

FEI partners Jet Set Sports

April 29, 2014

The agreement sees Jet Set Sports become the Lausanne-based organisation's exclusive sponsor in the hospitality sector. In this role it will offer hospitality programmes at the Rio 2016 Olympic and Paralympic Games and the Tokyo 2020 Olympic and Paralympic Games to all FEI stakeholders.

It will also work with the FEI to develop hospitality packages for major equestrian events.

"We are delighted to announce Jet Set Sports as the FEI's latest sponsor," said Lisa Lazarus, the FEI's chief of business development and strategy. "As our exclusive sponsor in the hospitality sector, Jet Set Sports will offer our stakeholders a wealth of unique hospitality programmes at major international sporting events."

Meydan confirms World Equestrian Games deal

Alan Dizdarevic, the co-chief executive at Jet Set Sports, added: "Jet Set Sports provides top quality hospitality for world class sporting events. The FEI is the perfect partner to help us reach an international audience that has an interest in attending and enjoying major sports events in the luxury of premium hospitality."

Jet Set Sports also sponsors eight National Olympic Committees, including Australia, Great Britain, Russia, and the United States of America.