

INVITES YOU

mtp
GRUPA



Perlage **TOUR
CAVALIADA[®]**

The largest series of indoor equestrian competitions in Poland

Premier equestrian event in Poland

The **Perlage CAVALIADA Tour** is the largest series of indoor equestrian competitions in Poland and Central Europe. It combines top-level sport with spectacular staging and numerous attractions for the whole family.

The program includes, amongst other things, three-star show jumping competitions counting towards the FEI world rankings, featuring the best riders from Poland and abroad. In the 2026/2027 season, the competition will take place in the four largest indoor arenas in Poland – in **Warsaw, Poznań** and **Łódź**, with the highlight being **Kraków**, where, in addition to the tour final, the **Central European League Finals of the World Cup**.



FEI
JUMPING
WORLD CUP™



Four cities
– **four venues**

KRAKÓW
TAURON Arena Kraków

POZNAŃ
Międzynarodowe
Targi Poznańskie

WARSZAWA
COS TORWAR

ŁÓDŹ
Atlas Arena

The largest and most modern
arenas in Poland are becoming the
stage for sports emotions
and entertainment
of the highest standard.

4 equestrian events



Show jumping

the most spectacular discipline, where precision, speed and the partnership between a rider and horse count the most



Eventing

versatility, stamina and courage



Dressage

elegance, harmony and perfection of movement



Driving

spectacular competition between teams of horses requiring precision and control



Shows

Spectacular artistic performances which combine impressive shows with music and enhance the program between competitions.

Shows, trade fairs and meet-and-greets with stars

All the above combine excitement, passion and entertainment. Apart from sport competitions, we offer shows, trade fairs for equestrian equipment, meet-and-greets with riders and numerous attractions for the whole family.



CAVALIADA Expo

Poland's largest equestrian fair. Showcasing equipment, trends and brands, with opportunities to shop and meet the experts.

Hobby Horse

an attraction for the youngest participants, combining fun with equestrian-style competitions.



Meet the Stars

Meetings with riders – autographs, photos and chats with the stars of equestrian sport.

Fashion show

An opportunity to showcase your clothing brand in a dynamic show in front of a large audience, combining style and functionality.



THE THRILL OF SPORT
EXCITEMENT
THE ATMOSPHERE
ADRENALINE



Who is a Perlage CAVALIADA Tour fan?

The audience for the Perlage CAVALIADA Tour comprises of a wide range of people, bringing together the equestrian community, sports enthusiasts, families with children and business guests. The event attracts both those involved in equestrian sports and those who wish to witness one of the largest equestrian events in Poland.

During the first few days, CAVALIADA is also open to the youngest visitors. As a part of the program for schools and nurseries, children and young people have the opportunity to discover the world of horses, go behind the scenes of the competitions and experience the event up close. Throughout the tour, the event is visited by almost 5,000 children accompanied by their teachers.



Media exposure

The power of communication

EQUISTA.PL

radio **eska**

WORLD of
SHOWJUMPING

TVP SPORT

TYLKOSKOKI.PL

ŚWIAT KONI
OGÓLNOPOLSKI MAGAZYN HIPICZNY

RMF

TVP 2

radio
ZET

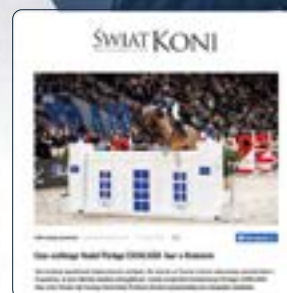
● onet PRZEGLĄD
SPORTOWY



• LIVE
STREAM

CAVALIADA TV

interviews with riders, coaches and experts shown in the arena and on the pay-per-view broadcast, which give viewers a behind-the-scenes look at the competition and the atmosphere of the event.



