

SPORTSGUIDE INTERNATIONAL

We know racing

VISION

The international horse racing landscape has changed significantly in the past 10 years and so too has our creative vision.

Sportsguide is responsible for managing some of the biggest names in Thoroughbred and Arabian racing sponsorship both at home and overseas, and is the most experienced team of sports consultants operating across both markets.

The key to our success is global perspective and insight. Our specialist skills provide our clients with a service that is completely unrivalled, allowing them to gain the most from their investment by benefitting from tangible, talked-about results.



GLOBAL PRESENCE

Our agency has strong ties with the Gulf States region and continues to benefit from relationships that have been established over many years and developed through personal contact and practical experience.

In the past two years alone we have played an active role in international conferences and events held in Abu Dhabi, Dubai, London, Pau, Toulouse and Qatar. Our words and pictures have appeared on websites and in leading publications around the world including Al Adiyat, The National, Al Bayan, Dubai Voyager, Gulf News, Gulf Times, Khaleej Times and the Middle East edition of Hello! magazine.



A TRUSTED EXTENSION

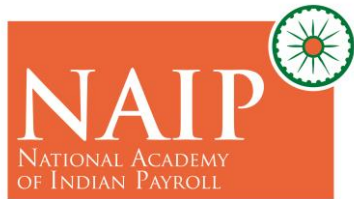
The reward for our investment in learning has included privileged access to members of the ruling families of Abu Dhabi, Dubai and Qatar and a unique insight into the infrastructure supporting many commercial innovations and sporting events in the region.

An in-depth understanding of culture and, in particular, business practices underpins our ability to help individuals and organisations create or enhance profiles and reputations in some of the Middle East's most important markets. All with a particular emphasis on sport and media.



PORTFOLIO

During 2014 Sportsguide activated £1.5m worth of sponsorship campaigns and promoted major brands including



ARABIAN REVOLUTION

Sportsguide continues to play a significant role in the development and promotion of Arabian racing and has been responsible for many of the innovations that have been the driving force behind the rapid expansion and growth of the sport.

- ▶ Promoters of the Dubai International Arabian Raceday at Newbury, UK since 2003.
- ▶ Responsible for managing Arabian Racing's sole media awards in the UK since 2009.
- ▶ Working alongside the Arabian Racing Organisation (ARO) since 2003 on a variety of projects including rights evaluation, sponsorship and web design.
- ▶ Third consecutive year playing a key role in the World Arabian Horse Racing Conference in Toulouse, London and Warsaw.
- ▶ Contributed to the European Apprentice Schools' Education & Training Conference staged under the banner of IFAHR in Abu Dhabi, November 2014.
- ▶ Promoters of the UK Arabian Derby at Newmarket, UK.

ARABIAN REVOLUTION

- ▶ Promoted the first Arabian Group 1 to feature on a British Thoroughbred Classic card on behalf of QREC
- ▶ Responsible for managing the launch of the Qatar Arabian Triple Crown and Britain's most valuable Arabian race.
- ▶ Representation at Abu Dhabi's Hunting & Equestrian Exhibition (ADIHEX) since 2013.
- ▶ Promoted feature Arabian race days at Royal Windsor & Hereford Racecourse
- ▶ Regular contributors to business and sporting publications on behalf of the ruling family of Qatar.
- ▶ Inaugurated the Arabian Award at British Thoroughbred racing's annual media awards event, the HWPB Derby Awards.
- ▶ Sole responsibility for running the international press office at the H.H The Emir's International Equestrian Sword Festival, Doha in February 2014 and 2015.

LET'S TALK

If you're interested to learn how an involvement in sport can provide a valuable and rewarding investment opportunity for your business we would welcome the chance to have a conversation.

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