



FEI WORLD
EQUESTRIAN GAMES™

CELEBRATE THE HORSE | CELEBRATE THE SPORT **VIP Hospitality**



Artistic rendering of International Pavilion VIP overlooking both main arenas.

Enjoy America's largest sporting event in 2018 with shared hospitality.
September 11-23, 2018
TRYON-NC-USA

ABOUT TRYON INTERNATIONAL EQUESTRIAN CENTER AT TRYON RESORT

Tryon International Equestrian Center at Tryon Resort is one of the world's premier equestrian lifestyle destinations and competition venues.

The venue provides outstanding facilities for hunter/jumper, dressage, and eventing competitions. With onsite shops, dining, entertainment and plans for more, non-equestrian visitors are equally marvelled by the Tryon Resort experience. This facility opened in June 2014 with sanctioned horse shows and initial supporting amenities. The Center now boasts 12 riding arenas, more than 1,200 permanent stalls, and a variety of restaurants, shops, and lodging options, plus a

sporting clay course and a golf and sports club. Future expansion includes a 180-room resort hotel, condos and apartments, additional mixed-used retail, visitor center, and sports complex.

Tryon International Equestrian Center is a spring, summer and fall haven for eastern and northeastern American equestrian competitors and enthusiasts, and a year-round destination for connoisseurs of diverse cuisine and family entertainment.



Key Messages

- In the U.S., there are 8 million people who ski, 23 million people who pick up a tennis racquet, 25 million who golf, and 27 million people who ride a horse annually. There is a great passion for horses and horse sport and Tryon International Equestrian Center is a dedicated platform to grow the sport across all disciplines.
- The FEI World Equestrian Games™ Tryon 2018 (WEG) will tap into global audiences via social media who may not naturally gravitate to pure equestrian sport or the WEG. Horses are not a fringe activity for the elite few, but a high-interest activity for a huge global audience. Within Facebook alone, there are 129 million people who list “Horses” as their interests in their core Facebook profile.
- Tryon is uniquely positioned as a venue to hold all eight disciplines within one central venue.
- Fully-integrated and existing on-site lodging, restaurants, permanent VIP hospitality venues.
- Abundance of on-site and local area family activities that are attractive for vendors, sponsors, competitors, horse owners, and spectators.
- 60,000 hotel beds within 60 miles of the venue, with multiple local airports and travel access points.

ABOUT THE FEI WORLD EQUESTRIAN GAMES™

The FEI World Equestrian Games™ (WEG), which are administered by the Fédération Equestre Internationale (FEI), the worldwide governing body of equestrian sport, is the major international championship event for the eight core equestrian disciplines of jumping, dressage and para-equestrian dressage, eventing, driving, endurance, vaulting and reining.

The 2018 WEG has the potential to be the largest sporting event in North Carolina history with over \$400 million dollars of projected economic impact and 500,000 spectators over the 13-day event in September 2018.

The inaugural FEI World Equestrian Games™ were hosted in Stockholm (SWE) in 1990. Since then the Games have been staged in The Hague (NED) in 1994, Rome (ITA) in 1998, Jerez (ESP) in 2002, and Aachen (GER) in 2006. The

first Games to be organized outside Europe were the Alltech FEI World Equestrian Games™ in Kentucky (USA) 2010, where 57 countries were represented by 800 human athletes and their horses. The Games returned to Europe for the 2014 edition, the Alltech FEI World Equestrian Games™, which was held in Normandy (FRA).

An average of 500,000 people are expected to attend the Games over the two-week period. TIEC is preparing for a daily attendance of 40,000 – 50,000 people.

The 2014 Games in Normandy delivered over \$400 million in economic impact, and attracted 984 athletes, 1,234 horses, 74 nations, 1,900 accredited media from 52 countries and 575,000 spectators.

