



2014  
NORMANDY

**Altech**  
**FEI WORLD**  
EQUESTRIAN GAMES™

P R E S S   K I T

**SHEER FORCE  
OF CHARACTER**

**23 AUGUST – 7 SEPTEMBER 2014**





# THE WORLD EQUESTRIAN GAMES RETURN TO EUROPE

For the World Equestrian Games' return to Europe, the Fédération Equestre Internationale, presided over by H.R.H. Princess Haya Bint Al Hussein, **has chosen France for this new chapter in the history of equestrian sport at the highest level.**

**From 23 August to 7 September 2014, the attention of horse lovers everywhere will be focused on Normandy - host to what will be a fortnight of equestrian excellence.** The best athletes of the moment, riders, drivers, vaulters and horses, will all get together in the spirit of fraternity and sporting prowess.

Before the UEFA EURO 2016 and the 2018 Ryder Cup, the seventh edition of the World Equestrian Games in 2014 marks the beginning of a whole series of great sporting events; pushing France firmly into the international sporting spotlight.



## OF WORLD EQUESTRIAN GAMES

After the 2010 Games in Kentucky, **the event is returning to Europe where it was first created in 1990.** Normandy is particularly honoured to play host to the largest equestrian event in the world, and to organise the Games for the very first time in France.



1990

1994

1998

2002

2006

2010

Stockholm

La Haye

Rome

Jerez

Aachen

Kentucky





# SUMMARY

<b>8 World Championships, 15 days of athletic prowess and festivities</b> .....	<b>4</b>
<b>France to host the World Equestrian Games for the very first time</b> .....	<b>5</b>
<b>The values of the 2014 edition</b> .....	<b>6</b>
<b>Equestrian competitions of excellence</b> .....	<b>8</b>
<b>Festivities and non-sporting programme</b> .....	<b>14</b>
<b>A territorial project working together with a common goal</b> .....	<b>16</b>
<b>The Partnership model</b> .....	<b>18</b>
<b>Who is Alltech? What does Alltech do?</b> .....	<b>19</b>
<b>Enhancing the event through prestigious partnerships</b> .....	<b>20</b>
<b>General Organisation of the Normandie 2014 Organising Committee</b> .....	<b>20</b>
<b>Your questions / Our answers</b> .....	<b>24</b>





# 8 WORLD CHAMPIONSHIPS, 15 DAYS OF ATHLETIC PROWESS AND FESTIVITIES

**C**elebrated every four years and alternating with the Olympic Games, **the World Equestrian Games are undoubtedly the biggest equestrian event in the world.** The finest athletes from over **60 nations** will be up against each other in the **8 official Fédération Équestre Internationale disciplines:**

- ▶ **Jumping**
- ▶ **Dressage**
- ▶ **Eventing**
- ▶ **Driving**
- ▶ **Reining**
- ▶ **Vaulting**
- ▶ **Endurance**
- ▶ **Para-Dressage**

Three of the aforementioned are Olympic disciplines (Jumping, Dressage and Eventing) with Para-Dressage being represented at the Paralympics. Horse riding is the only Olympic and Paralympic sport to have both sexes competing in the same competition and where the athlete and horse both receive medals. The upcoming edition will also be featuring two demonstration disciplines for the general public to discover: **Horse-Ball and Polo.**



## THE EVENT IN FIGURES

▶ The Alltech FEI World Equestrian Games™ 2014 in Normandy are not only a major sporting event for the equestrian community; they are, above all, a fantastic 15-day-get-together for...

<b>500 000</b> spectators	<b>1 200</b> journalists
<b>300</b> photographers	<b>3 000</b> volunteers
<b>300</b> exhibitors	<b>60</b> nations
<b>500 millions</b> TV viewers	<b>1 000</b> competitors
	<b>1 000</b> horses





# FRANCE TO HOST THE WORLD EQUESTRIAN GAMES FOR THE VERY FIRST TIME

France organises **more equestrian competitions** than any other country in the world. The Alltech FEI World Equestrian Games™ 2014 in Normandy will showcase **France's legendary expertise** when it comes to hosting such major events.

## A RENDEZVOUS WITH THE "LAND OF THE HORSE"

It was only natural for France to want to host the World Equestrian Games. The French, and more specifically, **the Norman people, have such a great passion for horses, horse sports and the intrinsic values associated with them.** In France, more than **2 million people go horse riding**, with half of that number being regular riders. The French Equestrian Federation boasts over **700,000 license holders and 7,800 clubs**; it's the **3<sup>RD</sup> ranking French Olympic Federation**, after those of football and tennis.

## LEADING PLAYERS

Official Equine Council, Equine Economic Cluster, the French Horse and Riding Institute, Horse riding Regional Council.

