

SKY PRIME EQUESTRIAN FESTIVAL 2020

Platinum Partner

SKY PRIME
AVIATION SERVICES



Event Design Layout . Edition 1 . 06/10/17



SKY PRIME EQUESTRIAN FESTIVAL

The Arabian horse: Symbol of power, agility & heritage.

Humans and horses have a long and storied history together. The magic bond & long term relationship between a horse and its partner consists of trust, cooperation and attentiveness.

The same way that "a king is not a king without his horse", humans are not complete without family and friends.

SKY PRIME EQUESTRIAN FESTIVAL showcases the optimal match between men & horses and human friendship with all the values it stands for.

Let's celebrate God's gift to mankind and gather for 3 days of festivities to showcase the beauty, power & heritage of the purebred Arabian horses.

An enjoyable program, from equine competitions to family fun filled activities.

Welcome to SKY PRIME EQUESTRIAN FESTIVAL!

THE TIMELINE

DAY 1: MARATHON DAY

THE HORSE OWNERS GET-TOGETHER
MARATHON RACE


DAY 2: FAMILY DAY

FAMILIES GET-TOGETHER
ENTERTAINMENT
EVENING SHOWS
DINNER & ENTERTAINMENT

DAY 3: COMPETITION & CLOSING CEREMONY

COMPETITION
AWARDS CEREMONY
DINE WITH THE STARS
ORIENTAL DANCE SHOW



A full-page background image showing two brown horses galloping across a desert landscape. The horses are in the foreground, kicking up dust. In the background, another horse is visible but out of focus. The sky is a mix of orange, yellow, and dark brown, suggesting a sunset or sunrise. The overall mood is dynamic and energetic.

DAY 1: MARATHON DAY

THE HORSE OWNERS GET-TOGETHER

- Guests Meet & Greet
- Attendance to the afternoon 40Km Marathon race
 - Entertainment
- Dinner & night in the desert

MARATHON RACE

Riders set off in the early afternoon to embark on a grueling 40 kilometer endurance marathon through the deserts of the United Arab Emirates.



THE PROPOSED ARTISTS

A cast of leading singers will join the guests at dinner in a performance followed by an innovative choreography performed by dervish dancers

Hussain Al Jassmi

Abdallah
Al Rowaished

Nabil Shuail

Mohammed Abdu

Waed

Shatha Hassoun



DINER & NIGHT IN THE DESERT



DAY 2: FAMILY DAY

FAMILIES GET-TOGETHER

Families are welcomed and received in the hotel.
Personalized gift bags with information and guidance
on horses health and breeding.



ENTERTAINMENT

Little riders corner
Horses training area
Series of informative lectures
Food courts
Brands village





PROPOSED EVENING SHOWS

Western riding show & calamity cowgirls
Equistar show

Working Equitation: Competing teams in dressage, handing & rapidity tests.



LORENZO

LES TAMBOURS DU BRONX

DINNER & ENTERTAINMENT

The famous Lorenzo offers a beautifully choreographed show and an energetic performance while standing on 2 horses and defying gravity laws. The amazing show will be followed by a copious dinner.

DAY 3: COMPETITION & CLOSING CEREMONY

COMPETITION

Cross country: Tree trunks, fences and water jumps are set as natural obstacles and meant to be crossed as fast as possible. This competition requires a great proficiency from the riders. It is a complex challenge that allows the spectators to attend a high-level sport performance and a great show.

Racing/Jumping
Purebred Arabian Horse
Senior Champion stallion/Junior Champion stallion
The breeder's cup
Dressage amateur
Ponies champion/bets rider under 21



THE PROPOSED JURY

The jury will judge on the horses and riders performances and will grant respective winners prizes.

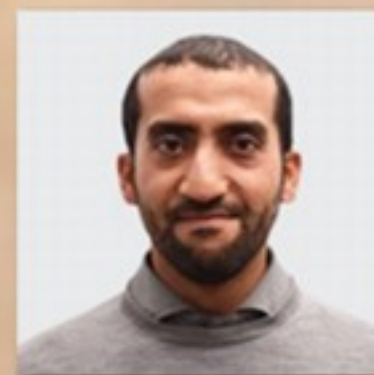
The jury includes 3 of the best riders in UAE:



Mohammed
Ghanem Al Hajri



Mohammed
Al Kumeiti



Abdullah
Mohamad Al Marri



AWARDS CEREMONY

The competition is crowned by the awards ceremony; personalized medals are granted to the winners in their respective categories.

winners of each category will be granted a significant prize money



DINE WITH THE STARS

A festive dinner is offered at Al Habtoor Polo Resort & Club,
in the presence of the stars of the event.