For more information, visit the FEI website here <http://inside.fei.org/fei/events/fei-weg>



SCHEDULE OF EVENTS²



TUESDAY, SEPTEMBER 11

Opening Ceremony—Evening

WEDNESDAY, SEPTEMBER 12

- **Dressage**—08:45–18:00—Team Competition/ Individual Qualifier (Grand Prix)
- **Endurance**—06:30–20:30—Team/Individual Competition
- **Reining**—08:30–13:15, 16:00–20:45¹— Team Medals/Individual Qualifier

THURSDAY, SEPTEMBER 13

- **Dressage**—08:45–18:00¹—Team Medals/ Individual Qualifier (Grand Prix)
- **Endurance**—10:30—Best Condition Award 12:30¹—Team/Individual Medals
- **Eventing**—09:00–16:30—Team/Individual Competition (Dressage)
- **Reining**—14:00–16:30—Individual 2nd Qualifier

FRIDAY, SEPTEMBER 14

- **Dressage**—10:30–17:30¹—Individual Competition Medals (Grand Prix Special)
- **Eventing**—09:00–16:30—Team/Individual Competition (Dressage)

SATURDAY, SEPTEMBER 15

- **Eventing**—11:00–17:00—Team/Individual Competition (Cross-Country)
- **Reining**—18:00–20:30¹—Individual Medals

SUNDAY, SEPTEMBER 16

- **Dressage**—08:30–11:40¹—Individual Competition Medals (Grand Prix Freestyle)
- **Eventing**—15:15–17:45¹—Team/Individual Medals (Jumping)

MONDAY, SEPTEMBER 17

- **Community Day**—11:00–16:00—presented by MARS, Incorporated
- **World Equine Expo**^{TM 3}

TUESDAY, SEPTEMBER 18

- **Para-Dressage**—08:30–17:30¹—Individual Medals
- **Vaulting**—09:30–19:00¹—Individual/Squad Compulsories

WEDNESDAY, SEPTEMBER 19

- **Jumping**—09:00–17:15—Team Competition/ Individual Round 1
- **Para-Dressage**—08:30–17:30¹—Individual Medals
- **Vaulting**—09:30–20:00¹—Nations Cup Team Freestyle Medals, Individual and Pas de Deux Freestyle

THURSDAY, SEPTEMBER 20

- **Jumping**—09:00–17:15—Team Competition/ Individual Qualifier
- **Para-Dressage**—09:00–16:00—Team Competition
- **Vaulting**—12:00–20:00¹—Pas de Deux Freestyle Medals, Squad Freestyle (Non-Nations Cup Teams), Individual Technical

FRIDAY, SEPTEMBER 21

- **Driving**—11:00–16:45—Team/Individual Competition (Dressage)
- **Jumping**—13:30–16:45¹—Team Medals
- **Para-Dressage**—09:00–16:00¹—Team Medals

SATURDAY, SEPTEMBER 22

- **Driving**—11:00–15:15—Team/Individual Competition (Marathon)
- **Para-Dressage**—09:30–17:45¹—Individual Freestyle Medals
- **Vaulting**—12:00–20:00¹—Individual/Squad Medals

SUNDAY, SEPTEMBER 23

- **Driving**—09:30–11:30¹—Team/Individual Medals (Cones)
- **Jumping**—09:45–13:20¹—Individual Medals

Closing Ceremony



¹ Medal ceremonies follow published session end times
² This schedule utilizes military time. Timetable subject to change
³ World Equine Expo opens 8am daily during competition days; 11am Community Day

PLAN YOUR NEXT CORPORATE EVENT

at the country’s largest sporting event in 2018 – the FEI World Equestrian Games™ Tryon 2018. Take advantage of this exclusive opportunity to entertain your clients, customers and corporate team in upscale fashion from the Blue Ridge Suites & Club.



BLUE RIDGE SUITES

Corporate Hospitality

Strategically nestled inside the new International Pavilion between the famed Tryon Stadium and the new U.S. Trust Arena, reserve your own private area and dining suite accommodating 20* guests.

Your Blue Ridge Suite includes:

- Tableside premium viewing of U.S. Trust Arena and Tryon Stadium
- Shared, full lunch buffet, plus coffee and snacks*
- All inclusive, shared bar*
- HDTV's to follow all the Games action
- Convenient proximity to the World Equine Expo™
- Interior restrooms
- Preferred parking passes commensurate with number of guests
- Each ticket grants access to the grounds of Tryon International Equestrian Center for the duration of the membership.

*upgrades and customizations available upon request.



