



**FEI WORLD DRIVING  
CHAMPIONSHIP FOR PAIRS 2015**  
Fábiánsebestyén, Hungary



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Fábiánsebestyén, Hungary

**FEI** CHM-A 2  
WORLD DRIVING  
CHAMPIONSHIP FOR PAIRS

**GET TOGETHER,  
DRIVE TOGETHER!**

**FÁBIÁNSEBESTYÉN  
27-30 AUGUST 2015**

# Hungarians are a traditionally horse riding nation

➤ over 6,000 km wandering from the Far-East to the Carpathian Basin



”Oh, Lord, save us from the  
arrows of the Hungarians!”



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# The most successful race horses were Hungarians



Kincsem

(1874-87)



Overdose

(2005-)

# Acknowledged and famous Hungarian horse types

➤ Lipizzaner

➤ Half-breed from Kisbér

➤ Gidran

➤ Nonius

➤ Shagya-arab

etc...



# Fábiánsebestyén

- Hungary: "The heart of Europe"
- Fábiánsebestyén: 170 km from Budapest
- M5 motorway (100 km) + high road (70 km)
- Szeged, Kecskemét available in 1 hour
- Hotels, pensions, apartments in the surrounding towns



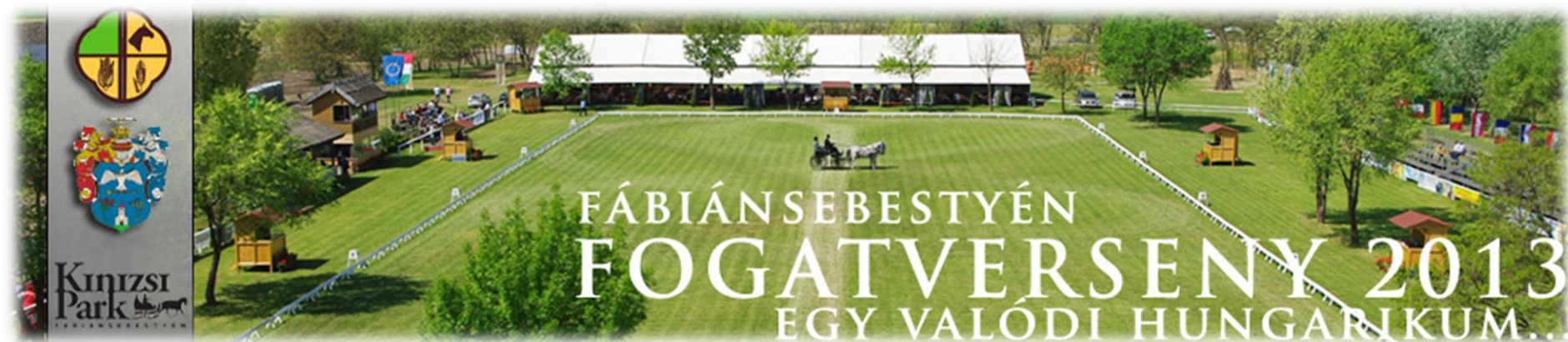


# Fábánsebestyén

- Welcoming hospitable village
- 2200 inhabitants
- Agricultural background
  - Kinizsi 2000 Co. – organizer of Driving and Riding Championships

# Kinizsi Park

FÁBIÁNSEBESTYÉN



Kinizsi  
Park



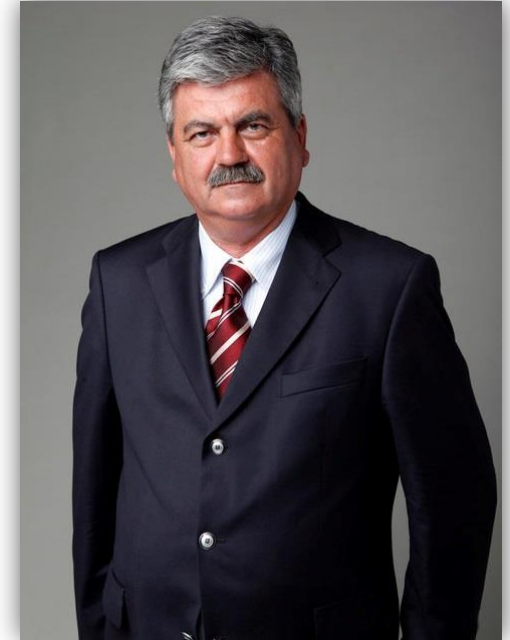


- Place of national championships since 1983
- Experienced organisers
- Well-known and proven race field
- 10 hectares race field + 8 hectares practice arena and parking place
- The first significant Hungarian driving championship
- The most visited national driving championship
- World Cup Turn for Four-in-Hand
- Danube Alps Cup



# Objective

- Providing "top level" championship
- Welcoming numerous outstanding competitors from all over the world
- Attracting the interested audience
- Providing wide publicity



*Mr Sándor Farkas*  
Chairman of the Organizing Committee

# Participants

- Experienced world leader jury
- 23 nations participating
- Former Hungarian world champions to be expected:
  - Lázár Brothers, Zoltán Nyúl, Tibor Nagy Jr.
- Representatives of international embassies, international sports managers, chairmen of national equestrian federations
- Contributors of Hungarian and international media platforms





# Planned programs

- Opening and closing ceremony
- Riders' show at night
- Special playful show with the drivers
- World of Pusta
- Exhibitions
- Street of Hungarian specialities
- Park of typical Hungarian domestic pets
- Cultural programmes (cavalry men, brass band, concerts, majorette group)
- Fun park for children
- Home-made, fresh Hungarian meals



# Patrons

- Minister of Rural Development
- Minister of National Economy
- Minister of Human Resources
- Under-secretary for Prime Minister's Office
- Under-secretary for Sports



# Technical and co-operative sponsors – in progress



Hungarian Equestrian Federation



Agricultural Marketing Centre

Media plan:



live broadcasting about the most interesting elements of the championship, summary in the sports news on national media channels

- Billboard campaign
- Radio spots
- Website and Facebook



# What we can offer...

- Regular newsletters
- National dinner
- Gala dinner
- Special prizes
  
- ***World Championship Card***
  - Special offers
  - Promotion material and displays



# International promotion has already started....

➤ Topolcianky, 2013

➤ World Drivingsport  
Congress, Austria, 2014



## See you in Normandy...



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**[www.2015fabiansebestyen.com](http://www.2015fabiansebestyen.com)**