



**QATAR
PRIX DE L'ARC
DE TRIOMPHE**



Press Release

13 July 2023

Qatar Prix de l'Arc de Triomphe gets a new logo

A new image to highlight the prestige of the event

On Sunday, 1 October 2023 the Qatar Prix de l'Arc de Triomphe, the world's greatest horserace, will be broadcast live in 60 countries across the world. 35 000 spectators, who often come from afar, will gather at the ParisLongchamp racecourse. In terms of media, more than 250 French and international journalists are accredited to cover the event, while punters across the globe love this sporting highlight and could wager up to €70 million!

Apart from the outstanding quality of the race, which has been nominated the Longines world's best horserace on five occasions, this legendary challenge occupies a unique place in the international racing calendar. From 2023 onwards, the famous race will receive a new logo, bringing to the fore the prestige, the history and the elegance that goes hand in hand with the event.

Link to the video of the Qatar Prix de l'Arc de Triomphe logo: [HERE](#)



**QATAR
PRIX DE L'ARC
DE TRIOMPHE**

A modernised logo

More contemporary, as well as media and digital friendly, the new logo of the Qatar Prix de l'Arc de Triomphe strikes the right balance between prestige and sport, speed and elegance, whilst retaining the immediately identifiable colour of the title sponsor and matching images and typography.

The depicted Arc de Triomphe monument pays homage to the heritage and historical influence of this sporting challenge while adding power to this legendary race.

The design of this new logo was entrusted to Seenk, an independent global design agency that has assisted brands with branding, digital and communication projects for over 20 years.

A sponsorship remarkable for its longevity

The previous logo was unveiled in 2008, in celebration of the new partnership between this legendary race and the Qatar Racing & Equestrian Club. Year after year, this association has reinforced the prestige of a weekend that stands out thanks to the uniqueness of its prizemoney of €10 million and a concentration of 12 Group 1 races (the highest level of competition in horseracing), including the Qatar Arabian World Cup, a major event open to Purebred Arabians.

In the world of sports, the longevity of this sponsorship deal is absolutely remarkable. Initially signed for a five-year period (2008-2012), in 2010 it was extended for the first time until 2022. Over the years, the relationship strengthened and a new agreement signed in 2022 has seen the partnership extended until 2027. The agreement now includes the Qatar Prix du Jockey Club, the second most important race in the French racing program.

FIND OUT MORE:

Qatar Racing & Equestrian Club (QREC): Title Partner of the Qatar Prix de l'Arc de Triomphe weekend



The QREC was established in the early 1960's. It is mandated with representing, promoting and advancing equine and equestrian initiatives from grassroots programs to the international arena. Focused on equestrian sport and horse welfare, the QREC is dedicated to promoting Qatar as a world class hub for horse racing and a leader in the pure Arabian breed. The QREC works in collaboration with local bodies dedicated to achieving excellence in planning, regulating and developing Qatar's racing industry to reflect the world's best practices. The QREC has been the partner of the Qatar Prix de l'Arc de Triomphe since 2008 and since 2021 it has also become the title partner of the Qatar Prix du Jockey Club, one of the most important races for the selection of the breed.

Contact presse QREC : Patricia Musial – Email : p.musial@qrec.gov.qa – Tél. : + 974 5553 6839

France Galop: Organiser of the Qatar Prix de l'Arc de Triomphe weekend



France Galop is the association that organises and controls horseracing in France. It is also responsible for the regularity of racing. Its mission is to further the continuous improvement of the racehorse breed. The best horses get selected in the 7 000 flat and jump races that take place each year in France, especially in major events like the Qatar Prix de l'Arc de Triomphe, the Grand Steeple-Chase de Paris, the Qatar Prix du Jockey Club, the Prix de Diane Longines, the Grand Prix de Paris or during the Barrière Summer Meeting at Deauville. Apart from its sovereign functions, France Galop organises major race meetings and events at its Auteuil, Chantilly, Deauville, ParisLongchamp and Saint-Cloud racecourses. These offers are now grouped together under the France Galop Live label and its dedicated website.

Contact presse France Galop : Hélène Dupuy – Email : hdupuy@france-galop.com – Tél. : 06 30 41 85 89