

ROYAL LEGEND CUP

CAGNES-SUR-MER RACECOURSE

**JUNE
7-8-9-10
2012**



PRESTIGIOUS INTERNATIONAL RACES
ARABIAN HORSE SHOW AND EXHIBITION
MEDITERRANEAN AND ORIENTAL CULTURE

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ROYAL LEGEND CUP

Strength and grace combined

Cagnes-sur-Mer racecourse 7-8-9-10 th June 2012

If the Arabian horse has been the spearhead in all the arabian historic conquests, he is also reminiscent of the huge caravans bringing along richness and knowledge from the outer edges of the Middle East to the Mediterranean shores. The West which devoted the latest centuries to the worship of speed, now feels the pressing need for a salutary break. A return to the roots of its basic culture!

The Mediterranean Sea, Mare Nostrum, seems to us to be the perfect cradle to bring together the West and the East around the Arabian horse.

The Arabian horse is becoming the major symbol of this hub for exchanges. He will bring us together around sport performances, cultural exhibitions, around the discovery of great luxury creation's international names, in a way like a 'tableau vivant' which illustrates this contemporary meeting between the West and the East.

Why the Royal Legend Cup?

It saw the light of day because of a few good men's motivation; protectors of the living and enduring relationship between Arabian horses and mankind.

More than ever this dream remains, and its values are appropriate at a time when we are concerned by the future, the economy, social issues and



culture. Nowadays we cannot but notice that our young non-working generations are somehow confused; that there is an aspiration for simple, human, non-electronic values which are linked to wildlife and nature. Direct contact between people will provide impetus and creative inspiration, and an entertaining and refreshing break for the soul, which will allow it to grow in the wisdom and the awakening of conscience.

Among the most prestigious equestrian events, the Royal Legend Cup is in the tradition of unique and exceptional events which strengthen international exchanges.

Where will the Royal Legend Cup take place?

It will take place in the fantastic settings of Cagnes-sur-Mer racecourse, which is located on the seaside and 5 minutes away from NICE COTE D'AZUR international airport. It is also extremely well-served by the motorway.

Hotel facilities in the PACA region, perfectly meet the needs of such an event – for instance, see the Cannes Festival or Monaco's Grand Prix events. The area is also well known for its knowhow in welcoming people and its added personal touch approach to quality and service.

The Royal Legend Cup's objectives

The Royal Legend Cup proposes, to the main international contemporary parties involved in economic life:

- Intercultural and business trade,
- The visionary and unchanging spirit of the creators and decision-makers whose three principles represent the heart of the Royal Legend Cup's big hub:

1- Observation of dimensions on an international scale,

2- Orientation and positioning,

3- Action.

Moreover, the Royal Legend Cup wishes to perpetuate a worldwide hub for exchanges around sports, culture, tourism as well as VIPs around the Arabian horse symbol. Thus, the Royal Legend Cup is developing around three main concepts:

SPORT – CULTURE – LUXUARY



The Royal legend Cup, whose spirit was born from the Arabian horse,
is a link between various worlds:
sports, culture and elegance.

You are offered the opportunity to combine your public image and fame
with these three worlds that will bring a universal promise:
Rekindling the flame of human values we were handed down,
so that human rights live on !



The sporting event

Why Arabian horse owners, trainers and breeders must be part of the Royal Legend Cup:



- For the first time, and among the most prestigious equestrian challenges (see the following horseracing program), 6 races will have prizes worth **1,000,000 Euros** in total.



- A unic race will stand out from the other 5: the **PRESTIGIOUS RACE** rewarded by the Royal Legend Cup **TROPHY**. This trophy is unique for its work of art's creative value (a gold sculpture set with precious stones, created by a highly rated contemporary art market's French artist) valuing the competitors' qualities to the highest level. The winner will be positioned at an exceptionally high horseracing level, both on an international and professional point of view. The **PRESTIGIOUS RACE** will give the title of "Exceptional Arabian Horse" to the best horse in this class. At the award ceremony, the winner's performance will be acknowledged through this trophy which will represent courage, pride and honor.



- The desired exchanges will also have a commercial aspect. In addition to exhibitors from various horizons, the most beautiful Arabian horses specimen of inestimable value will arouse the envy of many foreign owners who will share their know-how.



- As well as bringing your horses to a top-level competition, beyond prizes and awards, this sporting contest will enable you to show your most beautiful horses. A **SHOW** –under ECAHO's rules- will take place at Cagnes-sur-Mer racecourse's central outdoor arena, an international equestrian place in an amazing geographical setting.



- The sporting event (races and shows) will be covered by **international media**. The participants whose presence will honour the Royal Legend Cup will be promoted through a large scale communication network represented by the press, TV, radios, and distributed to people longing for the most “magical” race events.