DESCRIPTION	DAYS/DATE	INVESTMENT
All-Games Package	Wed., 9/12- Sunday, 9/16 & Tuesday, 9/18 – Sunday, 9/23	\$75,000++
Week 1 (Views of Dressage, Eventing-Jumping & Eventing Dressage)	Wed., 9/12-Sunday, 9/16	\$40,000++
Week 2 (Views of Para-Dressage & Jumping)	Tuesday, 9/18 – Sunday, 9/23	\$40,000++

Please note: Times and schedule subject to change. Plus applicable NC Sales Tax and 4% processing fee. Access to the Blue Ridge Suites does not provide a reserved seat in a stadium/ arena. A reserved stadium/arena seat requires a secondary purchase.



BLUE RIDGE CLUB

Corporate Hospitality

Similar to its neighbor, the Blue Ridge Suites, this package is designed for groups smaller than 20 guests.

Your Blue Ridge Club access includes:

- Open seating with prime views of U.S. Trust Arena and Tryon Stadium
- Shared, full lunch buffet, plus coffee and snacks
- All inclusive, shared bar
- HDTVs to follow all the Games action
- Convenient proximity to the World Equine Expo™
- Interior restrooms
- Open club seating
- Each ticket grants access to the grounds of Tryon International Equestrian Center for the duration of the membership.



DESCRIPTION	DAYS/DATE	INVESTMENT PER PERSON
All-Games Package	Wed., 9/12- Sunday, 9/16 & Tuesday, 9/18 – Sunday, 9/23	\$4,000++
Week 1 (Views of Dressage, Eventing-Jumping & Eventing Dressage)	Wed., 9/12-Sunday, 9/16	\$1,825++
Week 2 (Views of Para-Dressage & Jumping)	Tuesday, 9/18 – Sunday, 9/23	\$2,100++
Daily Individual Access	Any One Day	\$375++

Please note: Times and schedule subject to change. Plus applicable NC Sales Tax and 4% processing fee. Access to the Blue Ridge Club does not provide a reserved seat in a stadium/arena. A reserved stadium/arena seat requires a secondary purchase.

BE IN THE CENTER OF THE ACTION

and midst of new Driving Stadium venue!

Watch the WEG competition from the comfort of our new East Stadium(?) and watch the Cones and Dressage stages of Driving. Just located to the east of the main hub, an easy walk will have you at the World Equine Expo and Merchandise tent and the other festivities of WEG.

This package features a shared, all-inclusive food and beverage program. For the Dressage and Cones portion of the competition an upscale lunch buffet service will be provided as well as a top shelf, all-inclusive bar starting both days at 11:00am and concluding at the end of the competition.

For the Marathon stage of the competition, you will have access to the White Oak Cross Country course VIP tent pavilion! Start your day off with a Continental Breakfast at 9:00am, followed by a lunch buffet from 11:30am-2:30pm. Open bar service will start at 11:00am and conclude at the end of competition (3:15pm).

Other notes: Ticket grants access to the grounds of the Tryon International Equestrian Center and World Equine Expo. For an added convenience, an executive restroom trailer is available to our VIP guests at the White Oak Cross Country Course.

This package is perfectly suited for the Driving enthusiast that wants to enjoy the competition in style and comfort!



MEYDAN ENDURANCE

Overlooking the new Vet Check staging areas at the Tryon International Equestrian Center, come and be a part of the VIP experience during the Meydan Endurance Discipline. Starting off our competition week on Wednesday, September 12, enjoy the competition from our tent pavilion overlooking all the action. Just located to the east of the main hub, an easy walk will have you at the World Equine Expo™, and Merchandise tent and the other festivities of WEG.

This package features a shared, all-inclusive food and beverage program. We begin with a coffee and breakfast service starting at 6:00am. Lunch buffet will follow from 11:30am-2:30pm as well as a light dinner service from 5:00pm-7:00pm. A premium bar service is also included and available between 11:00am and 8:00pm.

Other notes: Ticket grants access to the grounds of the Tryon International Equestrian Center and World Equine Expo™. For an added convenience, an executive restroom trailer is available to our VIP guests.



DESCRIPTION	DAYS/DATE	INVESTMENT PER PERSON
One Day Endurance VIP Package	Wednesday, September 12	Per Person: \$575

DESCRIPTION	DAYS/DATE	INVESTMENT PER PERSON
Full Driving Discipline including Marathon on XC Course	Friday, September 21- Sunday, September 23 (3 days)	Per Person: \$1,500
One Day Only – Driving Marathon VIP	Saturday, September 22	Per Person: \$525

EVENTING

Cross Country VIP

Enjoy the surroundings of a comfortable VIP tent pavilion, “Summit Club by the Lake”, and watch all the action of the Eventing Cross Country phase of competition.

