



天星调良赛事
EQUULEUS SHOWS

2015 CHINA OPEN Jumping & National Young Riders Cup Cooperation Proposal

北京天星调良国际马术俱乐部 by Equuleus International Riding Club

Sept. 2015

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Event Intro

CHINA OPEN Jumping & National Youth Riders Cup



Host: Chinese Equestrian Association (CEA)

Organizer: Equuleus International Riding Club

Co-organizers: ELLEMEN, CCTV

Date: 15-18th October 2015

Venue: Equuleus International Riding Club

Participants: Top Riders incl. International & Domestic Olympic Riders, etc.

Level: The Highest Level of Equestrian Events in China



Hosting Club Intro

Equuleus International Riding Club



- ★ **Recognized as the Best Domestic Equestrian Events Operation Center**
- ★ Young riders and adults alike from 45 countries and regions are training regularly at Equuleus
- ★ More than 5,000 registered members
- ★ More than 200 competitive jumping & dressage rounds are hosted each year
- ★ Equuleus' horses and riders competed 3 times in National Games & 12 times in National Championships
- ★ A great location in the central villa districts, over 40 villa districts, 2000 villas, 10 international schools nearby



Event Intro – VIP Guests



VIP Guests of Institutions, Clubs & Partners

Equine Industry:

- Embassies & Equine/Equestrian Associations of Holland, Belgium, UK, France, Canada, etc.
- Domestic & International Equine/Equestrian Corporations

Partners:

- Premier Domestic EMBA Alumni Associations & Members, e.g. Cheung Kong Graduate School of Business, Guanghua School of Management, etc.
- Premier Domestic Enterprisers Clubs & Members, e.g. HUIGU TM, etc.
- Financial Institutions & Members, e.g. CreditEase, Private Banking VIP Clients of the Bank of China & China Everbright Bank, etc.
- Premier Domestic Car Owners Clubs & Members, e.g. Bentley, Mercedes-Benz, BMW Owners Clubs, etc.
- High-end Golf Clubs & Members
- Scitech Premium Outlet Mall Members

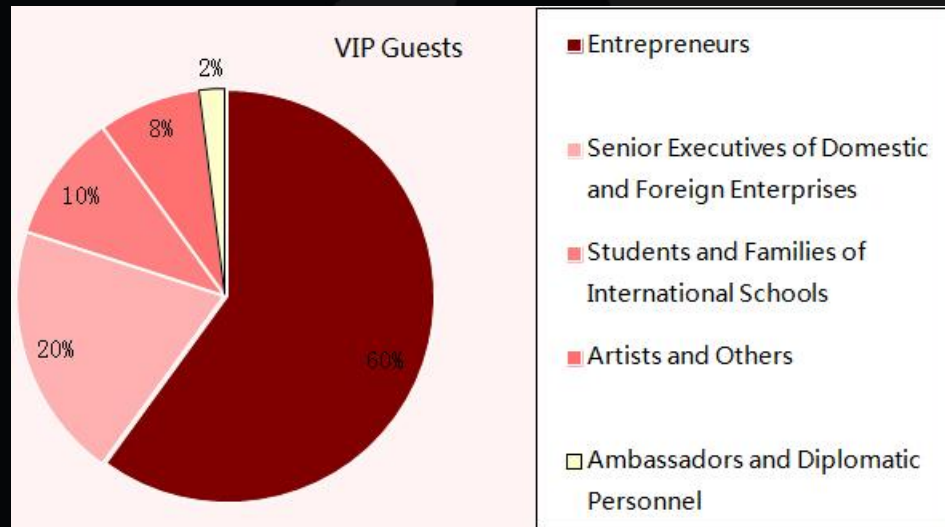


Event Intro – VIP Guests

Precise Target on High Prestige Consumers Group



- Guests & Members from 45 Countries & Regions
- Equuleus Horse Owners & Members
- Horse Owners Representatives: PU Cunxin, LI Houlin, HUANG Xiaoming, etc.
- Other Equestrian Clubs Members, Equestrian Sports Enthusiasts, Central Villa Owners ...



A Full Range of Media Coverage

Sample of Previous Media Coverage



Type	Media Coverage Data
TV Stations from Home and Abroad	CCTV-4, CCTV-5, CCTV-5+, CCTV-9, BTV-Sports, intl. State TVs such as CNN, Agence France Presse, Canal+, etc.
Websites & New Media	Sports Channels of the Premier Web Portals Sina.com, Sohu.com, 163.com, People.com.cn & Domestic Popular APPs, Sports Featured WeChat, Micro-blog, etc.
Broadcast	China Radio International, China National Radio, Beijing Traffic Radio
Equestrian Media	Equestrian Print Media, Webs, WeChat, Micro-blog Equuleus Official Web www.equiriding.com , Real-time Reporting via Official WeChat & Micro-blog
Mass Media	Mainstream Newspapers & Magazines, such as ELLEMEN, TARGET, China Daily, Global Times, Car & Driver, FEMINA, COSMO, ESQUIRE, etc.



