

# CATALOG

EXHIBITORS, ADVERTISING AND SPONSORS

**NM2024.DK**

Nordic Championships Icelandic horses

**8. - 11. AUG. HERNING, DK**







## **Come and join us at the Nordic Championships**

We are proud to offer a wide range of products that can promote your company and provide excellent visibility throughout the Nordic Championship 2024.

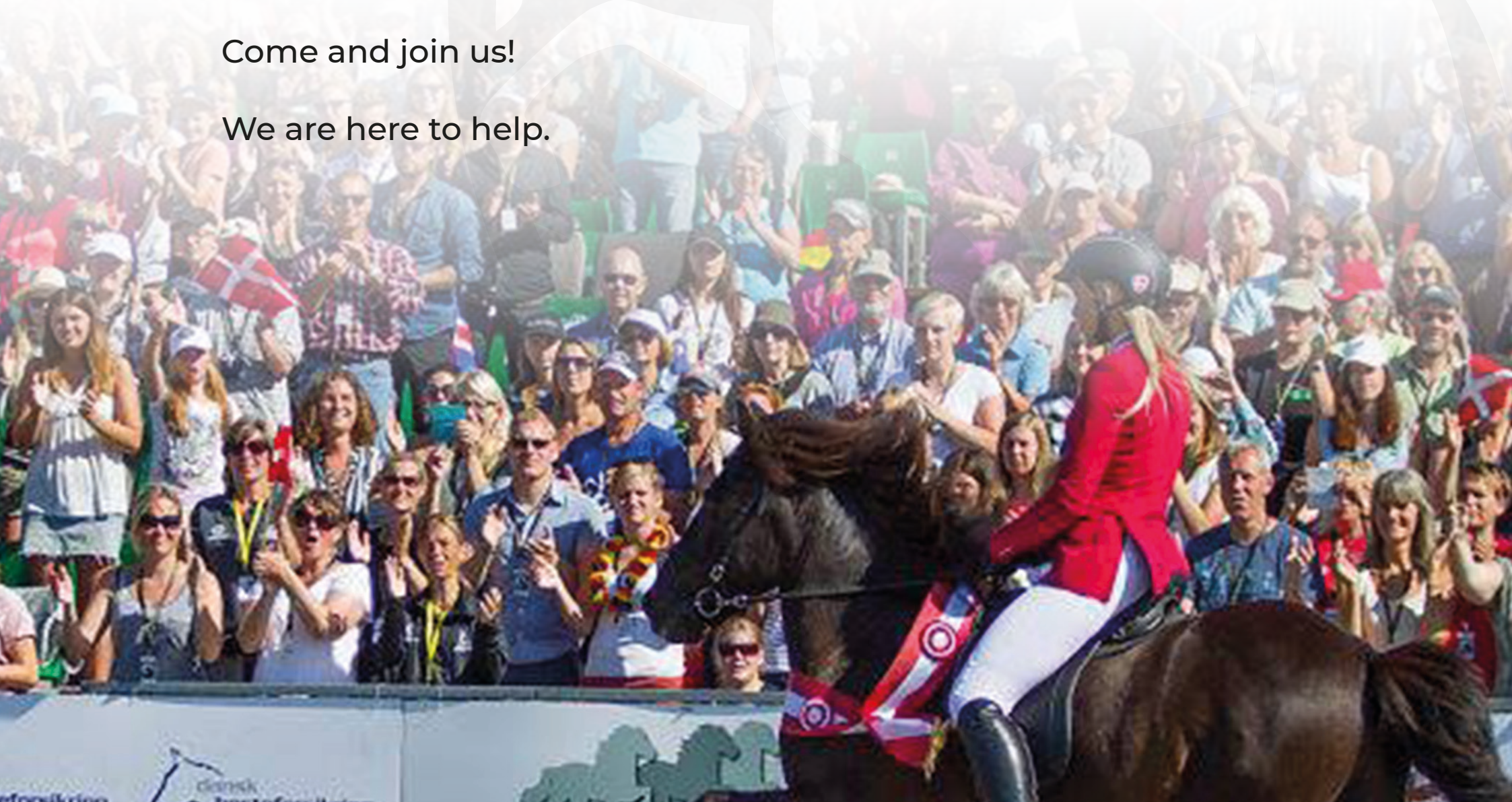
We can offer great visibility and individual solutions that satisfy your company's demands. With spectators expected from all Nordic countries, your brand will reach a diverse and engaged audience.

Live stream, through the Alendis platform, will ensure that your advertisement is visible throughout the whole Nordic region.

