

22-25 October

2026



THE EVENT



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**22 - 25
OCTOBER
2026**

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**22 - 25
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A unique international equestrian event in France!

Les 5 Etoiles de Pau is an annual 5* competition that brings together the world's best eventing riders: four breathtaking days spent cheering on the greatest champions as they gallop across the arena... An unmissable sporting highlight in an unforgettable, friendly atmosphere!

Performance - Emotions - Top level

5* is the highest level in eventing. There are only seven such competitions in the world (Badminton, Burghley, Lexington, Luhmühlen, Adelaide, Elkton), and Pau is the only one in France: it is THE end-of-season highlight for the world's best riders!





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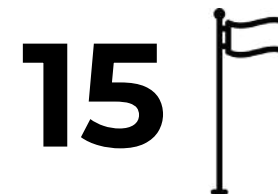
THE EVENT IN BRIEF



The highest level
of the sport



CCI 5*-L in the world:
Pau, the only one in France!



Nations on average



Outdoor event



Friendly and festive
atmosphere



Gender-equal
sport

40,000
visitors

400
volunteers

120
exhibitors





5

EVENTING: A THRILLING TRIATHLON

THURSDAY & SUNDAY



©Ophélie Latouille

HORSE INSPECTIONS

Horses' health checked by vets
A moment of style and elegance

THURSDAY & FRIDAY



©Laura Dupuy

DRESSAGE

Beauty
Mastery
Technicality
Harmony

SUNDAY



©Lucie Pécantet

SHOW JUMPING

Balance
Speed
And above all, lots and lots
of suspense!

SATURDAY CROSS-COUNTRY



6.5 km
45 efforts
Speed: 570 metres per minute
11 minutes of running for each horse
Jumps up to 1.40m in height

©Laura Dupuy



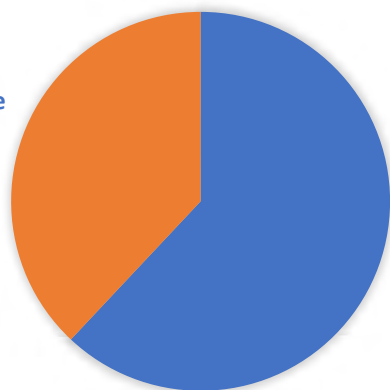
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A LOYAL AND ENTHUSIASTIC AUDIENCE

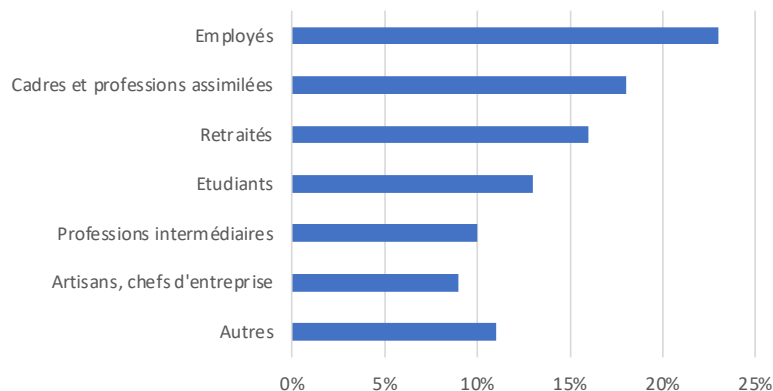
A family crowd who come to spend the day at the event

Whether they are horse riders or novices, spectators love this world-class competition for its combination of spectacular action and warm atmosphere. It's an opportunity to get out for some fresh air and take the time to enjoy all the entertainment on offer!

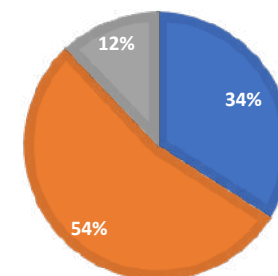
Généraliste
38%



Équestre
62%



■ Pau & alentours (64-65-40)
■ France autres départements
■ Autres pays (dont UK, USA, Espagne, Allemagne)



40,000 VISITORS



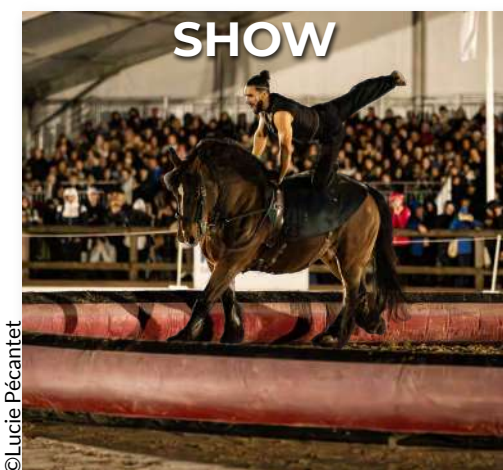
AROUND THE CCI 5*L



120 exhibitors
Gourmet alley & food court



Entertainment for all ages



Equestrian show
and festive party (Saturday)

HORSE BALL

Horseball is an equestrian game in which two teams of riders compete for a ball and must score goals... a bit like rugby on horseback! We have created this international tournament where several women's teams will battle it out to the cheers of the Pau crowd in a real stadium atmosphere.





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WORLDWIDE COMMUNICATION

Our Web TV

- Web TV dedicated to the event: all competitions available to watch live and on replay
- Commentary in French and English
- Available worldwide
- A revolution in eventing: the option to follow a rider from start to finish in the cross-country
- High-quality broadcast production with significant resources: 17 cameras covering the cross-country
- Access to event archives

Media

- French and international equestrian media coverage
- Mainstream media coverage
- Social media: 42,000 Facebook fans and 25,000 Instagram followers
- Free mobile application « 5 Etoiles de Pau »
- Website www.event-pau.fr
- Digital campaigns
- Local display campaign
- Radio advertising in south-western France



PROGRAMME

THURSDAY 22 OCTOBER

Horse inspection
Dressage

FRIDAY 23 OCTOBER

Dressage day



APPN/Centaure Production

SATURDAY 24 OCTOBER

Pony derby
Cross-country
Horse-ball tournament
Equestrian show
Bodega party

SUNDAY 25 OCTOBER

Horse-ball tournament
Horse inspection
Show jumping
Prize giving ceremony



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**FOR YOUR
BUSINESS**

Cross-country fence

Show jumping fence

Main arena branding

Visibility during the event

Warm-up arena or
village branding

Big screens ad

Trade stand





11

**FOR YOUR
BUSINESS**

Private lodge
(60 guest invitations)

Customised services

Private party

VIP hospitality

Gourmet lunch table
(8 people)

Workshops,
meetings, seminars





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**FOR YOUR
BUSINESS**

Website

Web TV

Social media

Digital communication

Mobile app

Custom content creation





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**FOR YOUR
BUSINESS**

Staff offers

2 or 3-day pass

Tickets

Day tickets

Group rates



Les
Étoiles
de PAU

CONTACT



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