If you want to:

- Focus on Sophistication
- Target on High Net Worth Consumers
- Promote an Elite Lifestyle
- Enhance Brand Influence and Value

**Come Join Us in Our Equestrian Event and
become our Corporate Sponsors & Partners!**

Luxury Brands & Equestrian Sports Working Hand in Hand



- The commitment of numerous well-known international brands to equestrian sports can be traced back to the pioneering origins of the company. For example, both HERMÈS and GUCCI established as a saddlery company. Their roots of affinity with horses and equestrian sports can be revealed nowadays, as the classic elements like saddle, rein, bit, etc. are central to their designs.

- Many more international brands enjoy their reputations as active partners of equestrian sports, such as ROLEX and LONGINES.

- Equestrian sports are one of the premier options for high-end brands. They are eager to promoting the development of this sport and meanwhile achieve a win-win situation by merging into the high-end consumer market of the equine world.



Large Range of Brands Interacting with Equestrian Sports



HSBC

Mercedes Benz

Volvo

Land Rover

Coca Cola

H&M

...



Overall Sponsorship Visibility Patterns



- Arena Board
- Backdrop
- Arena Fencing
- Fence
- Filler, Main Arena Entrance
- Banner, Signpost
- Trophy, Podium
- Ribbon, Presentation Cheque, Medal
- Rosette, Horse Blanket, Saddlepad
- Invitation Letter, Event Programme
- Crew Uniforms



Sponsorship Visibility Patterns

Arena Board



Ads	Position	Amount	Size
Indoor Arena	Both Sides of the North Wall of the Main Arena	8	5.83*3.13m
	Main Arena Board	31	6*1.2m
Outdoor Arena	Main Arena Board	35	6*1.2m
	Warm-up Arena Board	30	6*1.2m
Fence	Fence, Filler	8	-----
Others	Backdrop, etc.		

Sponsorship Visibility Patterns

Backdrop



Sponsorship Visibility Patterns

Arena Fencing



Sponsorship Visibility Patterns

Fence, Filler, Main Arena Entrance



Sponsorship Visibility Patterns

Trophy, Podium, Ribbon, Presentation Cheque, Medal, Rosette, Horse Blanket



Sponsorship Visibility Patterns



Banner

Signpost

Invitation
Letter

Event
Programme

Crew
Uniforms

Saddlepad





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CHINA OPEN Jumping & National Young Riders Cup Event Sponsorship Proposal

Event Sponsorship A: 8,000,000 RMB



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Sponsorship Rewards Details		Amount	Unit	Unit Price (in thousand RMB)	Value (in thousand RMB)	Remarks
Special Privilege	Title Sponsor Will Obtain the Exclusive Event Naming Rights with the Company/Brand Name				1,500	
	Event Sponsor Priority for Next Year				200	
Honor Rewards	Title Sponsor Collaboration Signing Ceremony & Press Conference				800	
	Sponsor Exclusive Exhibition Area & Cultural Forum				500	
	Sponsor's Senior Staff Will Attend the Event Major Public Activities & to be the Sponsored Event Award Ceremony Presenter				N/A	
	The Host Will Pay Tribute to the Title Sponsor Throughout the Event in Various Ways (Product Placement)	8	Time	50	400	
On-site Rewards (incl. Event Interval On-site LED screen Rolling Ads)	Special On-site Display Area During the Event	3	Booth	50	150	Booth 5*5m
	Exclusive VIP Seats & Tickets	15	Person	8	120	4-Day Event Ticket Packages
	VIP Gala Dinner	50	Person	0.3	15	
	Sponsor Brochures Display in Hosting Club During the Event & Over the Next 3 Months	1	Page	200	200	
	Exclusive Brand Tailored Fence	2	Fence	300	600	
	Main Arena Fencing Ads with 37.5% Share	18	Board	80	1,440	6*1.2m
	Warm-up Arena Fencing Ads with 37.5% Share	12	Board	50	600	6*1.2m
	Event Programme's Outside Back Cover Ad & Inside Pages Ad	1	Page	300	300	
	Exhibitor Brochure's Outside Back Cover Ad & Inside Pages Ad	1	Page	300	300	
	Sponsor's Logo on Podium & Backdrop	1		200	200	
Media Rewards on Sponsor's Name & Logo	Sponsor's Logo on Event Materials (incl. Saddlepad, Event Programme, Exhibitor Brochure, Trophy, Rosette, Horse Blankets, Crew Uniforms, etc)			500	500	
	Sponsor's Official Web Link in the Prominent Position of One of the Organizers' Official Web www.equriding.com					Media Value 10+ Million RMB
	Newspapers & Magazines, TV & Broadcast Coverage					
	Network Media Report & Special Coverage					
Event Media Partners In-depth Coverage						
In Total					7,825	