## ... AND LEGENDARY CHAMPIONS

**Eric Navet, Alexandra Lederman, Eric Levallois...** but also three riders from the French National Jumping team at the 2010 World Equestrian Games in Kentucky : **Pénélope Leprévost, Olivier Guillon & Patrice Delaveau.**

## NORMANDY

### FRANCE'S LEADING EQUESTRIAN REGION

#### ► SOME IMPRESSIVE NUMBERS ...

**1.1 billion** euros in annual turnover, **93,000** horses, **12,000** direct jobs, **4,000** equestrian meetings every year, **10,000** births every year, **2,250** race horses sold every year, **40,000** FFE licence holders, **406** equestrian centres, **230** professional riders, **1** National Stud and broodmare band in Le Pin - Orne, **1** specialised equestrian centre in Saint-Lô- Manche, **1** Institute of Equine Pathology, **21** race courses, **1** airport specialised in horse transportation, **1 International Equine Centre** in Deauville

## THE LOWER NORMANDY EQUINE INDUSTRY – A LEADING ECONOMIC SECTOR

The equine industry is becoming a powerhouse of the Norman economy and has firmly established itself as a **leading sector**. Through the organisation of the World Equestrian Games, Normandy can implement its strategy and ambitions for the **international promotion of its horse breeding activity as well as the sector's economic development in the run-up to 2014 and in the following fifteen years.** Its aim is to build upon and further accentuate the wealth of specialised expertise that the region has acquired over the years.





# THE VALUES OF THE 2014 EDITION

**Achievement, Openness, Respect** for both the local area and the competitors, the **Transmission** of a long-lasting legacy...these are the values that will really define what the Alltech FEI World Equestrian Games™ 2014 in Normandy are all about.

## AN EVENT DEDICATED TO ACHIEVEMENT...

Of the finest athletes and horses that never stop **pushing back the boundaries of the sport**. The competition showcases sporting excellence and horse riding at the **highest international level**. Although the event imposes **strict demands** and **tight organisation**, it is also a quest for **beauty**, a search for new **sensations**, and a show that

delivers exactly what the public expects. Normandy aims to make this particular edition a **first-class sporting event**. Each discipline will find all the conditions necessary to **allow everyone to shine**. The sporting organisation should be faultless and should guarantee a truly **unique show at the highest international level**.







## A MOMENT OF OPENNESS

Far from being an elitist event, the Alltech FEI World Equestrian Games™ 2014 in Normandy aspire to be as **accessible as possible**, to as many as possible! They will offer everyone the opportunity **to discover the world of horse riding and the culture that is associated with it**. This particular edition will be the occasion to **inspire both newcomers and aficionados**.

## A COMPETITION TO BE SHARED WITH RESPECT

**R**espect for **others**, for **horses**, for the **environment**...It means respecting the **authentic nature** of the **Norman countryside** and local culture. Conscious of the environmental impact that a sporting event of this kind can have, the word "respect" plays a pivotal role in the entire organisational process. The potential

impact on the well-being of all those involved in the event (competitors, athletes, horses, general public and participants) is taken into account before any key decisions are made. We would also like the event to be regarded as "eco-exemplary and innovative". The aim is to raise awareness among the public and participants about sustainable development and the protection of the environment here in Normandy.

## AN EDITION SIGNED TRANSMISSION

**T**he Alltech FEI World Equestrian Games™ 2014 in Normandy are all about creating a link between **tradition and the future**. First and foremost, they will encourage innovation and help to mobilise different **social, touristic and economic actors**; all of which are necessary for a long-lasting impact. The ultimate goal is to **consolidate Normandy's place as a major equestrian region**.



# EQUESTRIAN COMPETITIONS OF EXCELLENCE

## THE OFFICIAL DISCIPLINES

### JUMPING



▶ **France's number one equestrian sport** and without a doubt, the world's best known equestrian discipline. The same horse and rider combination are expected to complete a series of obstacles, the objective of which is to control speed, trajectory and balance. **Nail-biting suspense guaranteed at D'Ornano Stadium !**

### EVENTING



▶ A 3-day **"equestrian triathlon"** for the same horse and rider combination. The Dressage and cross-country competitions of this event will take place in the magnificent setting of Le Pin National Stud. The Jumping competition at the D'Ornano Stadium will bring the event to a close.

### DRESSAGE



▶ **A discipline full of harmony**, Dressage is used as the groundwork for all other disciplines. The horse and rider combination perform a series of predetermined or freestyle movements in what seems to be a moment of pure magic. It could be said that the horse seems to dance all on its own. **D'Ornano Stadium's spectators will be holding their breath in amazement.**

### DRIVING



▶ Teams of 4 horses are pitted against each other in three different phases. The Dressage and Obstacle Driving take place in an arena. The Cross-Country competition or **"marathon"**, **a course over 18km**, will pass through the streets of Caen and along pathways throughout the Orne valley.



## ENDURANCE



▶ A **spectacular competition** in Sartilly, close to the Bay of Mont-Saint-Michel. This 160 km-circular trail has a number of veterinary checkpoints. The same horse and rider combination compete in this one-day event. It is a competition that **deserves the utmost respect**.

## VAULTING



▶ Vaulting is a discipline full of movement with athletes competing together on teams or separately as individuals. Horses, vaulters and longueurs perform exercises in what proves to be a **captivating show**. The Zénith indoor arena will play the perfect backdrop to an event which is bound to be popular with the general public.

## REINING



▶ One of the **most spectacular** western riding disciplines, Reining competitions will take place at the "Parc des Expositions" exhibition centre in Caen. A discipline that is more than a reflection of its western-style roots, it is ultimately a display of equestrian dressage over a period of five minutes – nothing is left to improvisation. Contestants are required to run approved patterns to different tempos.