ORIENTAL DANCE SHOW

The Caracalla dance theatre presents a spectacular production joining a cast of leading actors & singers from Lebanon, as well as India & Persia in innovative choreography, sumptuous costumes, stunning visual effects delivering a magnificent theatrical celebration of the arts.



EVENT MAP

AL HABTOOR POLE RESORT & CLUB

SKY PRIME
EQUESTRIAN
FESTIVAL
2018

AL SALAM ENDURANCE STABLES

KING OF THE DESERT MARATHON
40 KM

DESERT RIDERS NIGHT

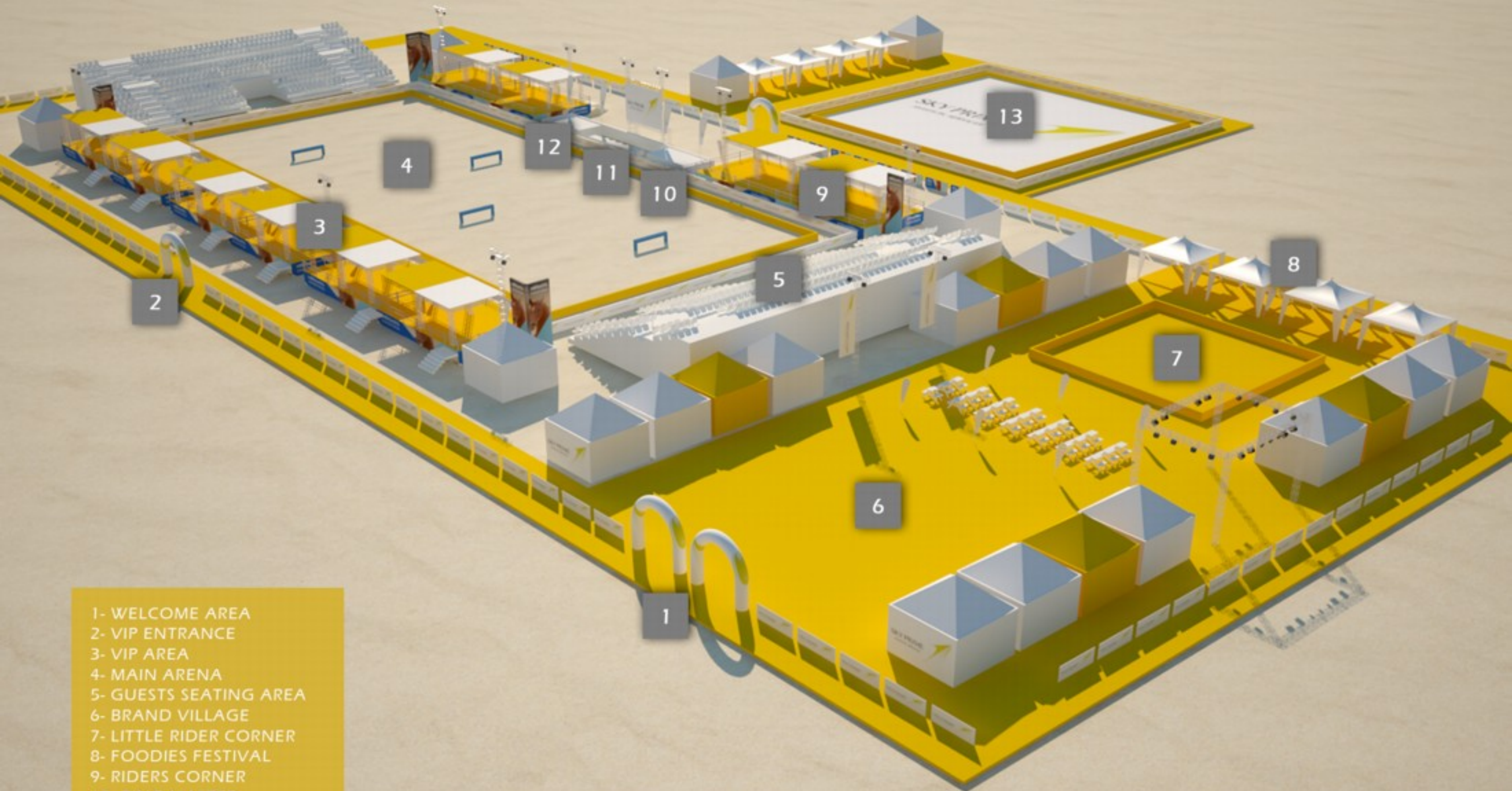


ACCOMMODATION: AL HABTOOR POLO RESORT & CLUB

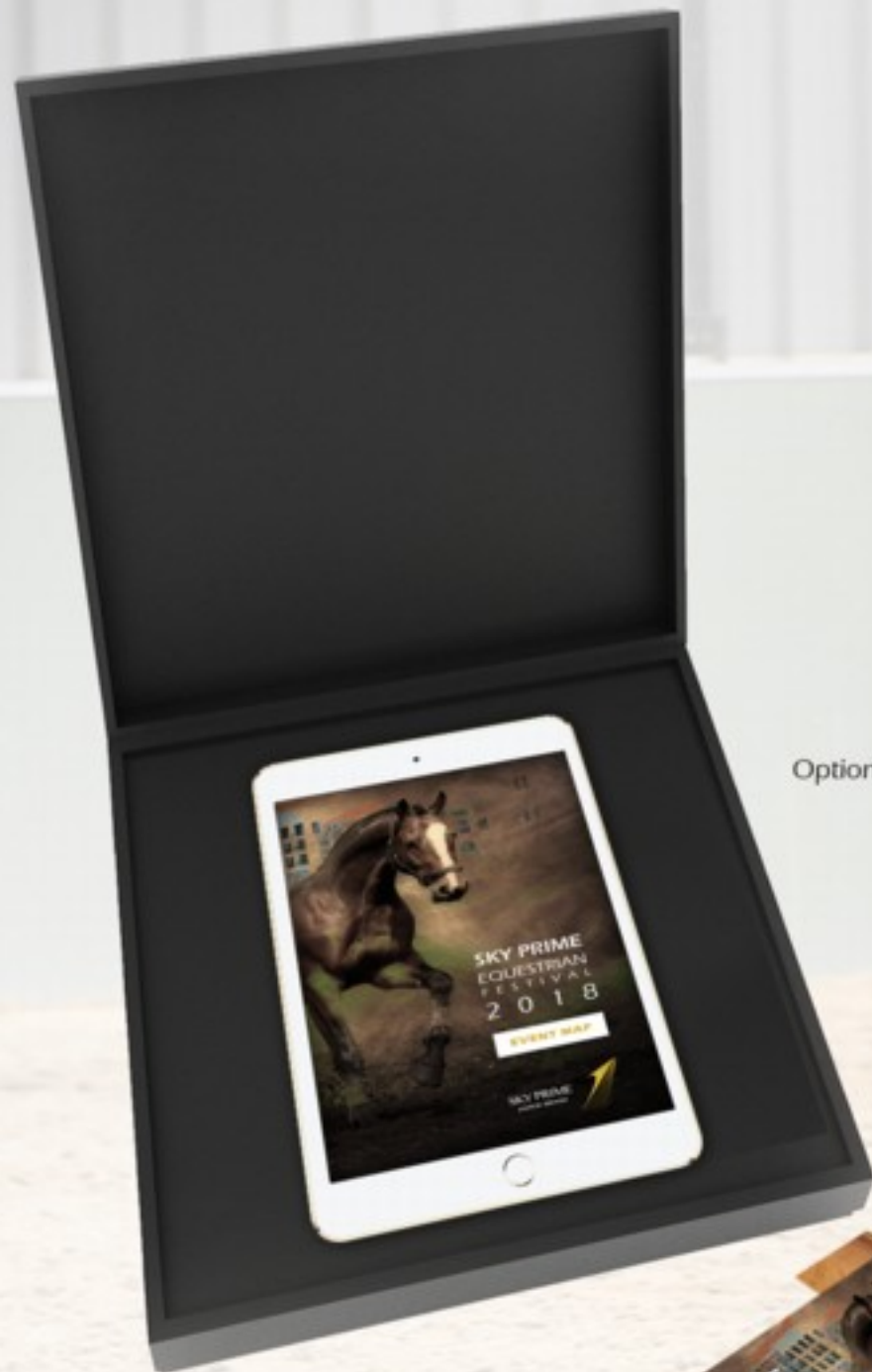
A luxury equestrian development located in Dubai Land, the Al Habtoor Polo Resort & Club comprises of a 136-key St. Regis-branded hotel, 162 Andalusian-style villas and branded villas, polo club, state-of-the-art polo academy, riding school and exceptional equestrian facilities, including 520 stables.

The Equestrian Festival will take place in the premises of the hotel benefitting from the functional facilities that the hotel offers.

EVENT 3D SIMULATION



- 1- WELCOME AREA
- 2- VIP ENTRANCE
- 3- VIP AREA
- 4- MAIN ARENA
- 5- GUESTS SEATING AREA
- 6- BRAND VILLAGE
- 7- LITTLE RIDER CORNER
- 8- FOODIES FESTIVAL
- 9- RIDERS CORNER
- 10- RING MASTER
- 11- JUDGING COMMITTEE
- 12- PHOTOGRAPHERS AREA
- 13- TRAINING ARENA



Option 1



Option 2



THE INVITATION PACKAGE

Guests will receive an I pad with a downloaded personalized application and invitation including all facets of the event.