Sponsorship Rewards & Media Value Surpass 18 Million RMB

Event Sponsorship B: 3,000,000 RMB



Sponsorship Rewards Details		Amount	Unit	Unit Price (in thousand RMB)	Value (in thousand RMB)	Remarks
Special Privilege	Sponsor's Senior Staff Will Attend the Sponsored Event & to be the Award Ceremony Presenter				N/A	
	The Host Will Pay Tribute to the Sponsor Throughout the Event (Product Placement)	5	Time	50	250	
On-site Rewards	Special On-site Display Area During the Event	2	Booth	50	100	Booth 5*5m
	Exclusive VIP Seats	10	Person	8	80	4-Day Event Ticket Packages
	VIP Gala Dinner	50	Person	0.3	15	
	Sponsor Brochures Display in Hosting Club During the Event & Over the Next 3 Months	1	Page	200	200	
	Exclusive Brand Tailored Fence	1	Fence	300	300	
	Main Arena Fencing Ads	8	Board	80	640	6*1.2m
	Warm-up Arena Fencing Ads	6	Board	50	300	6*1.2m
	Event Programme's Inside Pages Ad	2	Page	50	100	
	Exhibitor Brochure's Inside Pages Ad	2	Page	30	60	
	Sponsor's Logo on Podium & Backdrop	1		200	200	
	Sponsor's Logo on Event Materials (incl. Event Programme, Exhibitor Brochure, Crew Uniforms, etc)	1		200	200	
Media Rewards on Sponsor's Name & Logo	Sponsor's Official Web Link in the Prominent Position of One of the Organizers' Official Web www.equriding.com					Media Value 8+ Million RMB
	Newspapers & Magazines, TV & Broadcast Coverage					
	Network Media Report & Special Coverage					
	Event Media Partners In-depth Coverage					
In Total					2,445	

Sponsorship Rewards & Media Value Surpass 10.5 Million RMB

Event Sponsorship C: 1,000,000 RMB



Sponsorship Rewards Details		Amount	Unit	Unit Price (in thousand RMB)	Value (in thousand RMB)	Remarks
Honor Rewards	Sponsor's Senior Staff Will Attend the Sponsored Event & to be the Award Ceremony Presenter				N/A	
	The Host Will Pay Tribute to the Sponsor Throughout the Event (Product Placement)	2	Time	50	100	
On-site Rewards	Special On-site Display Area During the Event	2	Booth	18	36	Booth 3*3m
	Exclusive VIP Seats	5	Person	8	40	4-Day Event Ticket Packages
	Sponsor Brochures Display in Hosting Club During the Event & Over the Next 3 Months	1	Page	200	200	
	Main Arena Fencing Ads	2	Board	80	160	6*1.2m
	Warm-up Arena Fencing Ads	2	Board	50	100	6*1.2m
	Event Programme's Inside Pages Ad	1	Page	50	50	
	Exhibitor Brochure's Inside Pages Ad	1	Page	50	50	
	Sponsor's Logo on Podium & Backdrop	1		150	150	
Media Rewards on Sponsor's Name & Logo	Sponsor's Logo on Event Materials (incl. Event Programme, Exhibitor Brochure, etc)	1		150	150	
	Sponsor's Official Web Link in the Prominent Position of One of the Organizers' Official Web www.equiriding.com					Media Value 5+ Million RMB
	Newspapers & Magazines, TV & Broadcast Coverage					
	Network Media Report & Special Coverage					
Event Media Partners In-depth Coverage						
In Total					1,036	

Sponsorship Rewards & Media Value Surpass 6.1 Million RMB

Event Arena Board Ads



Ads	Position	Amount	Size	Price (RMB/Ad)
Indoor Arena	Both Sides of the North Wall of the Main Arena	8	5.83*3.13m	120,000
	Main Arena Board	31	6*1.2m	80,000
Outdoor Arena	Main Arena Board	35	6*1.2m	80,000
	Warm-up Arena Board	30	6*1.2m	50,000

