

# A True Horseman

*"I truly believe that any genuine sportsman even at my age of 76 years could continue to generously enrich his sport without asking for a return".*

Horse Times would like to indicate that a real sportsman as General Gamal Hares; being so humble despite his great achievements, is still at the top of the sport as you see him in this recent picture jumping a 150 cm. high record fence.



General Hares still rides everyday at the police cavalry barracks and tutors some of the police officers. He is also the only individual who has cared to keep detailed records for all the riders and horses in the Egyptian showjumping scenes starting the 1940's until today.

He is an inspiration for everyone in the showjumping field...  
He is a true horseman.



## Sports Sponsorship

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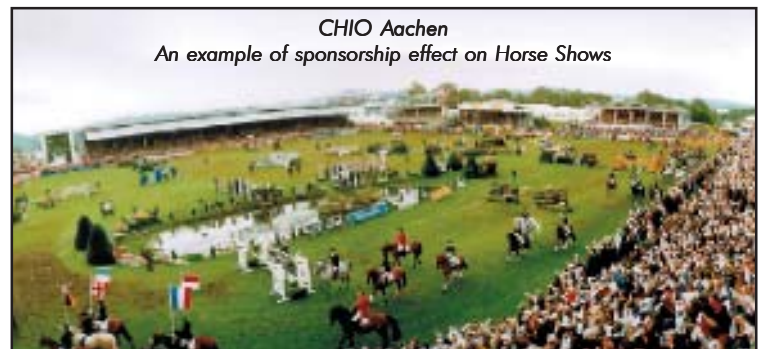
Sponsorship - why is it important

- Decreasing support from the government
- Necessary to ensure revenues from other sources
- Image association with business world
- Marketing expertise from sponsors
- Utilize sponsor's promotion and PR activities
- Building networks
- Forces NFs to adopt a client-driven approach

**"Sponsorship is vital to sports 's future!"**

Sponsorship....

- Is not charity
- Is a business agreement
- Means sponsor will ask: "what's in it for me"
- Means national federations (NFs) must be reliable and solid
- Is a lot of hard work for NFs
- Provides a lot of opportunities for NFs



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An example of sponsorship effect on Horse Shows

What do sponsors look for

- Increasing brand awareness
- Differentiate themselves from their competitors
- Reach a specific target group
- A platform that communicates emotions and convey the message with impact
- Way to integrate their various marketing tools
- Ways to show engagement in society

What can sport offer

- Events
- Emotions
- Appeal to a wide audience
- Integrated programmes (grassroots to top levels)
- Access to media
- A political correct activity

**Conclusion: Sport fits perfectly into the concept of marketing!**

**but... Competition is growing and sponsors now expect more for less!**