Join us Saturday, September 15 for the Team/Individual tests located at the White Oak Cross Country Course. This all-inclusive venue will open at 10:00am with continental breakfast followed by a buffet lunch from 11:30am – 2:30pm and afternoon snacks until 5:00pm. Of course, this will be paired with a full premium bar starting at 11:00am and open until the end of competition at 5:00pm.

An onsite, VIP Parking Pass at White Oak will be provided to patrons purchasing two (2) tickets within the same order.

Other notes: Ticket grants access to the grounds of the Tryon International Equestrian Center and World Equine Expo. For an added convenience, an executive restroom trailer is available to our VIP guests.



INDOOR ARENA

Enjoy being in the center of the action in the new Indoor Arena and watch the FEI World Equestrian Games™. Let us provide you access to the VIP area with views overlooking the epic competition of the Reining and Vaulting disciplines. Sandwiches, salads, small plates and fan favorites are a part of the dining selections. An open bar will be available with all your favorite adult beverages. Settle in to a seat at a table and let our service staff take care of you with world class hospitality during the games.

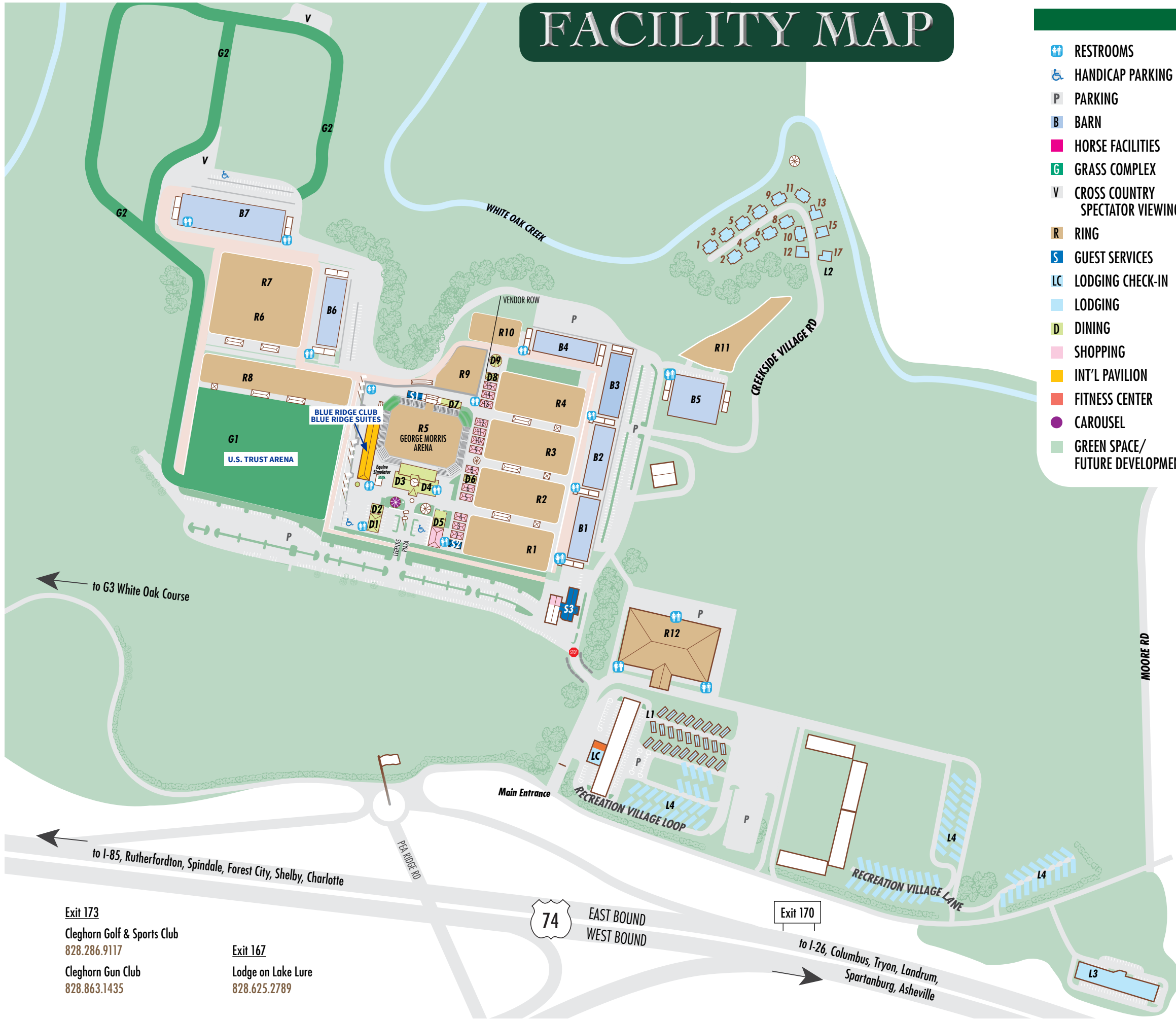
Reining takes place September 12 & 13th and 15th (3 days/4 sessions). Vaulting will be held Tuesday, September 18th – Thursday, September 20th and finishes on Saturday, September 22nd (4 days).

