



**BABORÓWKO**

WE UNITE TRADITION  
**WITH WORLD-CLASS SPORT**

# GET TO KNOW US BETTER

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Baborówko is one of the most prestigious places on the equestrian map of Europe. It is here that World Cup Qualifiers and Nations Cups are held, and Poles have twice won Official Olympic Qualification.

The best athletes from the world of eventing, show jumping and carriage driving regularly visit the Baborówko Equestrian Center. Regular attendees at the Baborówko event include eighteen-time World Champion **Boyd Exell**, four-time Olympic Champion **Michael Jung**, two-time Olympic Games medalists **Ingrid Klimke** and **Julia Krajewski**, as well as Polish Olympians **Dawid Kubiak**, **Adam Grzegorzewski** or **Maksymilian Wechta**.



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*I was really looking forward to coming to Baborówko. We have many grass arenas for training, wonderful quartz arenas, and the main arena is beautifully decorated. This competition is always worth the trip.*

Boyd Exell (AUS)  
Four-in-hand World Champion  
during the Baborówko Driving Show

# TRADITION

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Baborówko is all about tradition. In 2026, for the 18th time, the Baborówko Equestrian Festival will be held, which is our iconic eventing competition. It is during this event that we can witness the development of the world and polish sport every year.

Our family values and friendly atmosphere are among the main features that make us stand out from other equestrian centers. Baborówko is a place where every rider, spectator and team member feels at home.



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*This is a wonderful competition. We feel at home here because there is a family behind it that really cares about the riders. The horses learn a lot thanks to such a variety of courses. Certainly the Baborówko Equestrian Festival is one of my highlights of the season.*

Ingrid Klimke (GER)  
Olympic Games gold medalist  
at the Equestrian Festival Baborówko

# WITHIN THE FAMILY

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Our events are not only sports, but also a meeting place for the local community and equestrian fans. Every year we make sure that every spectator can not only get to know our riders better, but also have a good time with their families, watching the shows or taking part in the activities available at the stands of our partners. Thousands of people show up in Baborówko every year. Our program includes attractions such as the car - carriage relay, dress-up competitions for children on ponies and concerts.



# SEASON 2026

## EQUESTRIAN FESTIVAL



**28-31.05.2026**

CCI4\*-S / CCI4\*-L

INTERNATIONAL  
EVENTING COMPETITION

## JUMPING SHOW



**14-16.08.2026**

CSI2\* / CSI1\* / CSIYH1\*

2 LONGINES RANKING  
COMPETITIONS

BABORÓWKO FOAL AUCTION

# BABORÓWKO EQUESTRIAN FESTIVAL

## 28-31.05.2026

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## BABORÓWKO EQUESTRIAN FESTIVAL

We invite you to cooperate in one of the most prestigious equestrian events in Poland, the flagship international competition of the Baborówko Equestrian Association - Baborówko Equestrian Festival. This is a four-day celebration of horse lovers, sport and elegance, which gathers enthusiasts from all corners of the country and beyond.

Every year in Baborówko the best riders of the eventing meet. During the Festival we have already hosted such stars as Olympic Games gold medalists **Julia Krajewski**, **Ingrid Klimke** and **Michael Jung**, but also the best Polish riders: **Joanna Pawlak**, **Mateusz Kiempa** and **Pawel Warszawski**, who is training at our center on a daily basis.





# BABORÓWKO JUMPING SHOW

## 14-16.08.2026

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## BABORÓWKO JUMPING SHOW

After a complete modernization of our center, competitions held in the most popular equestrian competition - show jumping - have also joined the calendar of international events. Already during the first edition in 2022, they gathered the attention of Polish jumpers and became a permanent feature in their starting plans.

Among the participants of the past editions of the competition there was no shortage of

sports stars. In the equestrian center near Poznań appeared, among others: **Marvin Jüngel** (winner of the prestigious Hamburg Derby), **Kristaps Neretnieks** (Latvian participant in last year's World Cup) or **Felix Hassmann** (silver medalist at the World Young Horse Championships). In its history, the Baborówko Jumping Show has already achieved a record number of over 400 horses.



