



Press release

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GRAND PRIX OF SPORT BUSINESS 2025

FRANCE GALOP AWARDED 3 TROPHIES INCLUDING THE 2025 GRAND PRIX OF SPORT BUSINESS FOR “HORSES IN THE CITY”



The Grand Prix of Sport Business recognises the best initiatives and activations led by public and private stakeholders in support of sport and its ecosystem in France. The 2025 Awards Ceremony took place last night at the CNOSF. France Galop was prominently recognised, receiving three trophies, including the 2025 Grand Prix of Sport Business for its public initiative « Horses in the City », which took place on 4 and 5 at the Place de la Concorde in Paris September under the high patronage of the Ministry of Agriculture. The event was supported by the Paris City Hall, the FNCH (French Federation of Horse Racing), the AFASEC (Association for training and social support of horse racing staff) and the association « Au-delà des Pistes » (association that promotes the re-training of racehorses in France).

France Galop received the following awards :

- **Grand Prix of Sport Business 2025** for the “Horses in the City” event
- **Prix Or**, the Gold Award for the best event activation in support of sport
- **Prix Argent**, the Silver Award for Best Marketing by a sports organisation, for its *sportainment* strategy to reconnect the French public with horse racing

Guillaume de Saint-Seine, the President of France Galop said : “*France Galop and all the teams are very honoured to receive these three trophies that recognise our daily commitment to horse racing and our ability to create engaging experiences around major racing events. With the inaugural edition of « Horses in the City » we aimed to engage Parisians at the Place de la Concorde, in line with our mission to bring racing back into the hearts of the French people. These awards bring pride to the entire industry and inspire us to keep offering unique experiences at our racecourses.*”

About France Galop : France Galop is an association with a public service mission. It organises and regulates horse racing in France with the aim of improving the racehorse breed of both, flat and jump horses, by promoting the breeding industry, ownership, and training of racehorses. It operates under the authority of the Ministry of Agriculture, Budget and Interior. Its main mission is to: organise French racing's fixture list, ensure the smooth running of racing, lead the fight against doping, help to ensure the welfare of racehorses, run the operations of the five most important national racecourses (Auteuil, Chantilly, Deauville, ParisLongchamp and Saint-Cloud) and to organise major events at these venues, including the Prix de Diane Longines, the Grand Steeple-Chase de Paris and the Qatar Prix de l'Arc de Triomphe.



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