



The Silver Horse 2020

The award for online journalism and social media in the equestrian sport

Together with the Aachen-Laurensberger Rennverein e.V. (ALRV), the German Association of Riding and Driving e.V. (DRFV) conducts the online and social media award, “The Silver Horse”, annually. The aim of the award is to further promote the enthusiasm and motivation for the equestrian sport. The award distinguishes outstanding coverage on the equestrian sport that was published on digital channels. The submitted entries are assessed by a jury comprising of an online and social media expert, last year’s winner and two representatives from the DRFV and the ALRV. The three best entries will be selected as award winners, the winning entry will be endowed with “The Silver Horse” and prize money to the value of 3,000 Euros. Second place is rewarded with 2,000 Euros and third place with 1,000 Euros.

Entries that were published from May 15th 2019 are eligible for submission.

Award announcement and terms of participation:

The submitted entry has to have been published in either German or English. Individual posts and entries as well as entire websites or overarching concepts can be proposed. Onliners, bloggers, journalists and influencers, as well editorial offices, athletes, organisers, sponsors, etc. are eligible to participate. The author, the responsible person, several authors or a group/editorial team can subsequently be distinguished. The creativity, quality, user involvement, target group affinity and relevance are assessed.

The application can be submitted via the online form at:

<https://www.chioaachen.de/en/press/the-silver-horse/>

DECLARATION OF CONSENT

On submitting your application, you consent to the Aachen-Laurensberger Rennverein e.V. (ALRV) processing your data for the purpose of the selection process for the competition, “The Silver Horse”. This data serves to contact you. Any other usage is ruled out. The data is not passed on to third parties. The data of all applicants will be completely deleted or destroyed in an audit-proof manner after conclusion of the application procedure at the latest.

