



meets Great Britain
25th - 29th April 2012

HORSES & DREAMS Content



Horses & Dreams
Hof Kasselmann, Hagen a.T.W.



Winner of the „Großen Preis von Hagen a.T.W. 2010“:
Meredith Michaels Beerbaum



Lifestyle-Sales- Exhibition
150 exhibitors at Horses & Dreams

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World-class Sport, Charity, Education, Culture & Lifestyle



Art, Culture & Lifest:
exhibition at Horses & Dreams



Emotions
Horses & Dreams jumping arena



events at the RWE Palazo
at Horses & Dreams

Horses & Dreams is unique and belongs to the biggest and most popular riding competitions in the world. It convinces again and again visitors and participants with its personal note, its routined professionalism and its exotic charme.

The start of the „green season“ in Hagen a.T.W. has a permanent place in the calender of the international horse-riding elite. A lot of prominent figures from economy, politics and society share their anticipation with over a 60.000 visitors about placings and winnings on highest quality.

The extraordinary pairing of international high class sport, an exiting world for the whole family, cultural diversity in the annual presentation of the new guest-country and the varied showhighlights make Horses & Dreams to a crowd-puller in the administrative district of Osnabrück.

SPORT World-class Sport at Hagen a.T.W.



Laura Bechtolsheimer at Horses & Dreams



experience equestrian sport
emotions



Winner of the „Großen Preis 2011“
Willem Graeve

Every year top riders from a whole host of countries come to Horses & Dreams to display their talents on the international scene and to compete for victories and rankings.

For the very first time, the opening of the 2011 outdoor season included the first stage of the DKB Riders' Tour at Horses & Dreams. This renowned equestrian series has become increasingly popular since 2001, and has for many years enjoyed international acclaim. Top riders compete at the highest level and take their place on the starting line with the hope of becoming Rider of the Year.

Even the very young ones have their chance to present themselves against this backdrop in the Sparkasse Cup, and to meet their equestrian idols face to face.

- Demanding dressage events at Olympic level with national and international top riders
- Demanding show jumping at Olympic level with national and international top riders
- International Amateur Tour (S-M-L) – exclusive international show jumping series for amateurs
- Vaulting Cup – the search for the RWE ‚Vaulting Star‘ is on
- Young Horse Grand Prix (FN)

Student & Business Teamwork Horses & Dreams & international Universities



V.I.P. Hospitality



Horses & Dreams meets Italy



first day

Horses & Dreams established for the first time a cooperation with German and Dutch universities at Horses & Dreams meets Italy in 2009

The universities of Van Hall Larenstein Leuwarden and Wageningen, Stenden Hogeschool Emmen and the Andrea Kutsch Akademie and the Georg-August University Göttingen upgraded the Horses & Dreams volunteers team with dedicated students.

The accommodations, meals and busshuttles for the 80 voluntary students were all organized. The Horses & Dreams team took care of all these things before.

Every student had his daily exercise and so also the opportunity to enjoy the competition.

Horses & Dreams offers the students the opportunity for an intensive view behind the scenes of such a big event.

Student & Business Teamwork Horses & Dreams & international Universities



Horses & Dreams meets Mexico



Teamwork



international students

Die Arbeitsbereiche der Studenten umfassen:

- Dressage arena
- Jumping arena
- Awards & award ceremony
- Stable area
- Lorry parkingbay
- exhibition office
- show office
- Kinds land
- V.I.P. Hospitality
- Volting Cup
- Therapeutical riding
- press support
- Horses & Dreams office
- Infopoint
- Equestrian Educational Forum

On top of the exclusive chance of having a view behind the scene, the students will get an international certificate over an short internship at Horses & Dreams and also the opportunity to participate the educational forum horse and other activities during the event.

With its visitors out of economie, politics, media and sports, Horses & Dreams offers an ideal network for contacts.

FACTS & FIGURES

Success: TV, Radio & Print with Horses & Dreams 2011



Reporterin Sandra Mahn, Bundesministerin für Arbeit und Soziales Dr. Ursula von der Leyen, Ullrich Kasselmann, Johannis Heinrich Rahe



Angelique Hoorn live at Horses & Dreams



NDR live broadcasting from Hagen a.T.W.

TV: broadcasting the sports competitions and background events –
a total of 1 hour 40 minutes

TV Internet: Clip my Horse - broadcasting all dressage and show jumping events

Total resonance – over 70 countries with a total of 255,453 visitors

- **63,000 spectators live on site**
- **30 nations**
- **over 1000 national and international participants**

Radio: : NDR2, Hit Radio Antenne, FFN, Radio 21, FFH, and a number of regional broadcasters across Germany.

More than 30 radio stations reporting on the sporting programme and event highlights in the run-up to and during Horses & Dreams, reaching more than **50.23 million listeners.**

Print: Bild national edition, Die Welt & Welt am Sonntag (+ own 20-page special supplement), FAZ, NOZ, Neue Westfälische Tageszeitung and various national and international trade publications.