Notes: All seating is first come, first served. Food and beverage is included. Since there is limited availability, these are sure to sell out quickly. Reserve your access today!

DESCRIPTION	DAYS/DATE	INVESTMENT PER PERSON
One Day Eventing XCountry VIP Package	Saturday, September 15	Per Person: \$525

DESCRIPTION	DAYS/DATE	PER PERSON
Reining	September 12, 13 & 15	\$1,335
Vaulting	September 18, 19, 20 & 22	\$1,645

FACILITY MAP



KEY	
	RESTROOMS
	HANDICAP PARKING
	PARKING
	BARN
	HORSE FACILITIES
	GRASS COMPLEX
	CROSS COUNTRY SPECTATOR VIEWING
	RING
	GUEST SERVICES
	LODGING CHECK-IN
	LODGING
	DINING
	SHOPPING
	INT'L PAVILION
	FITNESS CENTER
	CAROUSEL
	GREEN SPACE/FUTURE DEVELOPMENT

DINING	
D1	The General Store & Pony Express Deli 828.863.1432
D2	Campagna Italian Restaurant 828.863.1127
D3	Legends Grille — Lower Level 828.863.1122
	Sky Deck — Upper Level
D4	Blue Ginger Sushi 828.863.1121
D5	Roger's Diner 828.863.1113
D6	Mane Street Coffee 828.863.1000
D7	Clear Rounds Pub — Lower Level
D8	The Siesta Cantina 828.863.1124
D9	Silo Bar

GUEST SERVICES	
S1	Mountain View Media Center
S2	Guest Services 828.863.1000
D7	Rider Lounge — Upper Level
S3	Horse Show Office 828.863.1005
	Stabling Office 828.863.1003

LODGING	
LC	Lodging Check-In lodging@Tryon.com 828.863.1015
L1	Tiny House Cabins
L2	Creekside Village
L3	Stable House Inn
L4	RV Village


RING DETAILS	
R1	Carter P. Brown
R2	Reynolds Family
R3	Gordon Wright
R4	Jarrett Schmid
R5	George Morris Arena
R6	Ring 6
R7	Ring 7
R8	Schooling Area
R9	Warm-Up Area
R10	Schooling Area
R11	Lunging Area
R12	Indoor Complex

GRASS COMPLEX	
G1	U.S. Trust Arena
G2	Glade Area
G3	White Oak Course

TRYON
RESORT

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MILL SPRING, NC 28756

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A full-page background image showing a rider in a red jacket and white breeches jumping a brown horse over a red and white striped obstacle. The rider is wearing a black helmet and is in a jumping position. The horse is brown and has a blue fly sheet. The background is a blurred crowd of spectators.

Thank you for your interest in the FEI World Equestrian Games™ and Tryon International Equestrian Center. We look forward to seeing you at the Tryon 2018 Games in North Carolina on September 11-23.

If you have any further questions regarding the FEI World Equestrian Games™ Tryon 2018 or the facility, please do not hesitate to reach out to our team!

Learn more at **www.tryon2018.com** or on social media at **@Tryon2018**.

Jan Ivey - Director of Corporate Hospitality

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