

DIREKTORIUM



FÜR GALOPPRENNSPORT
UND VOLLBLUTZUCHT
IN ÖSTERREICH

Vienna, on 13 May 2024

The ‘Donau Derby’: where tradition meets glamour

A combination of two horse racing cultures, a race that breathes history and revitalises traditions - that is the ‘Donau Derby’. On 4 August 2024, Kincsem Park, Budapest's venerable racecourse, will be the venue for the premiere of the ‘Donau Derby’ to celebrate an Austro-Hungarian horse racing event for the first time in a long period. It promises to be a spectacular sporting and social event.

This newly created fixture is the result of a pioneering collaboration between Nils Maydell, Chairman Direktorium für Galopprennsport und Vollblutzucht in Österreich, and Ádám Szotyori Nagy, CEO of Kincsem National Ltd. in Hungary. Their aim: to re-establish a connection steeped in tradition and to set a new benchmark for horseracing exchanges between the two neighboring countries.

The ‘Donau Derby’ is not just a race, but a celebration of equestrian sport. With a total of nine races, including the eagerly awaited main race, the ‘Donau Derby Race Day’ promises an international flair and unforgettable moments for all equestrian sport fans, not least due to a spectacular supporting program between the races.

The distance of 2,400 metres on the turf course challenges the three-year-old colts and fillies of the international starting field, while the excitement of the races themselves and the gentle revival of the racing tradition of Austria and Hungary fill the atmosphere. Before the ‘Donau Derby’, the main race (7th race), the ‘Preis des Jockey Club für Österreich’ will be held as the 5th race. A race for 3-year-old fillies over a distance of 2,000 metres, which sets another Austrian accent on this race day.

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But the 'Donau Derby' is more than just a sporting event. It is a platform for business, culture and networking. The sponsorship packages offer companies the opportunity to strengthen their presence, deepen business relationships and present themselves in an exclusive setting.

Under the leadership of a dedicated executive committee on both sides of the Danube, the 'Donau Derby' is already gathering momentum. The anticipation is palpable, interest is growing with each passing day and expectations are rising.

The gates are open to anyone who wants to be part of this glamorous event, whether as a visitor or a sponsor. The event offers an excellent opportunity to get to know the world of horse racing, where tradition and glamour meet, to use it for business or to combine it with a weekend in Budapest.

Sponsorship packages:

Main sponsor: EUR 15,000

- Exclusive presentation in digital and classic channels
- Prominent placement in the programme booklet and perimeter advertising
- VIP hospitality in the exclusive VIP area of the grandstand

Premium sponsor: EUR 10,000

- Exclusive presentation in digital and classic channels
- Prominent placement in the programme booklets and perimeter advertising
- VIP hospitality in the exclusive VIP area of the grandstand

Sponsor: EUR 5,000

- Presence on the official website and social media channels
- VIP hospitality in the exclusive VIP area of the grandstand

Contact the Direktorium für Galopprennsport und Vollblutzucht in Österreich for more information and customised sponsorship packages:
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