



Green Valley Estate

— DEURNE • NL —



www.greenvalleyestate.nl

Sponsorship brochure 2026

www.greenvalleyestate.nl



Baroef
— tijd voor gezelligheid —





Dear equestrian ambassador

We are delighted that you are interested in a collaboration with Green Valley Estate. In 2021, we embarked on an ambitious journey on the historic grounds of former NHB Deurne, also known as Hippisch Centrum Deurne. From the very beginning, we knew this project would demand an enormous amount of energy, dedication and perseverance. Our goal was clear: to transform a 16-hectare site with 21,000 square metres of buildings into a vibrant equestrian village where everyone feels welcome, giving existing buildings a meaningful new purpose while aligning new developments with the needs of the equestrian sector.

Since then, we have been working tirelessly to restore this location to a prominent position in the equestrian world. A place with a rich history, where many top riders and entrepreneurs once trained, is being brought back to life. Together, we are building an environment where equestrian sport can truly thrive and where new partnerships contribute to the long-term future of the location and its events. The original vision of 'Deurne Equestrian World' is once again becoming reality: a green oasis where sport, business, leisure and food come together, and where both horse and rider can reach their full potential.

Five years on, we look back with pride on the many impressive events that have taken place here. What was once a quiet and unused site has grown into a lively equestrian destination that is active and inspiring every day. As a family, we remain fully committed to investing our energy and passion into this major project in the years ahead. Thanks to the continued support of sponsors, riders and visitors, we are able to keep building step by step towards '**Deurne Equestrian World 2.0**'.



'A green oasis where sport, business, leisure and food come together, and where both horse and rider can reach their full potential.'

Here, your business will gain visibility among a broad and engaged audience, making you an ambassador for the equestrian world.

I would of course be delighted to personally explain our future plans over a cup of coffee. With your support, we can continue to build an equestrian paradise where everyone feels welcome and where hospitality is ever-present.

*Best regards,
on behalf of the entire van den Eijnden family,
Rob van Berlo*

Events Overview **Green Valley Estate**

Green Valley Estate hosts annual competitions where riders and sponsors come together for sporting and vibrant events.



CSI (Concours de Saut International)

An international show jumping event attracting top-tier global riders, offering high-level competition and prestigious recognition. The CSI event attracts around 100 riders with horses and more than 600 visitors.

Fall/Winter Tour

A prestigious indoor competition open to both professionals and amateurs, featuring a significant prize pool and high-quality natural prizes.



Spring/Summer Tour

A prestigious multi-day competition open to both professionals and amateurs, featuring a significant prize pool and high-quality natural prizes.

Green Valley Series

A multi-day competition designed for both professional and amateur riders, offering prize money.



Training Show

A multi-day event that provides riders with the opportunity to compete in a professional competition environment, while benefiting from the focused, developmental nature of a training session.

Events Overview **Green Valley Estate**



Jump 4 Joy

A family-oriented, multi-day event that combines sport and entertainment, with participation from both ponies and horses. This event also offers an impressive prize pool, natural prizes, and numerous additional activities.

Ambassador Cup

A competitive show jumping event for senior riders, featuring international participation and elite-level competition.



Youngster Competition

A specialized competition for talented young showjumping horses.

Soso Bixie

Entry-level pony competitions tailored to young, aspiring riders, promoting inclusivity and development in the sport.



KNHS Competitions

Competitions for horses and ponies, exclusively for riders who are members of the Royal Dutch Equestrian Federation (KNHS).

About Green Valley Estate

At Green Valley Estate, regional, national, and international equestrian events are organized weekly, both indoors and outdoors.

The estate is located near 't Zandbos, offering various walking, cycling, and riding trails in a beautiful green environment.

Facilities at Green Valley Estate include:

- Stables in various compartments
- In- & outdoor areas and paddocks
- Restaurant (400 m²)
- Terrace (360 m²) overlooking the main arena
- Parking spaces for cars and trucks
- Truck parking (7,000 m²)
- Apartments for long-stay guests
- Multiple meeting rooms
- Office spaces
- Flexible workspaces
- Event grounds



230 stables in various compartments

equipped with tack rooms and wash areas

Outdoor arena

NAF arena (110 x 80 m)

Outdoor arena (25 x 60 m)

B-Horses Arena (55 x 45 m)

Total: 19.425 m² piste

Indoor arena

PMC Projects arena (45 x 70 m)

Zandbos arena (75 x 25 m)

Prins Bernhard arena (25 x 65 m)

Various paddocks

3 horse walkers, and 3 lunging circles

About Green Valley Estate



Deurne town center

just 3 km away, offering supermarkets, shops and restaurants.

Daily reception

for information about Green Valley Estate and the surrounding area.

Strategic location

within the triangle of Stal Tops, CHIO Aachen and Equestrian Centre De Peelbergen.

Equestrian retail and horse feed

available on-site.



HPF Shop

Full-service supplier of equestrian products and horse feed

In our store we offer **17 brands of food with over 300 products** in stock. In addition, we carry a **wide range of supplements and provide personalised advice** to ensure the right choice for every horse.

HPF Shop supplies **all forage for the long-stay clients and for competitions**, including hay, straw, flax and wood shavings.

Riders can find a broad selection of equestrian apparel and equipment.

Our clothing range includes top brands such as Horse Pilot, LeMieux, PK and Equithème. For horse care, rugs and leather goods, we offer products from CWD, Stübben, HFI, Parlanti, Kentucky and other well-known brands.

