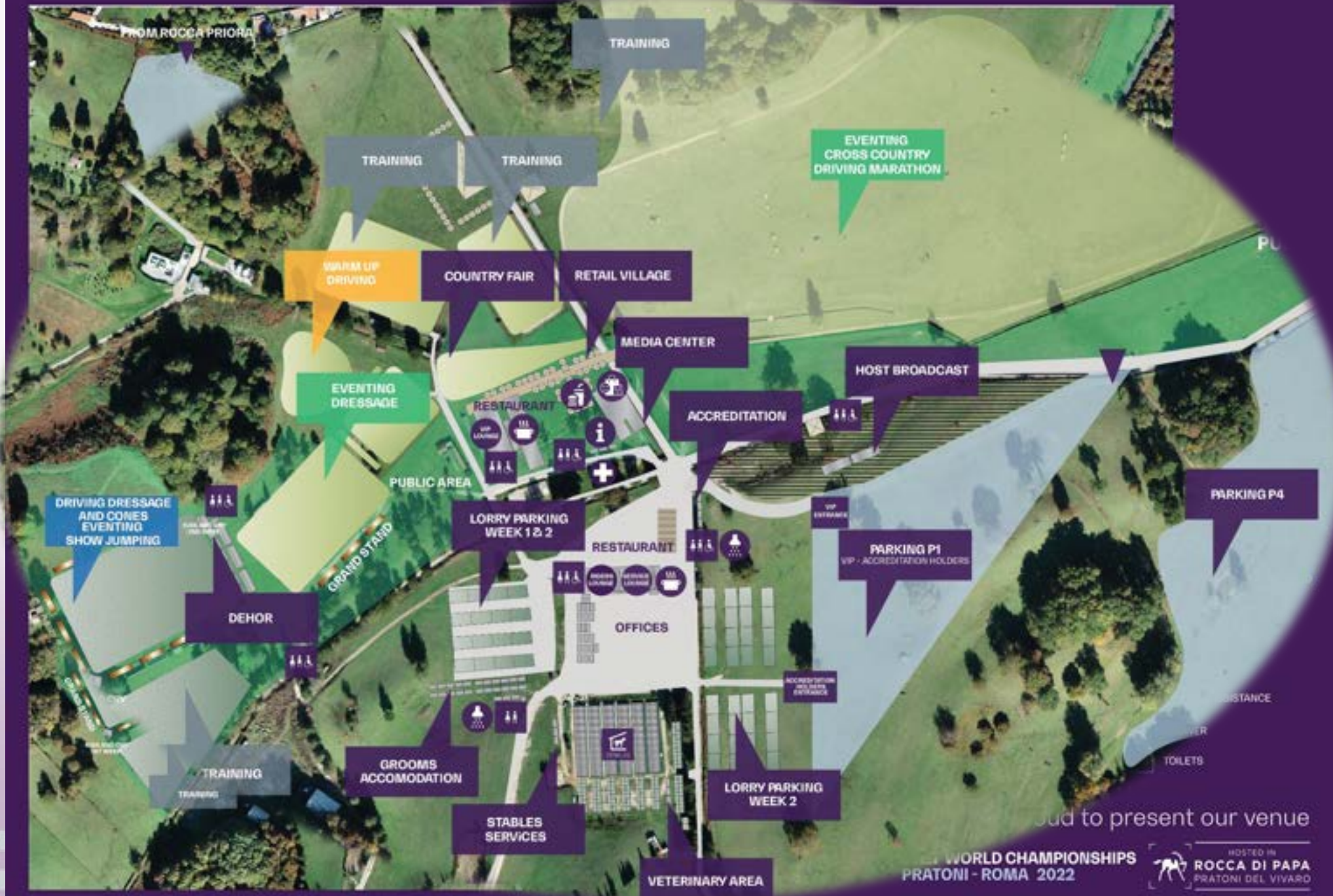


**FEI™**  
**WORLD**  
**CHAMPIONSHIPS**  
**PRATONI - ROMA**  
**2022**  
**EVENTING DRIVING**







FROM ROCCA PRIORA

TRAINING

TRAINING

TRAINING

EVENTING  
CROSS COUNTRY  
DRIVING MARATHON

WARM UP  
DRIVING

COUNTRY FAIR

RETAIL VILLAGE

MEDIA CENTER

EVENTING  
DRESSAGE

RESTAURANT

ACCREDITATION

HOST BROADCAST

DRIVING DRESSAGE  
AND CONES  
EVENTING  
SHOW JUMPING

PUBLIC AREA

LORRY PARKING  
WEEK 1 & 2

RESTAURANT

OFFICES

PARKING P1  
VIP - ACCREDITATION HOLDERS

PARKING P4

DEHOR

TRAINING

GROOMS  
ACCOMODATION

STABLES  
SERVICES

LORRY PARKING  
WEEK 2

VETERINARY AREA

... to present our venue

WORLD CHAMPIONSHIPS  
PRATONI - ROMA 2022

HOSTED IN  
**ROCCA DI PAPA**  
PRATONI DEL VIVARO

# COMPETITION & TRAINING ARENAS

COMPETITION ARENAS			
	Footings	Size	Discipline
<b>Merano</b>	Sand	100mtx62mt	Eventing Dressage
<b>Posillipo</b>	Grass	120mtx80mt	Eventing Jumping Driving Dressage & Cones
<b>Rossinan</b>	Grass	100ha	Eventing Cross Country Driving Marathon

TRAINING ARENAS			
	Footings	Size	Discipline
<b>Woodland</b>	Sand	80mtx45mt	Eventing/Driving
<b>The Rock</b>	Sand	90mtx60mt	Eventing/Driving
<b>Uruguay</b>	Sand	65mtx45mt	Eventing
<b>Oreste</b>	Grass	45mtx60mt	Eventing



# EVENTING TIMETABLE

Mon 12 Sep	Tu 13 Sep	Wed 14 Sep	Thu 15 Sep	Fri 16 Sep	Sat 17 Sep	Sun 18 Sep
Stables Open 07:00	Familiarisation	XC Course Open 09:00	Dressage Session 1 09:30	Dressage Session 3 09:30	Cross Country 10:30	2nd Horse Inspection 9:00
						Jumping Session 1 11:00
Horses arrival	Nations Draw 17:30	1st Horse Inspection 15:00	Dressage Session 2 13:30	Dressage Session 4 13:30		Jumping Session 2 14:00
					Prize giving 15:30	



# DRIVING TIMETABLE

Tu 20 Sep	Wed 21 Sep	Thu 22 Sep	Fri 23 Sep	Sat 24 Sep	Sun 25 Sep
Stables Open 07:00	Horse Inspection 10:00	Dressage Session 1 09:30	Dressage Session 3 09:30	Marathon 10:00	Cones Session 1 10:00
					Cones Session 2 14:00
Horses arrival	Starting order draw 18:00	Dressage Session 2 13:30	Dressage Session 4 13:30		Prize giving 16:15