## PARA-DRESSAGE



▶ Thanks to the horse's eyes and legs, **disabled athletes can take part in competitive horse riding**. Athletes are divided into categories according to their particular disability and the courses and equipment are adapted accordingly. This competition will be staged at the "Hippodrome de la Prairie" racecourse in Caen.

## DEMONSTRATION DISCIPLINES



### POLO

▶ Two teams of four players equipped with mallets are mounted on quick, agile and alert horses. **Speed, contact, spirit, precision and strength...**that's what counts. A team sport that is definitely not for the faint-hearted! Deauville is one of France's major sites for this discipline.



### HORSE-BALL

▶ The sport has two teams of four riders challenging each other to get a ball into a hoop-shaped goal. This spectacular and very lively discipline can be discovered at the Saint-Lô stud farm. **The horse must be perfectly trained to be able to carry out the manoeuvres necessary to take part.**






# EQUESTRIAN COMPETITIONS OF EXCELLENCE

## AN EVENT IN THE HEART OF CAEN

**S**even of the competitions will be staged in the region's capital, Caen. This centralised approach means that existing facilities will be used for the event:

 **D'Ornano Stadium:** the opening and closing ceremonies, the Jumping and Dressage competitions, as well as the Jumping test of the Eventing competition.

 **The "Zénith" indoor arena:** the ideal set-up for Vaulting competitions.

 **The exhibition centre** will be the event's organisational nerve centre as well as host to the Reining competitions, the Games Village and its exhibits, restaurants and entertainment.

 **The Prairie racecourse:** Para-Dressage and Driving competitions.

Town hall



The Prairie Racecourse







Zénith



D'Ornano Stadium

**JUMPING** 

**JUMPING OF EVENTING** 

**DRESSAGE** 




**VAULTING** 

**REINING** 

 **DRIVING**

 **PARA-DRESSAGE**

 **DRIVING**








# EQUESTRIAN COMPETITIONS OF EXCELLENCE

## AN EVENT IN THE HEART OF CAEN

**W**ith competitions to be staged all around this part of the country, Normandy will further consolidate its place as the leading equestrian region in France.

 The Cross-Country and Dressage phases of the Eventing competition will be held at **Le Pin National Stud** in the Orne area.

 **The Bay of Mont-Saint-Michel** (in the Manche area) will provide a magnificent backdrop for the 160 km-Endurance encounter that will set off from the town of Sartilly to circle around the bay.

  The towns of **Saint-Lô** (Manche) and **Deauville** (Calvados area) both boast high-quality equestrian facilities and will each host a demonstration discipline: Horse-Ball and Polo.



Bay of Mont Saint-Michel



Deauville



Le Pin National Stud











# FESTIVITIES AND NON-SPORTING PROGRAMME



The artistic and cultural programme will have the leading territorial players getting involved in the 15 months leading up to the event. It will promote **creativity, the Norman cultural identity, public involvement, ground-breaking initiatives**. It will also bring together **artists, associations, equestrian centres, athletes, educational and cultural organisations for a common purpose**.

## LIVING THE EQUESTRIAN SPIRIT

**H**orses mean different things to different people: horses for freedom, horses for sensations, horses for aesthetics, horses for show...

The enormous celebration being lined up in Normandy will **showcase equestrian culture and bring together a diverse public**. The focus will be on the different types of bond that humans have with horses all around the world and since the dawn of time. This will be the starting point, bringing everyone together, irrespective of their age or background. This common theme will help to structure each and every activity and even give direction to the opening ceremony.

## LIVING THE EXPERIENCE TOGETHER!

**W**e are talking about a region that is **proud of its know-how**; a region that is getting ready to **host the largest international equestrian event and the participation of over 60 nations**. In 2013, the organisation will be launching an appeal for **3,000 volunteers**. Their role, along with the Norman people in general, will be to promote the event all over the region of Normandy and further afield.







## CREATING INTEREST THROUGHOUT THE REGION

The non-sporting event programme will push **Normandy into the limelight with its varied line-up of musical, artistic and educational activities all over the region**; both in and around the competition sites. There will be concerts, film screenings and shows throughout the two weeks of the Games.

*Where horses are concerned, we don't need much of an excuse to get everyone together !*

## THE ORGANISING COMMITTEE GETS ITS VERY OWN EXPERT

The event's artistic and cultural consultant, **Bernard Faivre d'Arcier** brings a wealth of experience to the Normandie 2014 Organising Committee. A man of far-reaching culture, whether it be in theatre, dance, cinema or broadcasting, Bernard Faivre d'Arcier has made quite a mark in French and European cultural circles during his fifteen years at the head of the Festival of Avignon. **He will be casting an expert eye on proceedings, bringing the ideas and experience necessary so that festivities organised in Normandy fit in with the spirit of the event.**

## WELCOME TO THE VILLAGE !

The Alltech FEI World Equestrian Games™ 2014 in Normandy village will remain open for the entire **15 days of festivities** in the very heart of Caen. A vast outdoor arena will allow visitors to discover exciting equestrian themes: **country and western, the circus, sporting exploits and Normandy.** The emphasis will be on demonstrations, getting to know working horses and letting people discover different equestrian trades and sports. The village will be open to the general public all day long at affordable entrance rates. Entry will be free for ticket-holders.