And because **almost every horse lover also has a dog**, we offer a range of products for your loyal companion, including food, beds, coats, leads and of course treats.

With our **small but highly motivated team**, we aim to offer something for everyone and a welcoming, personal experience in the shop. Feel free to stop by, the coffee is always ready. For delivery and more information, please visit **Stoervoer.nl**.

Sponsorship opportunities

Green Valley Estate offers you a wide range of sponsorship opportunities for 2026.

1. Billboards

We offer you the opportunity to place five advertising boards at Green Valley Estate: two in the outdoor main arenas, one in the outdoor warm-up arena, one in the indoor arena, and one in the indoor warm-up arena. The boards will be produced and installed at the expense of Green Valley Estate and will remain the property of Green Valley Estate.

- The cost for a 3-year period: €7,500
- The cost for a 5-year period: €10,500
- You will receive an invoice annually



2. Jump sponsorship

Your sponsored jump will be placed in the course for four days during events. **€500** This does not include the use of the obstacle during CSI Deurne.

Obstacle in arena during CSI Deurne: **€2,500** (CSI classes including Grand Prix and LR-class).

Obstacle in arena during Grand Prix CSI Deurne: **€1,500** (Grand Prix and LR-class)

A second option is to place a sponsored jump for an entire year in the course during events, at a cost of **€1,250 per year**. The jump must be supplied and maintained by the sponsor.



Sponsorship opportunities

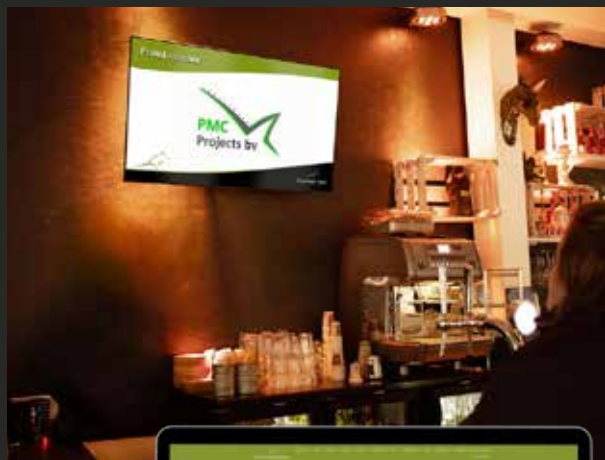
3. Arena, grounds, or hall naming rights

You can adopt an arena, grounds, or hall, which will then bear your company's name. Your company name will also be included on all starting lists. **Prices available upon request.**



4. Media sponsorship

Your logo with a hyperlink will be placed on our website. Additionally, your logo will be displayed on screens in the restaurant. The price is based on a 1-year period, starting from **€500.**



Facts and figures

Website

- Our website reaches more than 200 visitors per day.



Social Media

- Instagram:** More than 7.1K followers and a total of 2.8 million views per year.
- Facebook:** More than 7.8K followers with a reach of over 1.6 million accounts.

* All prices are excluding VAT

Sponsorship opportunities

5. Class sponsorship

Price upon request

- Sponsorship of a class of your choice at one of our events (excluding CSI competitions)
- The opportunity to actively participate in the prize-giving ceremony
- Mention on the starting list
- Visibility on screens around the arena



6. Exhibitor Strodrop

A stand at events like Jump 4 Joy and CSI costs €750 per 5 x 5 meter space. The price depends on the duration of the event. During the outdoor season, pagoda tents will be used, while during the indoor season, a pipe and drape construction will be set up. **The price includes flooring and electricity. If you have your own trailer or stand, placement can be discussed, and the pricing will be adjusted accordingly.**



Sponsorship opportunities

7. Branded materials & product visibility:

€500

- 2 flags or banners around the arena

Price upon request

- Product demonstration and sampling during events

8. Material sponsorship

Material sponsorship is tailored to individual requirements and depends on the value of the sponsored products.

Main sponsor corner:

- Visibility in the sponsor corner
- Mention at shows
- Mention on website
- Space for promotional material (upon agreement)

Co-sponsor corner:

- Visibility in the sponsor corner
- Mention on website



9. Customised sponsorship

Opportunities

At Green Valley, we are eager to collaborate with you to create a sponsorship partnership tailored to your specific needs and preferences. We are open to discussions and look forward to developing a customised sponsorship agreement that aligns with your goals.

* All prices are excluding VAT

Sponsorship opportunities

Gold sponsor

€8,750

- VIP table for 8 persons with catering during CSI (one day of your choice)
- Sponsored class per CSI
- Sponsored obstacle at all events
- 5 billboards included
- Quarterly mention on social media
- Customised extensions possible



Silver sponsor

€6,250

- VIP table for 6 persons with catering during CSI (day of your choice)
- One sponsored class per CSI
- Sponsored obstacle during all events
- Website and social media exposure
- Visibility on LED screens and starting lists



* All prices are excluding VAT



Sponsorship overview

- **Billboard** €7,500 for 3 years | €10,500 for 5 years
- **Jump in the course** €1,250 for 1 year
- **Jump sponsor** €500
- **Adoption of an arena, terrain, or hall** Price on request
- **Media sponsor** From €500 for 1 year
- **Class sponsor** Price upon request
- **Exhibitor** €750 per stand space
- **Gold sponsor** €8,750
- **Silver sponsor** €6,250







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Contact **Information**

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