# TECHNICAL PROVIDERS



## **LONGINES TIMING**

- Official scoring and timing partner



**PEDEN BLOODSTOCK**  
International Shipping Agents

## **PEDEN BLOODSTOCK GmbH**

- Designated International Shipping Agent
- Equine Health Documentation
- Stable Management

# SERVICE GUIDES

- Schedule V.1 ✓
- Accommodation & Transportation ✓
- Accreditation & Catering Service ✓
- Freight ✓
- Press to be published
- Veterinary and Farrier Service ✓

All available on [www.pratoni2022.it](http://www.pratoni2022.it)



# HOSPITALITY & SPECTATOR SERVICES

## HOSPITALITY

- Corporate
- Pavillion

## TICKETING

- Season Tickets
- Daily Ground Entrance

## SPECTATOR SERVICES

- Supported by our Disability Manager special services for people with disabilities and their carers
- Shuttle service from Car Park to venue entrance
- A variety of catering options available with special attention to italian food & beverages
- Info point - Lost & Found
- Accommodation and Tourism packages

# MERCHANDISING



# CHARITIES

## Willberry Wonder Pony for Pratoni2022



## Coursewalks for WWF



# NUMBERS

- **INVESTMENT AT THE VENUE: € 3.000.000,00**

Government, Regional and FISE funding to create a legacy for future equestrian events in all disciplines at all levels

- **PRESS:** 105 applications, 65 foreign press

- **VOLUNTEERS:** more than 140 applications

- **ATHLETES:** 85 Eventing combinations, 50 Drivers with 250 horses

# TEST EVENT

**12<sup>th</sup> to 15<sup>th</sup> May**

**EVENTING - CCIO4\* S**

*Team Representation*

**19<sup>th</sup> to 22<sup>nd</sup> May**

**DRIVING - CAI2\* & CAI3\***



# DIGITAL Fan engagement

## WORLD CHAMPIONSHIPS



pratoni2022 🌜 Let's take a jump into history for this #TBT with the 1990 WEG in Stockholm 🌟 when Blyth Tait triumphed on Messiah 🐾  
🏆 Tait was awarded by Princess Anne of Great Britain 🇬🇧, at the time president of FEI 🌸 🌟

We will showcase the World Championships using historical photos and highlights from the most exciting previous editions.