# A TERRITORIAL PROJECT WORKING TOGETHER WITH A COMMON GOAL : 15 DAYS OF FESTIVITIES, 15 MONTHS OF MOBILISATION, A 15-YEAR LEGACY

Given the importance that the horse and equestrian culture has throughout France, the public sector stakeholders have always believed, from the very moment they submitted Normandy's candidacy, that **the event would be a catalyst for development in Normandy**. It is for this reason that they have set up a "Territorial Project" linked with the Alltech FEI World Equestrian Games™ 2014 **with the aim of leaving a mark on the region for a long time to come**.

## SHOWCASING THE REGION'S APPEAL

Making Normandy **THE tourist and horse community destination** of the moment is probably one of the region's biggest ambitions. **Normandy's major horse trails** have been upgraded to attract even more new visitors. A major drive to encourage training has been undertaken as **to forge links between tourism professionals and the equine community** (product development, promoting the use of the English language and cultural awareness). During the event, The Games Village will **promote the diversity of the sector's activities**: trades and training courses, demonstrations, commercial and professional areas.

## INVESTING IN THE LONG TERM

The competition sites will benefit from **an investment programme to facilitate the organisation of the event itself and which also encourages long-term sustainability**.

🟢 **A CCI 4\* course at Le Pin National Stud:** venue for the Dressage and Cross-Country phases of the eventing competition. As of 2014, **competitions of the very highest level** will be staged here, thanks to its all-new track.

🟢 The Endurance competition in the Bay of Mont-Saint-Michel is made up of a 160 km circular trail that sets out from the town of Sartilly. A large number of these itineraries are designed to be used well after the event and will of course **increase the appeal of the numerous equestrian trails in the region**.

🟢 In Caen, upgrade work to the **"Hippodrome de la Prairie" racecourse and the Orne Valley** : the development work to this vast natural space and the creation of a nature trail **will offer the general public a new urban green space in the very heart of the town**.

🟢 **Landscape rehabilitation work between the "Parc des Expositions" and the Zénith Centre Caen** : major rehabilitation work is to be carried out; this will have a long-term knock-on effect.







## THE "NORMAN PACT": GETTING EVERYONE IN ON THE ACT

**T**he World Equestrian Games will also be the perfect opportunity for making equestrianism and sports activities more popular. A call for project proposals will be launched early 2013. **The people of Normandy will be encouraged to come up with initiatives in the field of sport, the arts and culture.** Official endorsement will be given to selected projects that will then be developed in the fifteen months up to the event. The winners will be rewarded with an all expenses paid day's participation at the very heart of the event.

## THE 2014 NORMANDY CLUB

**T**he Companies Club associated with the event aims to get together 2014 companies hand picked from amongst local craftsmen, business owners, small, medium and large enterprises, professionals and non-professionals relating to the chain... with the view of seriously highlighting the Games and displaying all of Normandy's dynamism. **The Club will offer its members opportunities for mobilisation in respect** of all their colleagues and associates and their network so that they can bask in the Games' glory in the most privileged of manners. **A wonderful challenge ahead.**

## THE WILL TO ORGANISE AN ORIGINAL AND ECO- RESPONSIBLE EVENT

**A** "social and innovation fund" has now been set up. Drawn from contributions from private-sector partners, (approximately 5% of sponsorship revenue), **it is designed to fund projects in line with the Normandie 2014 Organising Committee's approach towards sustainable development.**

## SHOWCASING THE WORKING HORSE

**A** "Working horse Village" will be created within the Games Village. **It will allow everyone to see just how much working horses have to offer and the many uses they have.** In fact, the public will have close contact with them during the entire duration of the Games; **working horses will be used for transport, by the logistics teams, for car park security, waste disposal...** The many initiatives and activities that are planned will only go to showcase these wonderful horses. In fact, they can be considered as **a modern day form of renewable energy...**





# THE PARTNERSHIP MODEL

## A SHOW OF CONFIDENCE FROM THE HIGHEST AUTHORITIES

This show of confidence towards France and Normandy is down to the **collective effort of the Lower Normandy region, the French State and the Fédération Française d'Équitation.**

## THE « JEM NORMANDIE 2014 » GIP

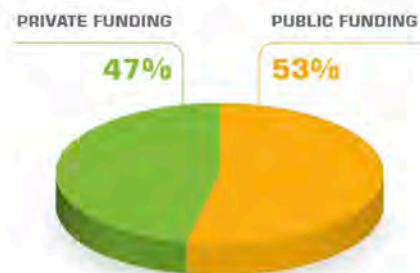
A **public interest group (GIP) presided over by Laurent Beauvais, President of the Region of Lower Normandy has been created to organise the event.** This decision was in response to the size of the project, the number and status of the involved parties, with the notable implication of the local and state governing bodies. The Normandie 2014 GIP guarantees the sound management of public funds. This will be done through a completely transparent, democratic and accountable manner with regards to the competition, logistics, marketing, communication and media, finances... **The GIP is the preferred set-up for the organisation of major sporting events in France** (GIP Paris 2003 Athletics, GIP Rugby 2007, GIP Olympic Games Bids 2002 and 2008).