Total range of coverage of more than 15.91 million readers.

Accreditations of 127 national and international journalists with numerous articles in trade publications and newspapers.

The 5 pillars of „Horses & Dreams“:

Horses & Dreams

Equestrian Sport

Equestrian sport is the carrying column of this event. sportive level with

First station of the DKB-Riders Tour 2011.

- nat. & intern. dressage and showjumping tests
- German Professional Dressage Championship
- Amateur Tour (S-M-L)
- RWE-Vaulting-Cup
- Sparkasse Cup
- Younghorse Grand Prix (FN) - TESCH Inkasso Cup

Charity

Horses & Dreams takes social responsibility

- Supporting therapeutic riding
- Charity auction of the red „DAS Horse“:
- Reinhold Beckmann in support of „Nestwerk e.V.“,
- Ursula Karven in support of „ Wuensch dir was e.V.“,
- Sabine Christiansen in support of U NICEF
- Bishop Bode „Victims of the earthquake in Italy“
- Mrs. Plog „German Cancer Help“
- Paul Schockemöhle „Ein Herz für Kinder“

Culture &

Entertainment

Theme countries shape the image of Horses & Dreams

- 2011... meets Germany 10th anniversary
- 2010... meets Mexico Carlos Gracida
- 2009... meets Italy Appassionante
- 2008... meets America Beach Boys
- 2007... meets China Chinese Natinalcircus
- 2006...meets Sultanate Oman The Royal Calvalry

Exhibition

Extraordinary sales exhibition with flair

Over a 150 national and international exhibitors present:

- culinary delights
- elegant fashion
- modern interieur
- garden and plantsitmen
- horse-riding

Educational Panel

In 2009 H&D established an educational panel for the first time

- Equestrian health and riding- area
- Motionlesson for children and youths with the horse
- Horse management- dream job or nightmare
- medium horse

Horses & Dreams supports social projects



„UNICEF“



„Pferde zaubern Lächeln“



„Ein Herz für Kinder“

For many years Horses & Dreams has taken social responsibility for projects that directly benefit and provide financial aid to children in need.

For over a decade therapeutic riding is supported in cooperation with the Georgsmarienhütte GmbH. This commitment successfully helped many children with physical disabilities.

Besides therapeutic riding, primarily charities were chosen that strive to help children in need, suffering from neglect or illness.

The annual auctioning of the red horse, with a total proceeds of 186.000€ since 2006, enabled a lot of needy children a better life with many charitable organisations.

2011 the auction of the red horse was for the organization „Ein Herz für Kinder“. Additional 26,000€ came up for the project of Willi Lemke „Alive & Kicking“.

VIPs from TV, media, politics and economy offer their help for Horses & Dreams with pleasure every year.

Educational Forum



Educational forum 2010



know how transfer



Know How

The Educational Forum is part of Horses & Dreams for many years. It functions as its own business centre, because of its growing size and significant importance since 2009.

Education in international dialogue is the aim of this special platform, that enables qualified knowledge transfer about actual main emphasis topics about education and further training.

Scientist, professors, people from economy and politics, as well as trainer and actor, refer, discuss and present their thematics.

Agricultural economy, horse breeding, education, sports, politics and economy are the main topics of the international knowledge transfer and offer interesting contacts to gain new ideas and pursue them.

Especially in cooperation with international universities, there is a great knowledge pool available, that is being passed on from qualified experts and an international education diversity and contribute to an active communication.

Man & horse –a precious partnership!



Ullrich Kasselmann



Paul Schockemöhle

Success, strength, perfection, elegance and trust are terms associated worldwide with equestrian sport. Ullrich Kasselmann and Paul Schockemöhle have worked together in a successful partnership for over 30 years. These two renowned and internationally treasured horse experts have become well-known through their distinguished Performance Sales International (P.S.I.) Auction not only in Germany. With their vision and achievements they have also rendered outstanding services to international competitive sport as a whole. Today several of the most famous equestrian competitions carry their signatures.

They often break new ground with their ideas and actions. Thanks to their knowledge of equestrian sport, their valuable experience, gained over many years, and their highly accomplished interaction with horses, they have become advisers and confidants to business

partners and associates in the whole world. Throughout their long-standing work with sportsmen and women, federations, businesses and people, many firm friendships and connections have been established. Many of these international and bilateral contacts today form the basis of the success of P.S.I and its partners.

Use Horses & Dreams as the place to present your business. Seize the opportunity to broaden your national and international contacts, or strengthen existing friendships.

We offer you just the right environment.

Review



*2006 Horses & Dreams meets Sultanat Oman • 2007 Horses & Dreams meets China • 2008 Horses & Dreams meets America
2009 Horses & Dreams meets Italy • 2010 Horses & Dreams meets Mexico • 2011 Horses & Dreams meets Germany*



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