Scope of the event

Perlage CAVALIADA in figures

Facebook:
111 000 viewers



Instagram:
1021 000 viewers

TikTok:
73 300 users



You Tube:
7840 subscribers

Website:
over 1 000 000 users



45 000

viewers of PPV broadcasts

200 000

viewers of the Grand Prix on TV

Estimated annual range:

46 131 166

Advertising Value Equivalent (AVE):

13 798 492

Join the



The Perlage CAVALIADA Tour offers not only sporting excitement, but also a platform where brands and partners can be part of an unique spectacle. The event attracts companies from a variety of sectors, from sport and automotive to premium brands, food manufacturers and modern technology. A presence in the arena gives brands the opportunity to present themselves at the heart of the event. The Expo area allows products and services to be presented in front of thousands of visitors, the arena ensures visibility right at the center of the sporting competition, and the VIP zones provide a comfortable space for meetings and conversations in a prestigious setting.

We would like to thank the brands that are partnering with us on Perlage CAVALIADA for their support.





Sponsorship packages

Masters Package

the highest standard, naming rights, maximum exposure

Classic Package

visibility at the venue, broadcasts, activations

Basic Package

basic branding presence

Prices discussed individually – customized offers

Brand exposure opportunities

- competition sponsorship
- advertising obstacles
- title sponsorship of the series
- awards ceremony
- logo on the trophy and the winner's horse blanket
- arena perimeter boards and LED screens
- sponsor walls
- badges and tickets
- website
- volunteer T-shirts
- CAVALIDA Studio
- event zones
- stands at the Expo and VIP area
- advertising broadcasts and interviews
- social media
- photographic materials
- online and print advertising
- dedicated clothing line

Become a part of



A display in the arena ensures a presence right at the heart of the event, where the competitions and key moments of the **Perlage CAVALIADA** Tour take place. This gives the brand maximum exposure to a large and engaged audience, allowing it to become part of the spectacle and blend naturally into the event.

Participation in this space also offers the opportunity to be present during ceremonies, presentations and special activities, which help to boost brand recognition within the context of an event of international significance.



TAURON ARENA KRAKÓW

TAURON

LED SCREEN

BANNERS

LED SIDEBOARDS

SPONSORSHIP
OBSTACLE

BUSINESS – EMOTIONS – PRESTIGE – BRAND IMAGE



VIP AREA – WHERE BUSINESS MEETS EMOTION

- an exclusive premium space for leaders and business partners
- networking in a prestigious setting
- relationships that translate into business
- your brand among those who really make the decisions

THIS IS WHERE RELATIONSHIPS ARE BUILT, NOT JUST BRAND IMAGE

- direct access to the business community
- comfortable conditions for discussions and negotiations
- an atmosphere that encourages to build long-term cooperation
- presence within an exclusive circle of partners and sponsors

PRESTIGE THAT STRENGTHENS YOUR BRAND

- presence in the VIP area = a sign of quality and market position
- direct contact with a selected group of guests
- developing a premium brand image
- an experience that stays with the guest for a long time



**SEE WHAT
THE VIP AREA
LOOKS LIKE**



VIP Area

Three exclusive areas:

VIP GOLD

**TABLES RIGHT BY THE ARENA,
IDEAL FOR ONE-ON-ONE CONVERSATIONS
AND BRAND PRESENTATIONS**

- exclusive table by the main arena
- access to the VIP area
- bespoke menu served by the Head Chef
- separate reception and cloakroom
- parking reserved for 1 car

VIP SILVER

**SEATS IN A DEDICATED GRANDSTAND
WITH ACCESS TO THE VIP AREA**

- seat in the VIP stand
- access to the VIP area
- coffee buffet with snacks and a hot meals
- separate reception and cloakroom

VIP AREA

**A SPACE FOR NETWORKING AND BUILDING BUSINESS RELATIONSHIPS IN AN INTIMATE ATMOSPHERE,
RESERVED FOR VIP GOLD AND VIP SILVER GUESTS**



Perlage **CAVALIADA[®]** TOUR

12-15.11.2026

WARSZAWA

CSI3*W | CSIAm-A

10-13.12.2026

POZNAŃ

CSI3*W | CSIAm-A | CSIYH1* | CSI1*

4-7.02.2027

ŁÓDŹ

CSI3* | CSIAm-A

18-21.02.2027

KRAKÓW

CSI3*W-LF | CSIAm-A

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