## A SECURED BUDGET

The draft investment and operating budget raised by the 2014 World Equestrian Games' partners is estimated at over € 72 m, with funding mainly provided by the State, the region of Lower Normandy and the local governing bodies of Normandy. **By the end of 2012, 82% of the budget had been secured – all of this has been done without ticket sales.**

in K€

<b>Public revenue</b>	<b>38 531</b>
French State	10 000
Region of Lower Normandy	15 177
City of Caen	2 500
<i>Provisions</i>	<i>1 354</i>
Caen La Mer	3 000
Counties of Calvados	3 000
Counties of Orne	700
<i>Contribution from CG 61</i>	<i>800</i>
Counties of Manche	1 500
Region of Higher Normandy	500
<b>Private funds</b>	<b>33 547</b>
<b>TOTAL</b>	<b>72 000</b>



## THE « JEM NORMANDIE 2014 » GIP FOUNDER MEMBERS







## WHO IS ALLTECH? WHAT DOES ALLTECH DO?

**A**lltech's mission is to improve the health and performance of people, animals and plants naturally through nutrition and scientific innovation. Over the last three decades, Alltech has grown in size and global presence while remaining committed to safeguarding the sustainability of both our industry and the world in which we operate. This commitment is represented by the ACE principle, our promise that in doing business we have a positive impact on the Animal, the Consumer, and the Environment. With operations in 128 countries, Alltech has a team now more than 3000 members strong standing behind its commitment to innovating a better future.

### ◉ WHY IS ALLTECH SPONSORING THE GAMES FOR THE SECOND TIME?

Held outside of Europe for the first time, the 2010 Alltech FEI World Equestrian Games™ in Lexington, Ky., USA, also marked the first time the prestigious equestrian championships had the support of a title sponsor. The 2010 Games were attended by more than a half million people from all 50 U.S. states and 63 countries and viewed by millions more throughout the world via television. Alltech is planning for a successful reprise as it sponsors the Alltech FEI World Equestrian Games™ 2014 in Normandy, France. The global competition showcasing animals at peak performance brings the Alltech brand to life, and the Games are expected to be particularly impactful given Alltech's longstanding history of serving the equine and agricultural communities in France.

### ◉ WHY IS ALLTECH LAUNCHING THE "EQUINE HERO" CAMPAIGN?

The excitement already began building in 2012 as Alltech welcomed 23 leading equine feed companies as Alltech Official Partners from all around the world. Now 33 Alltech Official Partners differentiate their equine feed with the Alltech Equine Advantage inside. The programme affords Alltech Official Partners the opportunity for their customers to be involved in the excitement of the Games in Normandy. The momentum is certain to continue as Alltech opens an office in Caen, Normandy and launches its Equine Heroes campaign to celebrate all those who stand behind champion athletes—the farrier, the mom and dad who sacrifice for riding lessons, the rescue volunteer and the many others who serve for love of the horse.

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

### ◉ WHAT SPECIAL SIGNIFICANCE DOES ALLTECH HAVE FOR NORMANDY?

Alltech is relatively unknown to the French consumer yet has served the agricultural community for 21 years with three offices in France, Nantes, Paris and now Caen. The site of the Alltech World Equestrian Games™ 2014 in Normandy, a land rich in agricultural heritage, is of particular significance to Alltech as a provider of natural technologies to farmers and breeders across the world.

Alltech's sponsorship of equestrian sport at the highest level, including its title sponsorship of the Alltech FEI World Equestrian Games™ 2014 in Normandy and the Alltech National Horse Show, in Kentucky, reflects its passion for peak animal performance through nutrition. Since its inception in 1980, Alltech has provided natural nutrition solutions to the equine industry. In fact, Yea-Sacc® from Alltech was the first yeast approved for use in horses by the EU and the FDA. Today its technologies can be found in horse feeds and horse supplements to include Alltech's LIFEFORCE Range, fueling the health and performance of champion and family farm horses alike around the world.

**For more information, visit [www.alltech.com](http://www.alltech.com)**





# ENHANCING THE EVENT THROUGH PRESTIGIOUS PARTNERSHIPS

In addition to a solid institutional framework with its controlled budget, a number of partners have also come on board to endorse the event. The renewed support of the **title sponsor, Alltech**, along with Official Partners, Media Partners, Official Suppliers and Official Supporters only goes to show the event's appeal. All the partners are working on promoting the Alltech FEI World Equestrian Games™ 2014 in Normandy here in Normandy and right across the globe.



**ROLEX** OFFICIAL SPONSOR

Rolex enjoys an unrivalled reputation for quality and expertise the world over: Its OYSTER watches are symbols of excellence, performance and prestige. Pioneer in the development of the wristwatch as early as 1905, the brand is at the origin of several landmark innovations in watchmaking, including the OYSTER, the first waterproof wristwatch, and the PERPETUAL rotor self-winding mechanism. Rolex is also actively involved in supporting the arts, exploration, sports and the environment through sponsoring, philanthropic and patronage programmes. As a committed supporter of equestrianism for over 50 years, Rolex is proud to have partnered the iconic World Equestrian Games since 2002. **For more information, visit [www.rolex.com](http://www.rolex.com)**