All logistic details are organized for the event successful and easy flow process & management.

From transportation, bookings of flights & hotels, to the horses hauling, the event mapping & scheduling, program preview, updates, notifications etc...

Every detail is thought of, recorded & communicated.

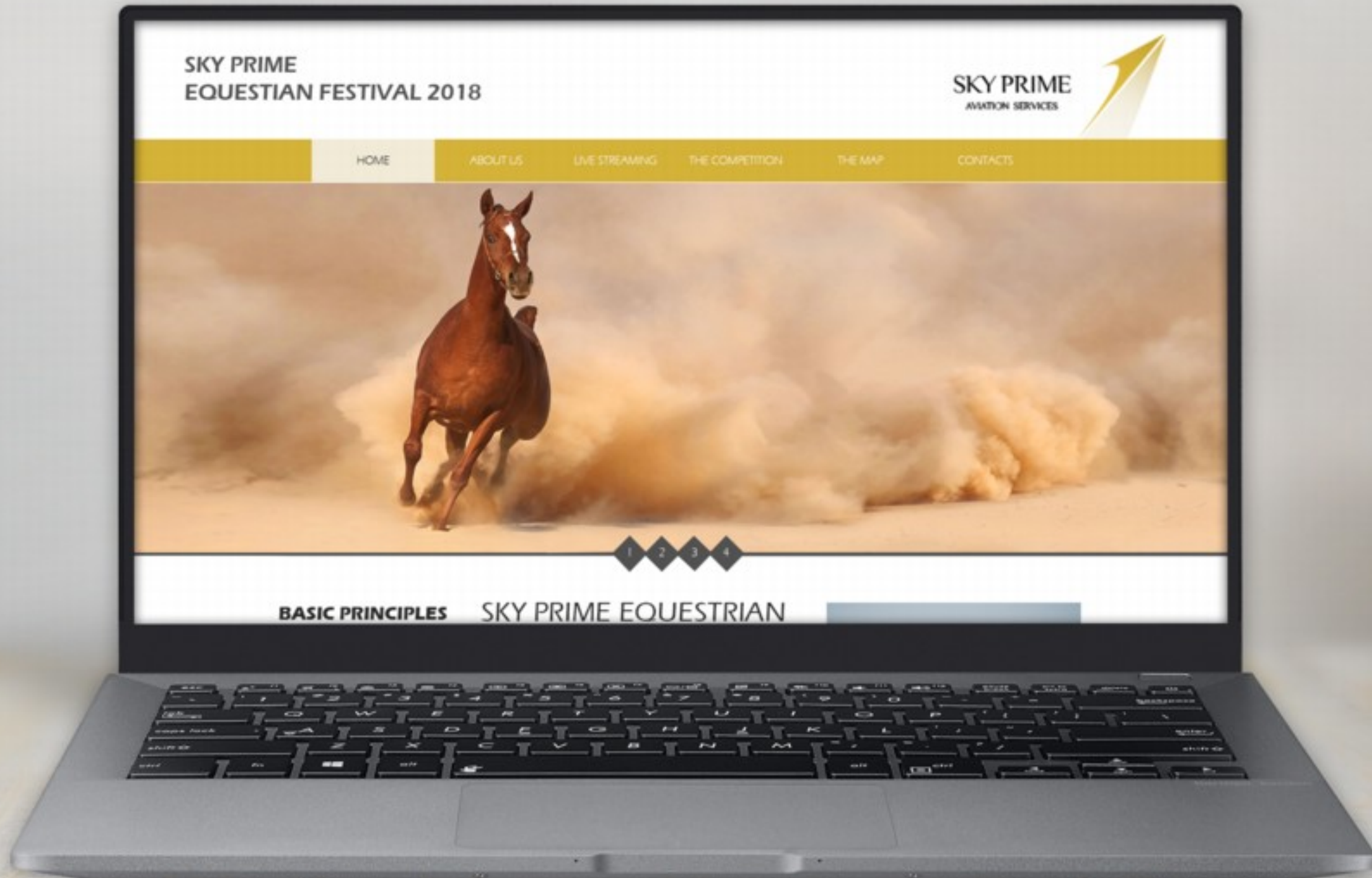
LEGACY BOOK

Capturing precious moments and putting them in a legacy book to be given to the guests on their departure day.



MEDIA SOLUTIONS

The show will be streamed live via a website featuring exclusive studio interviews and experts commentary.





SKY SPORTS
ACADEMY