Finally, your presence with your horses at Cagnes-sur-Mer’s exceptional racecourse will strengthen your public image as well as your fame.



The sporting event



- The reference frame for the evaluation and certification of your horses will be enhanced by **A.F.A.C.** (French Association for Racing Arabian Horses) which adds to the seriousness and public image your horses are given in the equestrian field.

The **A.F.A.C.** will underline the importance of the French territory as far as Arabian horses’ origin and stocks are concerned and it will also make sure the races will go on smoothly.



- Among the planned shows at Cagnes-sur-Mer’s racecourse, you will discover horses with exceptional characteristics that will marvel the audience composed of professionals and lovers. Fantasias, falcons hunt and others will complete these shows.

Races program

Cagnes-sur-Mer

7-8-9-10 th June 2012

The following program will be composed of 6 Arabian horse races:

Mediterranean Arabian Championship

For 3 years old colts registered at the Arabian stud-book of their native countries, affiliated to the WAHO and with an identity book.

Distance : 1800m Prize: to be shared out between the first fifth ones.

Mediterranean Arabian Championship

For 3 years old fillies registered at the Arabian stud-book of their native countries, affiliated to the WAHO and with an identity book.

Distance : 1800m Prize: to be shared out between the first fifth ones.

Mediterranean Arabian Derby

For 4 years old horses registered at the Arabian stud-book of their native countries, affiliated to the WAHO and with an identity book.

Distance : 2000m Prize: to be shared out between the first fifth ones.

Mediterranean Arabian Oaks

For 4 years old fillies registered at the Arabian stud-book of their native countries, affiliated to the WAHO and with an identity book.

Distance : 2000m Prize: to be shared out between the first fifth ones.

Mediterranean Arabian Mile

For 5 years old horses and over registered at the Arabian stud-book of their native countries, affiliated to the WAHO and with an identity book.

Distance : 1600m Prize: to be shared out between the first fifth ones.

Mediterranean Arabian Prestige Cup

For 5 years old horses and over registered at the Arabian stud-book of their native countries, affiliated to the WAHO and with an identity book.

Distance : 2400m Prize: Royal Legend Cup Trophy

Date was set as a date with regard to the national calendar.

Show Arabian Horses Races

1st day

Morning: animal controls - Afternoon: races start

Junior females by age groups:

- 1 year old fillies
- 2 years old fillies
- 3 years old fillies

Junior males by age groups:

- 1 year old colt
- 2 years old colts
- 3 years old colts

2nd day

Morning :

Senior females by age groups:

- the number of groups will depend on the number of participants

Senior males by age groups:

Afternoon: Championship

- Junior females
- Junior males
- Senior females
- Senior males

OR

1st day

Afternoon: opening at 5:30 (heat)

Junior females by age groups:

- 1 year old fillies
- 2 years old fillies
- 3 years old fillies

Senior females by age groups:

- the number of groups will depend on the number of participants

2nd day

Morning:

Junior males by age groups:

- 1 year old colt
- 2 years old colts
- 3 years old colts

Afternoon:

Stallions by age group - championship opening ceremony

Afternoon: championship

- Junior females
- Senior females
- Junior males
- Senior males



The cultural event

Ministers and professionals of the tourist industry, tour operators, property developers, architects, elected representatives, creators, IT and prestigious directories executives, media people; finally, anybody committed to opening and building the 'elsewhere': here are the reasons why you should come to the Royal Legend Cup:

When we thought about "The international Arabian Horse culture hub", we obviously thought of all the historical, enchanting and magical facts surrounding this legendary Eastern horse but also of the Middle-Age tales and legends. A world where trade and exchanges were the witness of caravans loaded with spices, fantastic fabrics, rare oils, as well as the most precious element of all: knowledge! Amongst other things, the art of navigation, astronomy, medicine, philosophy, poetry, architecture, mathematics, the furûsiyyia, the art of falcons hunting... It is owing to man that the exchange between huge, culturally different far-off lands was born.

We wanted to talk about culture and here we are talking about trade! Nowadays, we often notice that they are inter-dependent owing to the huge East/West caravan trade. Culture and know-how finally turned into 'trade' and vice versa.

Since the great nomads a thousand years passed by, but alone the last 60 years were enough to enable our planet to grow but also to enter into a process of self-destruction. Because of the increasing evolution of knowledge, which is getting faster and faster, our planet struggles to impose its biorhythm on us.

Hence, how can we perpetuate the spirit of the ancestral exchanges with our modern tools? Nowadays, the caravans have been replaced by internet. Various products, spices, culture and information are sent with lightening speed but what these exchanges really lack are real, non-virtual meetings around noble values.