**PMU** OFFICIAL SPONSOR

PMU has been playing a major role in sports for over 20 years, and has also been acting as partner of the greatest sportive and equestrian events. In that respect, as far as the PMU is concerned, there was no missing the opportunity to support the Alltech FEI World Equestrian Games™ 2014 in Normandy, a major feature in 2014. By becoming Official Partner, the PMU aims at highlighting the support it has been granting the horse racing and horse show jumping and equestrian world, in a most concrete way. Likewise, they aim at sharing supporters' devotion and at giving high level sportspersons their full support. **Website : [www.pmu.fr](http://www.pmu.fr)**



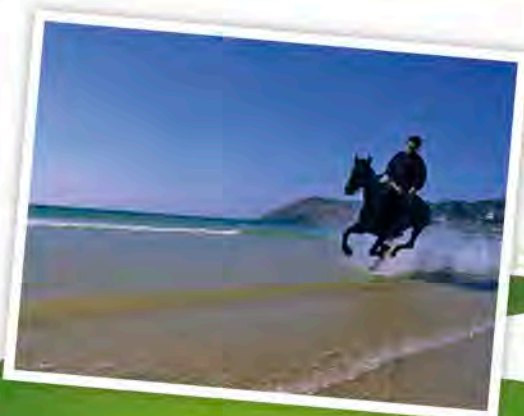
**CA** OFFICIAL BANKING AND INSURANCE PARTNER

Crédit Agricole Normandie has been confirmed as the Official Banking and Insurance Partner of the Alltech™ FEI World Equestrian Games 2014 in Normandy. Crédit Agricole Normandie is a leading financial partner to the Lower Normandy economy with its 773,000 clients and 270,000 members. Some 2,000 staff members provide services to 50% of the Lower Normandy population, 2 out of 5 local professionals and 8 out of 10 farmers. **Website: [www.ca-normandie.fr](http://www.ca-normandie.fr)**



**Equi-Thème** OFFICIAL SUPPLIER

Ekkia has become the Alltech FEI World Equestrian Games™ 2014 in Normandy first official supplier. This specialist supplier to the horse world has exclusive rights to manufacture and commercialise Equi-Thème horse riding products with the official logo of the games. The clothing and riding equipment created by Ekkia will be available at specialised outlets, at the World Equestrian Games official on-site store and on line via the website. **Website : [www.ekkia.com](http://www.ekkia.com)**



**PADD** OFFICIAL DISTRIBUTOR

Padd is the Official Distributor to the Alltech™ FEI World Equestrian Games 2014 in Normandy. With over 40 stores right across France, this brand made by enthusiasts for enthusiasts will distribute official Games products and provide uniforms for the 3,000 volunteers who will be on hand to help at the event. Celebrate the 40th anniversary of the Padd brand in 2014, at the world's greatest equine event! **Website: [www.padd.fr](http://www.padd.fr)**





OFFICIAL SUPPORTER

• The Isigny Sainte-Mère dairy cooperative is proud to be the first Official Supporter of the Alltech FEI World Equestrian Games™ 2014 in Normandy. Its involvement makes perfect sense; the values promoted by the event are exactly in line with those embodied by the 1,200 Norman dairy producers and employees for the last 80 years. The cooperative is renowned the world over for its iconic products (cheese, butter, cream and baby milk). As an Official Supporter, it will be at the very heart of festivities along with its dairy producers, employees, regional, national and international customers. Its aim is to showcase the region of Normandy.

**Website: [www.isigny-ste-mere.com](http://www.isigny-ste-mere.com)**



OFFICIAL SUPPORTER

• Agrial is an agricultural and agribusiness cooperative group from Normandy. It has been working in the equine sector for a number of years, developing activities such as the manufacture and sale of horse feed and the distribution of equipment and supplies for breeding and equestrian sports... Through its day-to-day business activities, Agrial is already a driving force in the local economy and the arrival of the Alltech FEI World Equestrian Games™ 2014 in Normandy will help provide a whole new momentum for the same sector. It is for this reason that Agrial has decided to become an Official Supporter of the World Equestrian Games.

**Website: [www.agrial.com](http://www.agrial.com)**



OFFICIAL SUPPORTER

• As always driven by the values of excellence and top-level sport, CWD Sellier has become an Official Supporter of the Alltech™ FEI World Equestrian Games 2014 in Normandy. A partner for great sporting moments, CWD Sellier combines expertise, quality raw materials and traditional manufacturing methods to make its products, blending modernity and state of the art techniques. Serving the world's top riders and their steeds, CWD Sellier and its 97 staff members work hard to invent the saddles and equipment of the future, enabling us to always aim that little bit higher.

**Website: [www.cwdsellier.com](http://www.cwdsellier.com)**



MEDIA PARTNER

• Ouest-France, number one amongst French daily newspapers, will act as Media Partner, on a regional scale, and will highlight the World's greatest equestrian event! They will resort to the Internet, to purposely published releases, and will allow the millions of people who trust the newspaper, to clearly bring this prestigious event to full light, well beyond Norman boundaries. Making the most of the Alltech FEI World Equestrian Games™ 2014 in Normandy, Ouest-France will duly highlight the fabulous heritage horses entail in Western France, and more specifically in Normandy. Economic, historical and cultural aspects will all be addressed.