# BABORÓWKO FOAL AUCTION

## 14.08.2026

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## **BABORÓWKO**

### **FOAL AUCTION**

What makes the Baborówko Jumping Show stand out from other competitions of similar rank is not only the highest sporting level and exceptional atmosphere, but also the prestigious Baborówko Foal Auction. The foals participating in the event come from the best sporting lines recognized around the world.





Ministerstwo  
Sportu i Turystyki

Min  
Sportu i Turystyki

Ministerstwo  
Sportu i Turystyki

16  
16

# OUR PROMOTIONAL ACTIVITIES

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Press materials about the competition held in Baborówko have been published on hundreds of internet portals, both international and national, as well as local. Media patronage of the 2025 events was provided by the prestigious Polsat Sport television station and one of the most popular radio stations, Radio ZET.

We could read about Baborówko on the official website of the FEI;

the most important equestrian portals from the Czech Republic, Italy, the United States or Germany; and popular Polish sports portals such as Sportowy24, TVP Sport or Polsat Sport.

As part of our promotional activities, we also maintain an ongoing relationship with local media, representing Szamotuły, Wronki, Poznań and the entire Wielkopolska region.



The logo for TVP Sport, featuring the text "TVP SPORT" in yellow uppercase letters on a dark blue rectangular background.



# PYTANIE NA ŚNIADANIE

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# 2025 SEASON:

- 1 300 RIDERS AND AMAZONS.
- 2 000 HORSES.
- 20 COUNTRIES, 4 CONTINENTS.

polsatsport.pl

www.agrochest.pl

Ministerstwo Sportu i Turystyki  
Narodowy Instytut Sportu  
polski sport

LABORÓWKO  
strona.be KUL

# SOCIAL MEDIA

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The basis for the daily promotion of the Baborówko Equestrian Center is social media. Baborówko Equestrian's profiles are followed by thousands of users who constantly engage with the content we publish.