This is precisely why the Royal Legend Cup is proposing you to take part in this event, in this hub which supports an ethic based on the spirit of openness, the consciousness of exchanging all over the world while respecting the differences in mankind. Because they show a keen interest in this meeting, we will have the honor to welcome VIPs from Qatar, Oman, the United Arab Emirates, the United States of America, the Maghreb, Europe and Eastern countries.



For you, professionals of tourism, meeting with these personalities will reinforce the possibilities of fresh and original business initiatives as far as transport, accommodation and luxury services, unlimited offers on the environment and traveling are concerned.

At the same time, people's exploration of the Oriental culture around the show, will provide you with the opportunity to become an exhibitor on the trade show itself, located at the center of the racecourse. It is up to you to create a world and to display your public image through new surroundings and dreams.

Equestrian professionals will add the discovery of the Arabian horse history to this enchantment, as well as its heroic deeds, its symbolism and terminology used and its intimate implication within the Oriental civilizations.



For you, real estate professionals, the presentation of prestigious construction projects challenging architectural conventionality, will bring you top international customers as far as conception and building are concerned. Your sole presence will develop your public image while discovering the whole range of various offers. Thus the objectives are to strengthen the inter-dependent and fundamental bonds between professionals from various countries present at this event, to evaluate the needs and expectations in order to find an outlet for your know-how.

Moreover the presence of amateurs and professionals of yachting, sailing as well as marina designers will, for the first time, offer a profusion of skills to prestigious customers always looking for quality, originality in terms of pleasure and well-being.



For you, professionals and amateurs of art, history and foreign culture,

This inter-cultural meeting will be broadened by traditional demonstrations. You will see quality shows figuring Fantasias and the art of falcon hunting.

For all of the people involved in the different activities, human, sport and trade relations will meet and mix at the Royal Legend hub owing to the principal actor of this event: the Arabian horse, which is behind these exchanges. The Arabian horse guarantees the cultural, trading, spiritual and historical union, while giving everybody the pleasure of happiness and discovery.



The International Excellence Event

Creators, professionals,
major luxury art trade brands:
here are the reasons why you should
come to the Royal Legend Cup:

The Royal Legend Cup is a unifying social and economic project development based on the French Côte d'Azur, making the most of its international destination. This concept saw the light of day in the ancestral cradle of trade exchanges, the Mediterranean area which very much inspired F. Braudel and G. Duby in their book "*Méditerranée, les hommes et l'héritage*", Flammarion:

"...The original source is here, in the Mediterranean area. The upper culture our civilization claims to follow. Might we be from Cleveland or Stockholm, we will think about Rome, Athens. The desire is of course to get away from it all whilst spending our holidays on sunny beaches and clement seas; let's go back to these fertile places where, as we have always known since childhood, demigods lead a less than dull and crude existence than ours. Flawless men who spoke a better language and who had feelings for the right proportions. When we are dreaming about human achievements, about the pride and happiness that comes with being a man, we cannot but look towards the Mediterranean sea..."

In the VIP stand of Cagnes-sur-Mer's racecourse, VIPs will have access to a private lounge from their box. This perfectly secure place will be for the exclusive use of first-rate audience. Beyond their interest in Arabian horse, VIPs customers gathering at the Royal Legend Cup will have the opportunity to purchase the latest and most prestigious worldwide brands. The Royal legend Cup's commercial potential is even more interesting since the concept of exhibiting your most beautiful works on such a prestigious racecourse as Cagnes-sur-Mer, is totally original.

The Royal legend Cup is a unique event as it opens up to a world which is badly or hardly known, but which will benefit from the gathering of international luxury customers. Through your works of art, you will have the opportunity to easily put forward quite forgotten values such as the respect and the elegance of jewelry know-how, as well as haute couture, perfumery, luxury cars... Universal values which are shared by all the international nations and cultures!





SPORT

- AFAC
- Racecourse logistics
- HIPPODROME Logistic
- Award ceremony/trophy
- Logistics
- Security
- Reception staff
- Accomadations
- Hotel business



LUXE

- VIP LOUNGE
- DESIGN
- LOGISTICS
- SECURITY
- RECEPTION STAFF
- ACCOMODATIONS
- HOTEL BUSINESS
- ...

CULTURE

- MEDIA NETWORK
- SHOW, EXHIBITIONS
- EXHIBITORS SHOW LOGISTICS
- PRIZES/TROPHY
- DESIGN
- LOGISTICS
- SECURITY
- RECEPTION STAFF
- ACCOMODATIONS
- HOTEL BUSINESS
- ...