Event Arena Fence Ads



Exclusive Brand
Tailored Fence Ads
(For 8 Fences Only)
300,000 RMB/ Fence

Fences ads required
more time to be
built, if interested
sponsorship
proposal should be
submitted ahead of
Sept 25th 2015



Event Programme Ads



Event Programme Ads
50,000 RMB/ Page

Event Programme needs to be designed in advance, if interested sponsorship should be submitted ahead of Sept 30th 2015



Event Programme Ads

50,000 RMB/ Page

Sponsorship proposal should be submitted ahead of Sept 15th 2015



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CHINA OPEN Jumping & National Young Riders Cup

On-site Expo & Activities Sponsorship Proposal

Horse Themes Expo Value – An Integrated Resource & Social Platform



- Brands Expo Focus on Prestigious Group with Passion for Equestrian Culture and Sophisticated Lifestyle
- High On-site Exposure & Brand Value-added Advices Service,
Liaising the Brand Philosophy Precisely with the Elite Consumer Segment
- Assisting the Brands & Institutions to Access to a Specific Target Channel and Retail Market
- A highly-interactive Platform for Brands and Niche Consumers Groups



Horse Themes Expo Intro



Expo Date: 15-18th Oct 2015
Building-up Date: 7-14th Oct 2015
Place: Equuleus International Riding Club
Area: 2000m²

Exhibitors Category:

- Horse Industry: Horses, Tacks, Equipments, Medicines, Feeds, Transportation Facilities, etc.
- Embassies, Equine/Equestrian Associations, Cultural Institutions
- Sports & Health, Food & Drinks
- Real Estate, Travel
- Artworks, Collections, Personal Tailored Service
- Cars, Private Aircrafts
- Luxuries, Top-brand Garments
- Educational Institutions



Horse Themes Expo Booth & Brochure



Standard Booth Specification

9m² (3*3m)

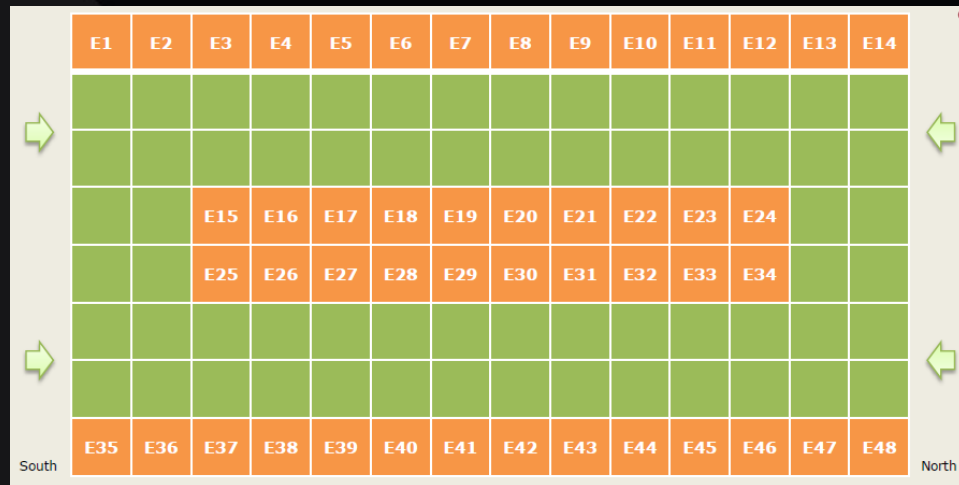
Horse Industry Booth Service Charge:
2,000 RMB/m²/4 days

Offering: Power Supply, Fascia Board with
Company Name, Table & Chairs

Exhibitor Brochure Ads
30,000 RMB/Page

*** 20% off for Reservation ahead of Sept 20th**

Booth Diagram



* Notice: The Booth Diagram is just for reference. The specific booth layout, amount, the position of the entrance and the passage should be confirmed acc. to the situation of booth reservation. Please contact us for updates.

On-site Brand Tailored Activities

Cars Display Area



Located at the Club Entrance Courtyard (Both Sides of the Fountain,
Only 2 Carports/Day) 35,000 RMB/Day



On-site Brand Tailored Activities

High-end Club Multifunctional Hall

400m² Multifunctional Hall & Terrace 50,000 RMB/4 hours
Round Table/ Long Table, Max Number of People 180;
Cocktail Party, Number of People 200-300



On-site Brand Tailored Activities

Tasting Party, Salon, Press Conference, Gala Dinner, etc.



Enclosed Exhibition Area & Outdoor Exhibition Area 50,000 RMB/4 hours





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**Welcome to Join Equuleus Event!
To Advertise our Event/ Expo/ Activities**

THANK YOU