 / BABOROWKO.EQUESTRIAN

**9 400**  
FOLLOWERS

 / BABOROWKO\_EQUESTRIAN

**11 800**  
FOLLOWERS

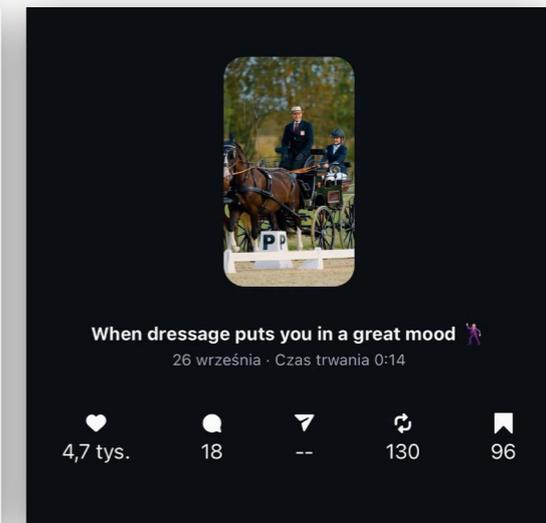
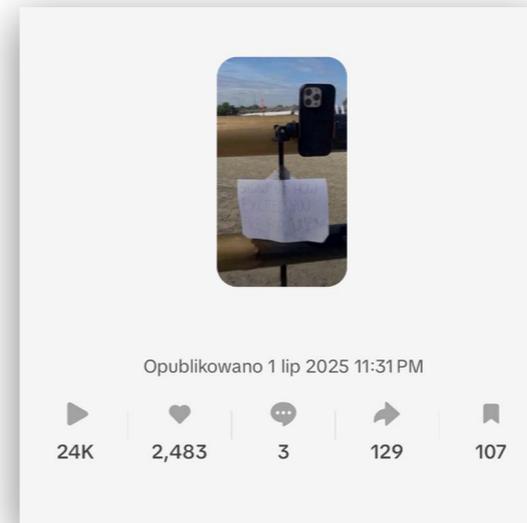
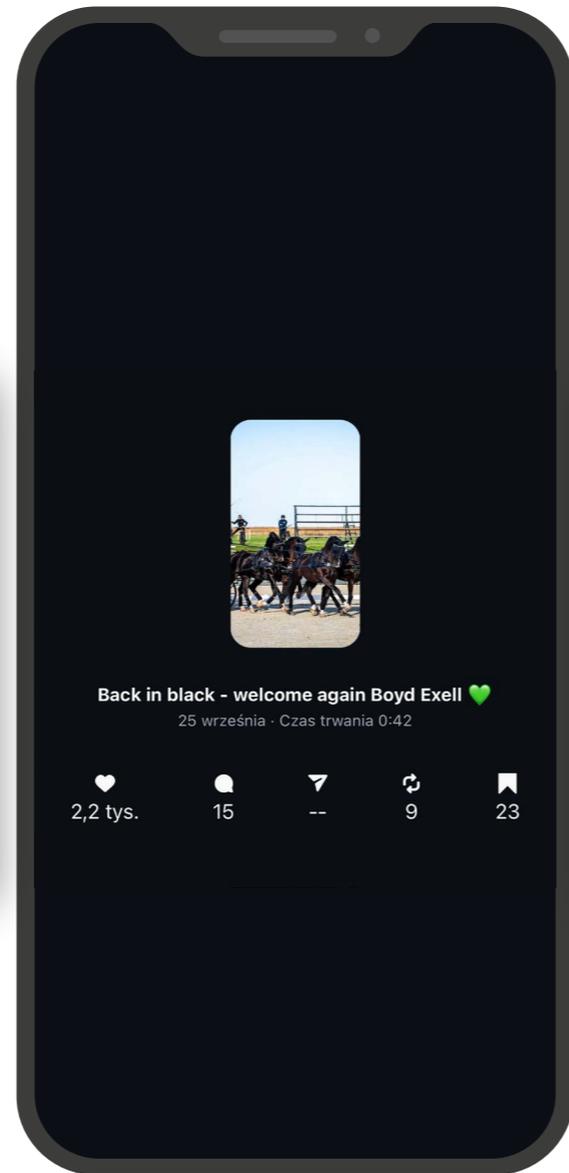
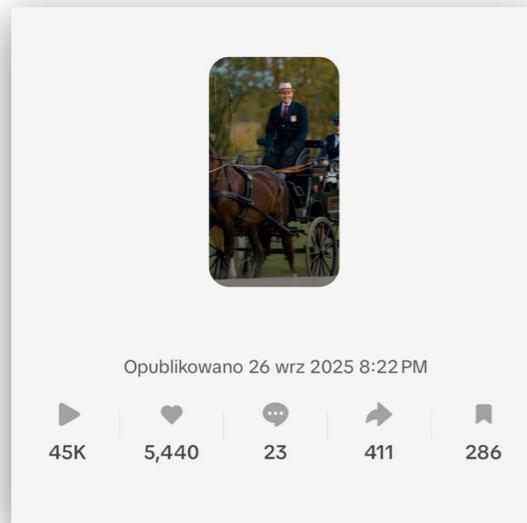
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**3 900**  
FOLLOWERS



IN 2025, OUR SOCIAL MEDIA  
CONTENT WAS VIEWED OVER  
**6 MILLION** TIMES.

# EXAMPLES OF STATISTICS



<b>Views</b>	<b>66,650</b>
Instagram	16,442
Facebook	50,208

<b>Views</b>	<b>139,905</b>
Instagram	57,591
Facebook	82,314

# HONORARY PATRONAGE

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In 2025, our events have received honorary patronage from **the Minister of Sports and Tourism, the Minister of Agriculture and Rural Development and the Marshal of the Wielkopolska Region.**



Minister Rolnictwa  
i Rozwoju Wsi



Minister  
Sportu i Turystyki



WIELKOPOLSKA



MARZAŁEK  
WOJEWÓDZTWA  
WIELKOPOLSKIEGO  
MAREK WOŹNIAK

An aerial photograph of a large equestrian facility at sunset. The scene is dominated by a large, rectangular, light-colored arena in the foreground. To the right of the arena, there are several large, white, peaked tents and various smaller structures, including a large barn complex. The background shows a vast, green landscape with trees and a distant horizon under a golden sky. The sun is low on the horizon, creating a strong lens flare effect. The overall atmosphere is warm and serene.