## ATHLETES



pratoni2022 🌜 Dutchman Bram Chardon 🇳🇱 is the new Champion 🏆 of the Driving World Cup Series in Leipzig. We can't wait to see him in action at Pratoni for our World Championships with all the strongest athletes in the discipline. 🌟 🌸

There would be nothing without our athletes, both human and equine. Together with their stories, they are the real protagonists of the event.

## VENUE



pratoni2022 🌜 41 oaks and 10 maples 🌳 were planted at Pratoni thanks to the Italian Equestrian Federation and the municipality of Rocca di Papa 🌸 🌟

Our venue has a unique history in the equestrian world, starting from Rome 1960.

## SPORT



pratoni2022 🌜 Giuseppe Della Chiesa is the Show Director of the FEI World Championship 2022 and designer of the Cross Country course. Read his interview with some previews on the World Championships. Follow the link in bio 🌸 🌟

Our mission is to raise awareness of this sport. We will carry it out by explaining the rules in an engaging way.

**With the support of the EquiRatings' team, we are identifying storylines, based in data, which are targeting fans by region.**

These stories are used to build excitement, and provide context, for both the new and already-engaged fans.



FAN ENGAGEMENT PARTNER



FEI WORLD CHAMPIONSHIPS  
PRATOMI - ROMA 2022



FEI WORLD CHAMPIONSHIPS  
PRATONI - ROMA 2022

FAN ENGAGEMENT PARTNER  
**SAP**

EQUIRATINGS EVENTING PODCAST

# ROAD TO PRATONI

EPISODE 2 | THE BLYTH TAIT STORY FROM WEG 1998 (ROME)

The Official Podcast of the FEI Eventing World Championship 2022

Listen on Apple Podcasts Spotify

**A 12-part podcast series began in March which captures the behind-the-scenes stories of a world championship.**

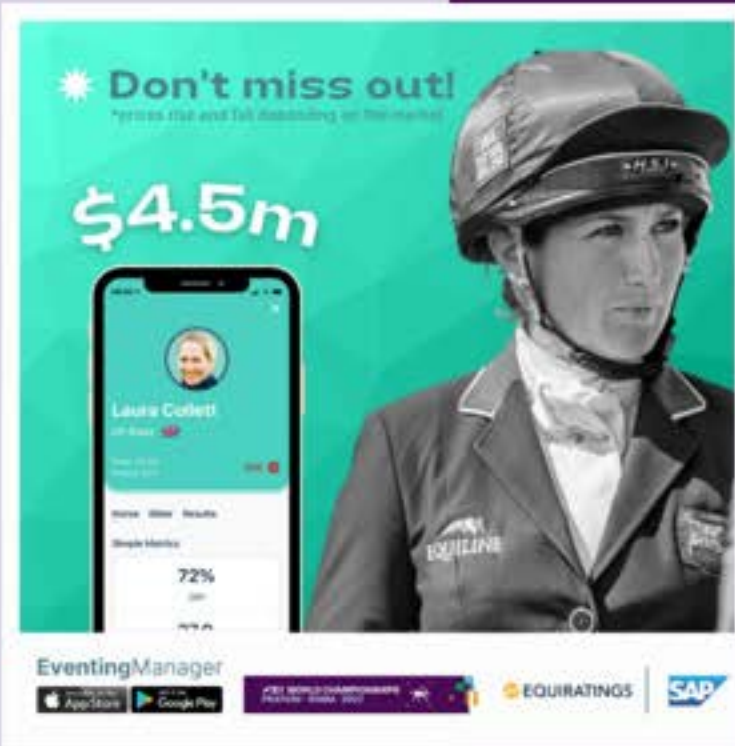
The 'Road To Pratoni' has been downloaded over 5,000 times already across 31 countries.





## Fan Engagement during the action.

Eventing Manager is a fantasy game for eventing fans which allows fans to select their own team from a set budget. It is popular with fans both onsite and online.



Don't miss out!  
\*gross rise and fall depending on the market

\$4.5m

Eventing Manager

Available on the App Store and Google Play

FEI WORLD CHAMPIONSHIPS  
Pratoni - Roma 2022

EQUIRATINGS | SAP

The advertisement features a woman in equestrian attire on the right. On the left, a smartphone displays the Eventing Manager app interface for a user named 'Laura Collett'. The app screen shows a 'Single Member' profile with a '72%' indicator. The background is a teal color with a sun icon.

FAN ENGAGEMENT PARTNER



**i** SAP  
Innovation  
Awards 2021  
Winner

FEI WORLD CHAMPIONSHIPS  
PRATOMI - ROMA 2022



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# THANK YOU AND SEE YOU IN PRATONI! 143 days to go!



FAN ENGAGEMENT PARTNER

