

22-25 October

2026



**DIGITAL
MEDIA**



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**22 - 25
OCTOBER
2026**

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OUR WEBSITE

www.event-pau.fr & www.event-pau.com
Official event website, in French and English

**LOGO ON THE 'SPONSORS' PAGE:
€ 500 EXCL. VAT**



**LOGO ON THE 'ACCOMMODATION'
PAGE: € 500 EXCL. VAT**



**TOP OF HOME PAGE LOGO:
€ 1,600 EXCL. VAT**



**CLICKABLE ANIMATED AD:
€ 2,300 EXCL. VAT**



**FOOTER LOGO ON HOME PAGE:
€ 1,400 EXCL. VAT**





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OUR WEB TV

- Exclusive broadcasting of all tests
- Available worldwide
- In French and English
- Innovation in eventing: the option to follow each rider from start to finish in the cross-country course!
- Live and replay
- Archives and exclusive content
- Limited advertising

On quotation only:

- BILLBOARD AT THE START OF VIDEO PLAYS
- BANNER ON THE STREAMING WEBSITE
- SPONSORSHIP OF A TEST 'PRESENTED BY...'
- SPONSORSHIP OF EXCLUSIVE CONTENT





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OUR MOBILE APP

- Free app dedicated to the *5 Étoiles de Pau*
- All the information about the event: programme, timetable, start lists, results, cross-country map, ticket office, list of exhibitors, etc..
- Available in French and English
- 26,000 users



CLICKABLE BANNER ON THE HOME PAGE: € 1,000 EXCL. VAT

- Clickable rotating banner ad on the app's home page
- Image to be provided by you (W800 x H600 px)
- Online as soon as received and until the end of the event

CLICKABLE BANNER ON ALL PAGES OR BY CATEGORY: ON QUOTATION



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OUR SOCIAL MEDIA

FACEBOOK: 42,000 FOLLOWERS

- You provide the content of your choice (text, image, video, URL, etc.), which we can adapt together if you wish.
- We post it on our Facebook page on the agreed date, tagging you.
- Post sharing in story (or sharing a story associated) the same day



- Age: mostly 25-45
- 59 % France
- 41% foreign (including 15% UK)
- Interactions 41 K sept-oct-nov
- 3,1 M views sept-oct-nov

INSTAGRAM: 25,000 FOLLOWERS

- You provide the content of your choice (text, image, video, etc.), which we can adapt together if you wish.
- We post it on our Instagram account on the agreed date, tagging you.
- Post sharing in story (or sharing a story associated) the same day



- Age: mostly 18-35
- 53 % France
- 47 % foreign (including 11 % UK)
- Coverage 354 K sept-oct-nov
- Interactions 96 K sept-oct-nov
- 3,5 M views sept-oct-nov

1 POST ON 1 ACCOUNT + SHARING IN STORY: € 400 EXCL. VAT

Les
Étoiles
de PAU

CONTACT



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