one of those rare countries that profits from the generous support of its institutions to develop and support certain events across all its sectors. For this reason, the Official International Jumping of France is the FIRST event of the Town of La Baule for which the Mayor, Mr. Yves Métaireau and his team, ensures controlled support which never fails.

The restoration of the François André stadium last year was achieved thanks to the support of the local communities: department, region, and ministries for Sport and Agriculture. All these institutions are also present, year by year, to renew their support for the annual organization of this event on an international scale, the most important for this reason, within the French hierarchy.

### **SAMSUNG AND THE FEI: HAND IN HAND**

The Super League is the fruit of a co-partnership between the world group Samsung Electronics and the International Equestrian Federation (FEI). The latter has progressively brought itself up-to-date, modernising its image – creation of a new logo, modernising its working practices \_ creation of a direction for marketing, in order to finally achieve the means by which to professionalise its treatment of high level sport. The equestrian sports are divided – in common with the world of athletics – with a multiplicity of disciplines. Jumping being the best known and most practiced of the six disciplines official recognised by the controlling international institution, which manages eventing, dressage, vaulting, driving, and the most recent to be recognised, from the American West, reining. Without forgetting endurance, the equestrian marathon, which blasts all records, with a strong rate of growth all over the world. There, as in jumping, the French are one of the teams that occupy the podiums. Naturally, Samsung Electronics France regularly comes to occupy the Baulois ground to receive corporate guests and to honour the Samsung Super League, ELITE circuit, sponsored by the Korean group.

### **LONGINES**

The famous Swiss watch maker, Longines, a member of the Swatch group, has signed a contract for three years, under the title of official timekeeping and manager of official data processing, official watch, and sponsor of the Grand Prix alongside the Town of La Baule.

A well-known jury will award the 'Longines Prize for Elegance' to reward one female and one male rider considered to be the most elegant of the CSIO. This distinction accents a group of qualities related to their personage among the competitors, the beauty of their horses, the charm with which the rider and their horses conduct themselves, and the panache with which they prove themselves. In 2004, the Longines Prize for Elegance was presented for the first time as an annual classification. All the candidates for the title will find themselves at the CSIO Barcelona for the final award of the Longines Prize for Elegance with more than CHF40,000 as the key for those elected the most elegant of the

2005 season. At the closure of the event, the Longines Town of La Baule Grand Prix will have presented global prize money of 100,000 euros, out of the 320,000 euros total distributed across all eleven classes.

This prestigious Swiss clock making mark had thus joined as an official partner to a fourth stage of the Super League after having already stopped off these last years in Switzerland (St-Gallen or Lucerne), in Great Britain (Hickstead), and Spain (Barcelona). This new and prestigious partnership for the Official International Jumping of France in La Baule is an obvious sign of recognition for the Super League circuit and the quality of the organization at this sporting level which reigns throughout all eight stages.

### **PMU**

The 2005 edition of the French CSIO is rich in the quality of new sponsors who have joined us. Following Longines and Ovest France, PMU, at the beginning of March, signalled their engagement to sponsor for one class, to animate a space dedicated to visitors in the commercial gallery, and finally to manage a public relations area.

### **THE LUCIEN BARRIERE GROUP**

It is recognized that the quality of its welcome is one of the many assets allotted to the 'Official' of France. The luxurious hotels (Hermitage, Royal, Castel Marie Louise) form part of the charm and comfort offered to the riders and officials of the Super League circuit. To awake each morning with oblique light illuminating the beach of La Baule is not an out-of-date pleasure. Emotions that register forever in the memory albums of the riders, who week after week travel throughout Europe, competition after competition, trade fairs in exhibition halls, from standard hotels to standard hotels, where a room in Hamburg strangely resembles that of Vienna, Rome, or Donaueschingen!

### **GPA: A SALON FOR THE 'HEADS' OF THE BEST**

The heads of our riders have changed during these past years due to new safety requirements. Strong experience in motorcycles and formula one, and with the attachment to horses of its leader, Michel Finquel, GPA has practically claimed a quasi-monopoly in terms of head protection worn by the world's elite in showjumping. They will be present in the wings of La Baule with a salon of relaxation open to competitors. Biological drinks, fruit, and raw vegetables to nibble will supplement the gourmet range offered during break times, a calm between two rounds, a shelter from inquisitive eyes, all at the edge of the paddock. A universe inspired by Formula 1. To each of the salons, the colours of each nation?

### **IN THE FIRST ROW**

The 'VIP' space has redrawn its floor plan, like last year. The first row will thus be occupied by the guests of the prestigious partners of the 2005 edition: the Barrier Group, Samsung, Longines, PMU, the HEBEL delicatessen, and SAUR. Local manager for water, SAUR discovered the La Baule event via endurance. In the absence of this event, this sponsor reported its partnership with the Official Jumping of France.

## **POMMERY**

The private Club Pommery will provide the riders' bar, installed opposite the public tribune. This grand covered space is special to them, reserved for their companions and owners. Sheltered from the glances of the curious, peace assured, the riders feel at home throughout each long day, equally finding their own private restaurant, coffee and other beverages from the beginning of the first morning class. Large Samsung screens will complete this club space, ensuring first class equipment for the riders.

## **TOURISM AT THE SERVICE OF THE PRESS**

Several entities meet during the period of the Official International Jumping of France, to receive the press and to acquaint them with the quality of life of La Baule, the Presqu'île of Guérande, the natural park of Brière, the back-country of the Loire-Atlantique.

Within the bar space for the press, daily food and local products (oysters, Muscadet, cheeses, butter, salt...), as well as a dinner for the press offered by the Tourist Bureau of La Baule, the Cap-Atlantique (intercommunality), and the Departmental Committee of Loire-Atlantique.

## **THE FRENCH PAVILION FOR THE HORSE NETWORK**

A grand marquee of 200 square metres will be provided for all the partners of the horse network, particularly alive and active in the Pays de la Loire region. The French Equestrian Federation will be the leader of this space in company with the breeders, FIVAL (inter-profession), the National Stud, and the PMU, with interactive terminals to seduce the public with equestrian sport.

## **TRADE VILLAGE**

Forty spaces have been reserved right now. Installed under the large tribunes along Rosières Avenue, which will welcome the public, this commercial road of the CSIO of France will accommodate new arrivals:

- Longines will welcome the public to the François André stadium who will vote for the horse and rider who will receive the 'Elegance Prize' awarded on Sunday afternoon,
- Samsung and the full range of their domestic products,
- Konica and Minolta will do the same,
- Five artists will exhibit their work, including Agnès Roy,
- Saddlers and other sportswear boutiques will delight everyone who has a heart for window-shopping.