Contact us now to secure your sponsorship and start advertising at the Nordic Championship. Come and join us for an unforgettable event, filled with thrilling competitions and incredible advertising opportunities.

**Come and join us!**

**We are here to help.**







## About Nordic Championships for Icelandic horses

Nordic Championships for Icelandic horses alternate between the Nordic countries, and on 8 – 11 August 2024, Denmark will host the event in Herning, in the middle of Jutland, close to Highway E45 and airport Billund. Herning has before hosted 2 World Championships and a Nordic Championship in 2014. Everything is very suitable for the Icelandic horse sport and the with good tracks for Icelandic horses and a competition area with complete facilities. The site of Herning is one of the best competition arenas in northern Europe

The competition is organized in collaboration between the Danish Icelandic Horse Association, and the organization team of NM2024

Nordic Championships is normally held every two years.

There will be up to around 250 horses, accompanied by their riders and grooms. In addition to this, the national team of each participating nation comes with its coaches and team members as well as family.

During the event, the competitions are the main focus, but the event is also a large folk festival that brings together people from all over the Nordic region. NC is a family event that brings together women and men, girls and boys of all ages. In addition to the competitions, a program during the breaks and evening events are arranged. At the competition area visitors will be offered a food street with food trucks and various stalls. There will also be a market with sales stands where both Danish and foreign companies offer their product for sale.

Icelandic horse competitions are interesting also for people who are not Icelandic horse riders or owners. In short, in competitions for Icelandic horses performances of participants in the different classes are being scored. The Icelandic horse differs from other horses because they have two extra gaits; in addition to walk, trot and gallop, they also have tolt and pace. The focus in the different classes is thus to show the horse's gaits and rideability in as correct and smooth way as possible.

On the oval track, the riders compete in sport and gaedinga competitions where the gaits are judged. In addition to the competition disciplines arranged on the oval track, more fast-paced pace competitions are also arranged; a kind of a speed race on a special track. Girls and boys, women and men compete on exactly the same conditions in the different classes and disciplines.







## Advertising - EXPOs

**EXPO Shop – 15.000 Dkr. +VAT**

Logo on Alendis platform.

Logo on Nordic Championship's website

Logo on Ticker platform.

Shop/stand, 3m wide incl back wall, 3 spots and 4 partout tickets.

**EXPO Sport – 25.000 Dkr. +VAT**

The 250m oval track will be name after your brand at the competition.

Banners located at the center of the oval track on every judging tent. Max. 300x60cm.

Video/logo on Alendis platform in breaks.

Logo on Ticker platform.

**EXPO GK – 15.000 Dkr. +VAT**

The 300m oval track will be name after your brand at the competition.

Banners located at the center of the oval track on every judging tent. Max. 300x60cm.

Video/logo on Alendis platform in breaks.

Logo on Ticker platform.

**EXPO west – 25.000 Dkr. +VAT**

The vest tribune is yours!

The tribune will be name after your brand at the competition.

Many great possibilities for exposure with banners in different sizes. See the pictures below.

Video/logo on Alendis platform in breaks.

Logo on Ticker platform.

### Banners

We can offer at variety of solutions with banners in all sizes, at the spectator area.

We happy to help you finding the perfect spot for your company at the event.

### Goodie bags

Our goodie bag concept gives you the possibility to distribute your products to all the national teams.

The goodie bag is handed out during rider registration.

If you like to dispute a product, though the goodie bags, please contact us.

### Access wristband

Get your company name on the spectator access wristband for The Nordic Championships.

DO YOU HAVE AN IDEA!  
Don't hesitate!  
We'll be happy to help



**ALENDIS**





## Price list + VAT

Banners – please contact us.

See our ideas for EXPOs and suggestions of large banners at the bottom of the page.

Logo on Nordic Championship's website and social media - 2500 DKK.

Logo will remain on the website until the end of 2024.

File format: 1920 x 1080 px Jpg or .png file. 72 dpi.

Logo or still's on information screens/streaming during breaks - 2500 DKK.

Logo can be displayed in the form of Stinger/Bumper Ads. Logo will appear in short sequences along with other logos. File format: 1920 x 1080 px Jpg or .png file. 72 dpi.

Video on information screen/streaming during breaks - 7000 DKK.

Video will be shown as PreRolls or PostRolls during breaks. Video sequences should be a maximum of 30 seconds – for other arrangements please contact us. Video format: 1920x1080p, 25 or 50 fp





# BIG Banners

West-tribune







CONTACT:  
ANDERS K. HANSEN  
[SPONSOR@NM2024.DK](mailto:SPONSOR@NM2024.DK)

