

TRYON



INTERNATIONAL EQUESTRIAN CENTER

Home of the FEI World Equestrian Games™ Tryon 2018
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ABOUT THE FEI WORLD EQUESTRIAN GAMES™

What are the FEI World Equestrian Games™?

The **FEI World Equestrian Games™ (FEI WEG)**, which are administered by the Fédération Equestre Internationale (FEI), the worldwide governing body of equestrian sport, is the major international championship event for the eight core equestrian disciplines of show jumping, dressage and para-equestrian dressage, eventing, driving, endurance, vaulting and reining.

The 2018 FEI WEG has the potential to be the largest sporting event in North Carolina history with over \$400 million dollars of projected economic impact and 500,000 spectators over the 14-day event in September 2018.

What other cities have hosted the FEI WEG?

The inaugural FEI World Equestrian Games™ were hosted in Stockholm (SWE) in 1990. Since then the Games have been staged in The Hague (NED) in 1994, Rome (ITA) in 1998, Jerez (ESP) in 2002, and Aachen (GER) in 2006. The first Games to be organized outside Europe were the Alltech FEI World Equestrian Games™ in Kentucky (USA) 2010, where 57 countries were represented by 800 human athletes and their horses. The Games returned to Europe for the 2014 edition, the Alltech FEI World Equestrian Games™, which was held in Normandy (FRA).

For more information, check out the FEI website here: <http://inside.fei.org/fei/events/fei-weg>

EXPECTED ATTENDANCE & ECONOMIC IMPACT

How many people attend the Games?

An average of 500,000 people attend the Games over the two-week period. TIEC is preparing for a daily attendance of 40,000 – 50,000 people.

What is the potential impact of this event on this area?

The 2014 Games in Normandy delivered over \$400 million in economic impact, and attracted 984 athletes, 1,234 horses, 74 nations, 1,900 accredited media from 52 countries and 575,000 spectators.



EVENT DETAILS

What is the FEI WEG event schedule?

The schedule will be announced in early 2017.

What are the event dates?

The FEI WEG is held every four years, halfway between the Summer Olympic Games cycle, and the provisional 2018 Games schedule is September 11 through 23.

Where is the 2018 event being held?

All of the **FEI World Equestrian Games™** events will be held at Tryon International Equestrian Center at Tryon Resort in Mill Spring, North Carolina.

TICKETS, PACKAGES & VIP EXPERIENCES

How do I purchase tickets for the Games?

Tickets are expected to be available in summer 2017. Once on sale, tickets may be purchased online at www.tryon2018.com.

Ticketing packages, as well as individual tickets and a general entry pass, will be available. VIP experiences will also be available.

OPENING CEREMONIES

When are the opening ceremonies?

The Games will be launched with an Opening Ceremonies – details about the Opening Ceremonies will be announced in due course. The opening ceremonies are expected to accommodate an audience of 20,000 attendees.

GET INVOLVED

How can I prepare for the FEI WEG 2018 or get involved?

Stay updated! Visit our website and sign up to receive e-newsletters to get the latest info as details related to the FEI WEG 2018 are available or to sign up for more info about a specific area of interest:

FEI WEG 2018 Tryon Website: www.Tryon2018.com

Tryon International Equestrian Center: www.Tryon.com

Volunteer: <http://tryon2018.com/page/volunteer-inquiry-form#top>

Sponsorship: <http://tryon2018.com/page/sponsor-inquiry#top>

General Inquiries: <http://tryon2018.com/page/general-inquiries>

PARKING & TRANSPORTATION

Will parking be available at TIEC?

Yes, TIEC will have some on-site parking and auxiliary parking lots available.

Will shuttle service be available for the Games?

Yes, satellite shuttle stops will be identified throughout the region and around the TIEC area to help facilitate traffic flow in and out of the facility.



Will handicap parking be available?

Yes.

LODGING

How do I promote my lodging facilities or vacation rental to potential FEI WEG attendees?

TIEC is working to create a centralized online location where lodging opportunities in the region can be posted.

Is TIEC planning to build more hotels in time for FEI WEG?

Yes, construction is underway to add more hotels to the property in time for WEG. The plan is to add four more hotels to the property.

EMPLOYMENT

Will TIEC be hiring more employees for the FEI WEG?

There will be a need for increased staff to host the FEI WEG. Decisions about how many and the application process will be announced once details have been firmly established.

MARKETING

How can I let my audience know about the FEI WEG?

We recommend creating a landing page on your website with a link to our Tryon2018.com website and sharing our FAQs. We will be sending out updates regularly and encourage you to share that with your audiences.

To receive our FEI WEG updates, visit www.tryon2018.com and enter your email in the sign-up block on the right.

Event Title

Per FEI brand guidelines, the event should always be referred to in writing as the “**FEI World Equestrian Games™ Tryon 2018.**”

Am I allowed to use the FEI WEG logo in my marketing?

Please contact TIEC marketing department at media@tryonweg.com to request permission and branding guidelines for use of the FEI WEG 2018 logo.

How can I sponsor the event?

Click here to request a sponsorship packet and someone from our team will contact you:
<http://tryon2018.com/page/sponsor-inquiry>

Can we watch the event on TV or online?

Broadcast and live streaming will be available for all events. Stay tuned for schedules and details.

Social Media Handles & Hashtags

Tryon 2018:

TRYON



INTERNATIONAL EQUESTRIAN CENTER

Facebook: www.facebook.com/tryon2018
Twitter: www.twitter.com/tryon2018
Instagram: www.instagram.com/tryon2018
Hashtag: #Tryon2018

FEI:

Facebook: www.facebook.com/the.fei/
Twitter: www.twitter.com/FEI_Global
Instagram: www.instagram.com/fei_global/
YouTube: www.youtube.com/feichannel

Video Links:

Tryon Resort Facility Video: <http://bit.ly/2ffVehA>
Saturday Night Lights Video: <http://bit.ly/2airvhS>
Opening Ceremonies Video: <http://bit.ly/1lscKvZ>

MEDIA

Media Credentials

Click here to fill out our media credential form and a media rep will contact you with more details as they are available: <http://tryon2018.com/page/media-credential-form>

TEST EVENTS

When are the test events?

Test events are tentatively scheduled for Fall 2017 and Spring 2018. Specific dates will be announced in early 2017.

ATHLETES

Where can I find the list of teams and athletes participating in the 2018 Games?

Visit www.tryon2018.com for more information when athletes are announced in 2018.

ABOUT TRYON INTERNATIONAL EQUESTRIAN CENTER AT TRYON RESORT

Tryon International Equestrian Center at Tryon Resort is one of the world's premier equestrian lifestyle destinations and competition venues. The venue provides outstanding facilities for hunter/jumper, dressage, and eventing competitions. With onsite shops, dining, entertainment and plans for more, non-equestrian visitors are equally marveled by the Tryon Resort experience. This new facility opened in June 2014 with sanctioned horse shows and initial supporting amenities, and now boasts 12 riding arenas, more than 1,200 permanent stalls, and a variety of restaurants, shops, and lodging options, plus a sporting clay course and a golf and sports club. Future expansion includes a 180-room resort hotel, condos and apartments, additional mixed-used retail, visitor center, and sports complex.

Tryon International Equestrian Center is a spring, summer and fall haven for eastern and northeastern American equestrian competitors and enthusiasts, and a year-round destination for connoisseurs of diverse cuisine and family entertainment. For more information, call 828-863-1000 or visit www.tryon.com.