**Website : [www.ouest-france.fr](http://www.ouest-france.fr)**



MEDIA PARTNER

• Equidia Life, France's first media on horse issues, will proudly act as the TV partner throughout the Alltech FEI World Equestrian Games™ 2014 in Normandy! 18 million households enjoy access to the Equidia, which will keep their 5 million watchers informed as the greatest World equestrian championship gears up to D-Day. All the competitions will also be broadcasted live, between August 24th and September 7th 2014. Crews, resorting to their usual broadcasting facilities, not to forget the Web and social media are all getting set for this event. It all makes sense, and is part of their support aiming at highlighting the equestrian field, nationwide.

**Website : [www.equidia.fr](http://www.equidia.fr)**



MEDIA AMBASSADOR

• 'Cheval Magazine' is proud to become the first Media Ambassador of the Alltech™ FEI World Equestrian Games 2014 in Normandy. Created in 1971, this renowned monthly magazine is the title leader of the French equestrian press, with an average monthly circulation of over 80,000 copies and a strong online presence (80,000 to 100,000 unique visitors on the website [www.chevalmag.com](http://www.chevalmag.com) and 150,000 fans on its official Facebook page). Since Stockholm in 1990, Cheval Magazine has covered the first six editions of the World Equestrian Games and this year once again will leverage its expertise to relay all the information concerning the Games in order to allow readers to fully experience the event.

**Website: [www.chevalmag.com](http://www.chevalmag.com)**





# GENERAL ORGANISATION OF THE NORMANDIE 2014 ORGANISING COMMITTEE

## THE NORMANDIE 2014 ORGANISING COMMITTEE

🕒 The Normandie 2014 Organising Committee has been mandated by the Normandie 2014 GIP to undertake **four main areas of responsibility**:

### FINANCING

Public funding, private funding (partnerships, ticketing, licences).

### PROMOTING

Communication, media relations, advertising campaigns, side event activities, support projects.

### SUPERVISING

Competitions, site design & layout, security & safety procedures, transport, public services.

### MANAGING

Budget setting and monitoring, project management, human resource management.

🕒 The directorate is in charge of the key areas of operational strategy. The team, which will be **made up of 100 people and 3,000 volunteers by 2014**, is headed up by **Fabien Grobon**.



**FABIEN GROBON, MANAGING DIRECTOR OF THE NORMANDIE 2014 ORGANISING COMMITTEE**, has

a solid background in the world of Sports : in financial management, sponsoring and marketing global sporting events. Before joining the Organising Committee, he oversaw the marketing policy for Fédération Française de Tennis branding and events. He was also behind the introduction of a new partnership and licensing strategy for Roland-Garros products.





## DIRECTORATE

Project management, Sustainable development, Regional/territorial projects, External relations

### SPORTS

- Competition Management
- National Federation Desk
- Stable Management
- Sanitary and veterinary control

### OPERATIONS

#### Design & Layout operations

- Constructions
- Temporary facilities
- Signage & Decoration
- Sanitation & waste management

#### Logistics

- Accommodation
- Transports
- Catering
- Accueil

#### Media services

#### Sites management

- Operational planning
- Test events
- Integration

#### Security, Safety, Health

#### Accreditations

#### Technology

### COMMERCIAL MARKETING COMMUNICATION EVENTS

#### B2B

- Sponsoring
- Public relations

#### B2C

- Ticketing
- Licensing & Merchandising
- Exhibitors

#### M & Communication

- Promotion & Press relations
- Digital
- Publishing & Support materials

#### Events

- Ceremony protocol
- WEG Village / Site activities
- « Sport presentation »
- Polo Day
- Exhibition « Around the World in 80 horses »

### ADMINISTRATION FINANCE

- Finance
- Legal
- Human resources
- Volunteer workers
- Support services

## SPORTS MANAGEMENT TEAM

The Sports management team, led by **Laurent Cellier**, has to organise all the many different aspects of each competition; right down to the medal ceremonies.

The team works closely with everyone on the Organising Committee and particularly with those responsible for logistics and layout design/facilities. It will be the main contact for the FEI and national federations who will be visiting the competition sites and organisation in Normandy in 2013.



### LAURENT CELLIER, SPORTS DIRECTOR FOR THE NORMANDIE 2014 ORGANISING COMMITTEE,

was regional technical adviser at the head of the Regional Sports Governing Body in Reims. He also worked for 2 years as a sports inspector for the same body in Lyons. He acquired a solid background in all the different equestrian disciplines during his time as national technical director at the Fédération Française d'Équitation.







# GENERAL ORGANISATION OF THE NORMANDIE 2014 ORGANISING COMMITTEE

## THE EIGHT OFFICIAL DISCIPLINE MANAGERS

Working closely with the sports director, Laurent Cellier and with the Organising Committee's different departments, each of the eight discipline managers is responsible for determining a road map for his/her discipline (identification of human and material needs...). During the event, they will also take on an added responsibility; that of sporting director of their particular competition. Each discipline manager will be involved in recruiting and training volunteers; this will undoubtedly help to make the competition a major collective success. In a sense, each and every manager will act as an ambassador to both the competitors and the entire international equestrian community.



