

## *Incentive & Hospitality*



*VR CLASSICS NEUMÜNSTER*

12 – 15 February 2026



## VR CLASSICS NEUMÜNSTER

The equestrian event in the land between the seas

Since 1951 the VR CLASSICS Neumünster have been a meeting place for world class equestrian sport and social exchange. When Bettina and Paul Schockemöhle and Ullrich Kasselmann took over the iconic event from former director August Christian Horn in 2009, a new era began - one that passed into the capable hands of Francois Kasselmann in 2022.

In 2026, the VR CLASSICS will celebrate its 75th anniversary from February 12 to 15 - a milestone that unites the history and present of equestrian sport. Neumünster will host the FEI Dressage World

Cup™ for the 39th time, once again welcoming the international dressage and show jumping elite.

For our partners, sponsors and guests, the VR CLASSICS offer not only world-class sport, but also the perfect setting to combine leisure and business. In the anniversary year, you can expect a very special atmosphere - with highlights that combine tradition and modernity in sparkling fashion. Join us in celebrating 75 years of the VR CLASSICS, right in the heart of the equestrian region of Schleswig-Holstein.



## Program overview VR CLASSICS Highlights

### Thursday, 12 February 2026

Day event: 7:50 am - 5:30 pm

- CDI1\* Prix St Georges
- National show jumping competitions
- Riding club show contest

Evening event: 6:00 pm - 11:30 pm

- Indoor Eventing
- for the region:  
National Jumping class for teams  
Championship of the Pferdestadt Neumünster

### Friday, 13 February 2026

Day event: 07:50 am - 12:30 pm

- CDI1\* Intermediaire I
- CDN Grand Prix
- Afternoon event: 12:45 pm - 6:30 pm
- HGW Bundesnachwuchschampionat, national championship for U19 riders, preliminary round
- CSIYH Youngster Tour
- CSI3\* Opening competition

Evening event: ca. 7:00 pm - 11:45 pm

- National show jumping competition
- Relay jumping competition
- CSI3\* Medium and Big Tour



### Saturday, 14 February 2026

Morning event: 07:45 am - 11:45 pm

- FEI Dressage World Cup™ Grand Prix
- Afternoon event: 12:15 pm - 5:15 pm
- CSI3\* Big Tour „Championat der Pferdestadt Neumünster“, qualification for the Grand Prix

• CSIYH Youngster Tour

Evening event: 6:00 pm - 11:30 pm

- International World ranking Jumping
- Jumping competition with Joker

### Sunday, 15 February 2026

Morning event: 07:45 am - 12:45 pm

- CDN Grand Prix Special
- FEI Dressage World Cup™ Grand Prix Freestyle
- Afternoon event: ca. 1:30 pm - 5:30 pm
- CSIYH Youngster Tour final
- CSI3\* Big Tour, Grand Prix of Volksbanken Raiffeisenbanken





## Hospitality approach

### Effectively linking sports and business

Experience VR CLASSICS up close and in an exclusive setting. Whether in the box seats, with Golden Tickets in the North Tower, or in the VIP Bistro—this is where top-class sport, hospitality, and the best networking opportunities come together.



## Box seat reservation

### Exclusive atmosphere & top-class sport

Ideal for client retention, customer acquisition or employee appreciation

Your advantages:

- Seats at the table in the box seats area of the North Tower
- Beverage and hostess service at your seat
- Free service at the bars in the VIP lounge
- Access to the VIP bistro, including buffet and drinks
- VIP parking directly at the venue



## VIP-Bistro

### A meeting place of the highest standard

In a stylish club atmosphere, you can cultivate customer relationships, meet decision-makers, and rub shoulders with the stars of international equestrian sport.

Ideal for:

- Exchange with guests from business, politics, and sports
- Networking in a relaxed atmosphere
- Enjoyment of buffet and beverages







## Golden Tickets

Flexible & exclusive

The perfect alternative to the box seats:

- Access to the VIP lounge in the north tower
- Free choice of seats in the stands
- Buffet & drinks included
- VIP parking



## V.I.P.-Bistro

Upgrade for cardholder

Take advantage of the VIP Bistro even without a reserved seat—for an exclusive get-together with business partners, friends, and athletes. Note: Access to the VIP Lounge in the North Tower is not included.



## Sky-Lounge

Private & individual

Your exclusive area with the best view of the course – for 15–30 guests, by the day or for the entire event.

Inclusive:

- Private area with VIP service
- Personal assistance
- Best view of the sport







## Course walk

Understanding and experiencing sport

Every day, a well-known equestrian personality guides a small group through the course—with exclusive insights.



## Guided tour in the backstage area

Behind the scenes

Experience the organization of a major international event up close.







## Contact network · Meet the Stars

Encounters at the highest level

- Arranging contacts with sponsors and guests
- Stable tour and meet & greet with top riders
- Conversation with equestrian personalities
- Souvenir photo on request



## Photo shoot

Memories of special moments

Professional photo shoot in the box or VIP bistro. Images will be made available to your guests afterwards.

## Reception option

Stylish start

The Kasselmann and Schockemöhle families welcome your guests in the VIP bistro—with drinks and canapés available on request.



Fotos: Stefan Lafrentz, Thomas Hellmann, Gudrun Muschalla







## Conditions & Booking

### V.I.P. Box

Box including access to the VIP Bistro from Thursday to Sunday

- Box for 6 persons: without supporting program EUR 5.800,- with supporting program EUR 7.000,-
- Box for 8 persons: without supporting program EUR 7.500,- with supporting program EUR 9.000,-

It is possible to reserve box seats on request for individual event days per person.  
(the supporting program is not included in single seat bookings):

	Thursday	Friday	Saturday	Sunday
All day ticket	160,- €	210,- €	385,- €	330,- €
Season ticket	1.050,- €			

### Golden Tickets

First Class on best grandstand seats in the V.I.P. Lounge in the North Tower.  
Children up to and including the age of 6 are admitted free of charge. Children aged 7 to 12 inclusive receive a 50% discount.

	Thursday	Friday	Saturday	Sunday
All day ticket	134,- €	175,- €	314,- €	266,- €
Morning	67,- €	30,- €	64,- €	133,- €
Afternoon		40,- €	110,- €	133,- €
Evening	67,- €	105,- €	140,- €	-
Season ticket	800,- €			

### V.I.P. Bistro

V.I.P.-Upgrade for card holders - without access to the V.I.P. lounge in the north tower

	Thursday	Friday	Saturday	Sunday
All day ticket	104,- €	130,- €	200,- €	100,- €
Afternoon	52,- €	50,- €	95,- €	100,- €
Evening	52,- €	80,- €	105,- €	-
Season ticket	500,- €			

All prices shown are exclusive of VAT.

### Contact and consulting

Horses and Dreams Entertainment GmbH · Am Borgberg 3 · 49170 Hagen a.T.W. · Germany



**Dorothee Hahn**  
Tel.: +49 (0) 5401/892024  
Mobil: +49 (0) 171 2754570  
d.hahn@psi-sporthorses.de



**Malou Schüttenberg**  
Tel.: +49 (0) 5401/892027  
Mobil: +49 (0) 176 6243061  
m.schuettenberg@psi-sporthorses.de

