



WITH EQUESTRIAN TACT...

THE INTERNATIONAL VIDEO
MAGAZINE OF THE
EQUESTRIAN SPORTS

2011 SERIES: 14 HALF-HOURS

SERIES AVAILABLE FROM: Q1 2011

SERIES PRODUCER: [SPORTSQUEST INTERNATIONAL, LLC](http://SPORTSQUESTINTERNATIONAL.LLC)

U.S. BROADCASTER: **HRTV**[®] - *THE NETWORK FOR HORSE SPORTS*

WITH EQUESTRIAN TACT... WILL PRESENT FEATURE STORIES ROOTED IN EACH OF THE INTERNATIONALLY CONTESTED EQUESTRIAN DISCIPLINES: JUMPING, DRESSAGE, EVENTING, VAULTING, ENDURANCE, CARRIAGE DRIVING, PARA DRESSAGE AND REINING AND WILL INTRODUCE AUDIENCES TO A VARIETY OF OTHER EQUESTRIAN ACTIVITIES, LIFESTYLES AND RITUALS.

THE INITIAL SERIES WILL PRESENT A RETROSPECTIVE OF THE 2010 ALLTECH FEI WORLD EQUESTRIAN GAMES IN KENTUCKY AND FOCUS UPON PREPARATIONS FOR THE 2011 FEI WORLD CUP FINALS IN JUMPING, DRESSAGE AND DRIVING IN LEIPZIG (GERMANY), THE 2011 PAN AMERICAN GAMES IN GUADALAJARA (MEXICO) AND OTHER MAJOR CHAMPIONSHIPS.

SUBSEQUENT SERIES WILL FOCUS ON EXAMINE PREPARATIONS FOR EQUESTRIAN COMPETITIONS AT THE 2012 OLYMPIC GAMES IN LONDON AND THE 2014 FEI WORLD EQUESTRIAN GAMES IN NORMANDY (FRANCE).

THE SERIES WILL INCLUDE COVERAGE FROM AT LEAST ONE COMPETITION OR EVENT IN EACH OF THE NINE ORGANIZED REGIONAL GROUPS DESIGNATED BY THE FÉDÉRATION EQUESTRE INTERNATIONALE (FEI - THE INTERNATIONAL EQUESTRIAN FEDERATION).

WITH EQUESTRIAN TACT... PROVIDES UNIQUE OPPORTUNITIES TO REACH HIGHLY COVETED EQUESTRIAN SPORTS AND RURAL LIFESTYLE DEMOGRAPHICS (WELL EDUCATED, FEMALE MEMBERS OF THE BABY-BOOM GENERATION). THE PRODUCERS SEEK TO ALSO STIMULATE AN EXPANSION OF EQUESTRIAN SPORTS AUDIENCES.

WITH EQUESTRIAN TACT... OFFERS AN ATTRACTIVE, FIRST QUALITY, 'EVERGREEN' PLATFORM TO UNDERWRITERS WISHING TO ESTABLISH AND/OR REINFORCE BRANDING WHICH EXTENDS BEYOND THE PARAMETERS OF THE STANDARD 30 SECOND SPOT.

- AVAILABLE SPONSORSHIP OPPORTUNITIES
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