THE FINANCIAL PRIZE POOL  
FOR THE 2025 SEASON -  
**MORE THAN EUR 180,000.**

# PARTNERS AND SPONSORS

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In previous years, partners of our events included **Totalizator Sportowy with the LOTTO brand**, Kuhn - agricultural machinery, Duon, the National Center for Agricultural Support, the Generali Group, and Badix.



# SPONSORSHIP BENEFITS



Show jumping obstacle



Cross-country obstacle



Marathon obstacle



Flags



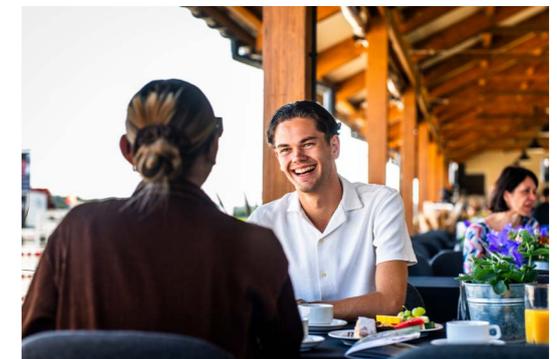
Balloons



Product exposure



Logo exposure (horse rug, trophy, promo walls, catalog, posters)



VIP (tickets, own section)



Stand



Rollup



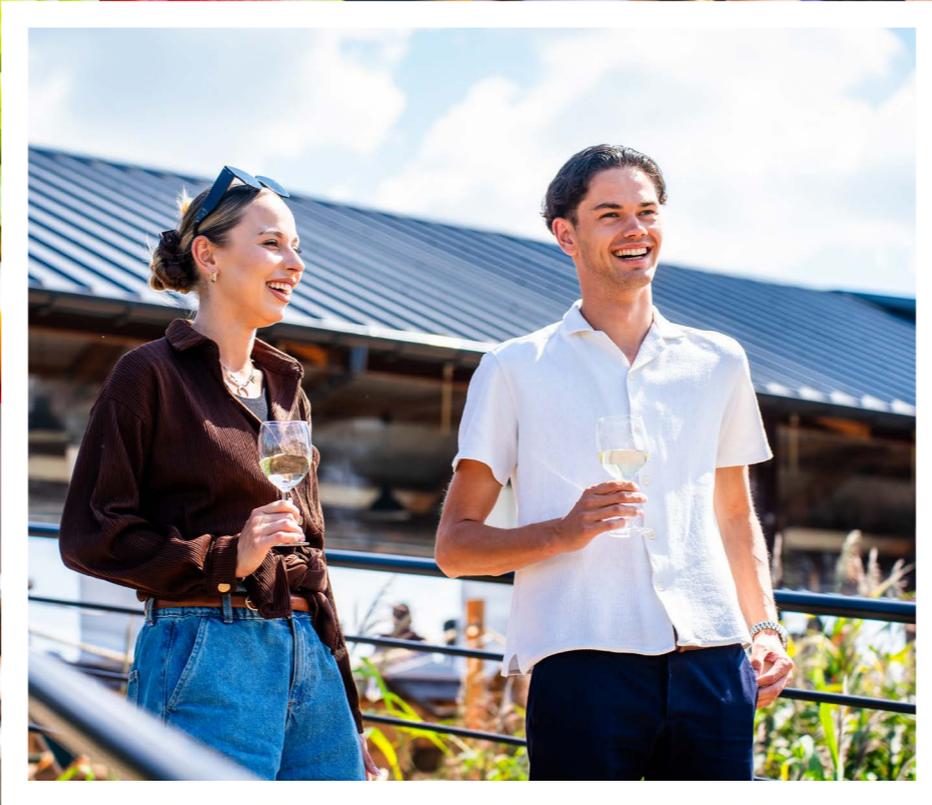
Dedicated video content (Instagram, Facebook, TikTok)



Dedicated social media post (Instagram, Facebook)

# A BRAND NEW VIP AREA

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WE WELCOME YOUR  
COOPERATION

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**Henryk Jan Świącicki**

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