### **JUMPING:**

**Frédéric Morand**, technical manager of the Jumping International de Bordeaux competition.



### **ENDURANCE:**

**Nicolas Wahlen**, organiser of the CEI Compiègne.



### **EVENTING:**

**Jean-Marc Varillon**, technical manager of the CCI 4\* in Pau.



### **VAULTING:**

**Philippe Rossi**, organiser of the European Championships 2011 and the World Championships 2012.



### **DRESSAGE:**

**Didier Ferrer**, organiser of the CDI 3\* in Biarritz and the CDI in Vidauban.



### **REINING:**

**Michèle Pfender**, international judge since 2002.



### **DRIVING:**

**Jean-Pierre Brisou**, director of the Compiègne International Driving Competition.



### **PARA-DRESSAGE:**

**Fanny Delaval**, technical director of the International Para-Dressage Competition 3\* of Deauville.





## SPORTS

When it comes to making decisions about the health and welfare of the world's finest athletes, the sports management team has quite a task on its hands. It needs to have a complete picture of everything that concerns the horses, riders, drivers and vaulters who have been selected to represent their countries in Normandy. Thanks to a clear set of guidelines, it is in a position to guarantee a top-level competition, whilst not forgetting to make it accessible to the public. Its key tasks can be divided into four main areas.

### COMPETITION MANAGEMENT

Even the minutest detail has to be taken into consideration to ensure that competitions take place in the best possible conditions for everyone. This means providing daily schedules and timetables for the use of facilities (riding arenas and rings, stables...), establishing which human and technical resources will be at disposal at any given time or "mapping out" when and where the various participants will be in action (competitors, jury members, volunteers...). Every single aspect needs to be synchronised to perfection well in advance. One could say it's a task worthy of a master watchmaker...

### DELEGATION SERVICES

Sixty nations will be up against each other with nearly 1,000 athletes and just as many horses. The national federations are already getting ready for the event and have begun looking at it from different angles: accommodation, transportation, venue layout, accreditation, catering, general logistics... The national officials' task is greatly facilitated by the Normandie 2014 Organising Committee's exclusive contact who is able to centralise any questions/requests that may come up. In 2013, with just one year to go, the national officials will all make a trip to Normandy to get an idea of the scale of the event. This will indeed allow everyone to concentrate on the sporting side in 2014.

### HEALTH AND VETERINARY ISSUES

During the event, 1,000 horses of all types will be grouped together in France's leading equestrian area. This high concentration calls for extra sanitary vigilance and significant means of intervention. Since her appointment in February 2013, the Vet Services Manager has been responsible for monitoring health risks in conjunction with the relevant authorities. In addition, she has started organising veterinary care for each of the venues and disciplines and has been working on anti-doping efforts. A multidisciplinary team will be assigned to each venue to work in close cooperation with the delegations and the authorities.

### CENTRAL INFORMATION DESK FOR HORSES

Peden Bloodstock has been selected as the Designated Shipping Agent. This highly qualified company will organise international air freight (15 to 20% of the horses) and handle logistical, customs and health formalities for all of the horses, equipment and participants; making sure that they all arrive at the competition venues both safely and legally. From the moment they set off for Normandy to the moment they return home again, horses will be in the necessary conditions of comfort to guarantee their best performances in a safe and serene environment. This will allow them to give their very best during the competitions. Particular attention will be paid to stabling arrangements during the event, such as scheduling the use of stables, organising their on-site location and providing disinfected stables as well as additional services (nutrition, farriers...). Security will be entrusted to FEI-qualified stewards, who will supervise proceedings.

### EQUESTRIAN AND SHOWGROUND SURFACES:

Specialised providers were chosen in 2012 for their expertise in each of the disciplines and for their experience in international competitions. They are already working on test materials in order to guarantee the best possible final composition.

### EVENT PREPARATORY TRIALS/ TESTS:

Test events for most of the disciplines are scheduled for 2013. Sartilly will be home to the Endurance test, Le Pin National Stud will welcome Eventing, whilst Driving test will take place in the city of Caen. The D'Ornano Stadium will host Jumping and Dressage tests in June 2014. The Organising Committee's different departments have identified all the possible situations that need to be tested in real-life circumstances, so that everything runs smoothly on the "big day". In particular, the sports and layout /design teams hope to validate the technical and logistical options they have already planned. Nothing will be left to chance; sufficient time needs to be allowed for if changes are to be made.



# YOUR QUESTIONS OUR ANSWERS

## 3,000 VOLUNTEERS – THE ESSENCE OF THE GAMES

They were perhaps born and bred in Normandy or they are perhaps “adopted” Normans. Maybe they come from further afield, but it really doesn’t matter because every single person is invited to join in this great group project. There is a place for everyone, for all those who are looking to come into contact with the public, **to live an exceptional moment and to gain working experience at an international event.** Online recruitment of candidates aged 18 or over will be organised – volunteers just need to be highly motivated and available during the 15 days of competitions. Some 1,000 will be trained for the test events in 2013 and a further 1,500 to 2,000 will join them in 2014. **After registration, candidates will benefit from an information and training period.**

## MEDIA

Media accreditation will be delivered from **February 2014.** A media centre within the area of Caen will be chosen and will be close to the main competition venues.

## COMMUNICATION

There will be unified information systems and high-quality service at all the competition sites: **display screens, transmission and management of data and results, timekeeping, sound equipment,** the Organising Committee’s/officials/media IT and communications equipment.

