



天星调良赛事  
EQUULEUS SHOWS

# 2015 CHINA OPEN Jumping & National Young Riders Cup

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

August 2015



# Contents



01

Background & Trend Analysis of the Intl. & Domestic Equestrian Sports

02

CHINA OPEN Jumping & National Young Riders Cup Event Intro

03

Event Intro – International & Chinese Riders Profile

04

Event Intro – VIP Guests

05

Event Intro – Various Activities

06

Event Intro – Performance

07

Event Intro – Expo

08

A Full Range of Media Coverage

09

Hosting Club Intro – Equuleus Equestrian Events Operation Team

10

Hosting Club Intro – Top Qualifications

# Background & Trend Analysis of the Intl. & Domestic Equestrian Sports



- Originating from the Nobles in Medieval Europe, Known as the Foremost Noble Sport
- Integrating Sports, Ornamental Value and Entertainment Together
- Getting Close to Nature, Taking Care for Animals
- A symbol of the Elegant Lifestyle



Queen Elizabeth II of Great Britain at Military Parade



Princess Charlotte Casiraghi of Monaco competed at 2014 Paris Gucci Masters



Zara Philips, the grandchild of Queen Elizabeth II competed at 2012 London Olympic Games



Princess Haya of Jordan served as the 14th FEI President



# Background & Trend Analysis of the Intl. & Domestic Equestrian Sports



- Horse culture has a long history in China. The image and culture connotation of horses enjoy a lofty status & auspicious meaning in the traditional Chinese culture.
- The document on promoting sports industry issued by Chinese State Council in 2014 put an emphasize on the development of equestrian sports.
- It' s a promising industry in China with a growing number of participants over the years. Acc. to the data and statistics of CEA (Chinese Equestrian Association) & BTEA (Beijing Turf & Equestrian Association), there are over 500 registered national riding clubs and more than 6 million equestrian enthusiasts throughout China.



# Background & Trend Analysis of the Intl. & Domestic Equestrian Sports



**Over 3,500 Intl. Equestrian Events approved by FEI were held in 2014**

## **Examples of Major Events:**

Event: Spruce Meadows Summer Series Canada

Date: 4 June – 6 July, 2014

Numbers of Spectators: 235,384

Total Television Coverage: 25 television programs, broadcast to over 100 countries, an overall reach of over 820 million viewers

Event: World Equestrian Games

Date: 23 August – 7 September, 2014

Record Edition with Spectators: 565,000

Total Television Coverage: 40 broadcasting deals have been signed around the event, including with national broadcasters, sports cable channels and FEI TV. The deals cover Europe, but also, importantly, emerging markets such as Dubai, Japan, South Korea, Malaysia and China

# 2015 CHINA OPEN Jumping & National Young Riders Cup



**Go Beyond the Traditional Jumping Event Concept & Taste the Beauty of the Equestrian World**

- Approved by the Chinese Equestrian Association (CEA) in August 2015
- Presented by the Highest Ranking Equestrian Club in China
- Top International and National Riders Taking Part in the Event
- Integrating Show Jumping Competitions with Classical Dressage Spectacle, Outdoor Expo, Cultural Events, Entertainment and Delicious Food
- VIP Guests from Embassies of Holland, Belgium, UK, France, Canada, etc., Domestic & International Equine/Equestrian Associations/Corporations, Premier Domestic EMBA Alumni Associations & Members, Premier Car Owners Clubs & Members, High-end Golf Clubs & Members, etc.
- A Full Range of Domestic & International Media Coverage



# Event Intro

## CHINA OPEN Jumping & National Young 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

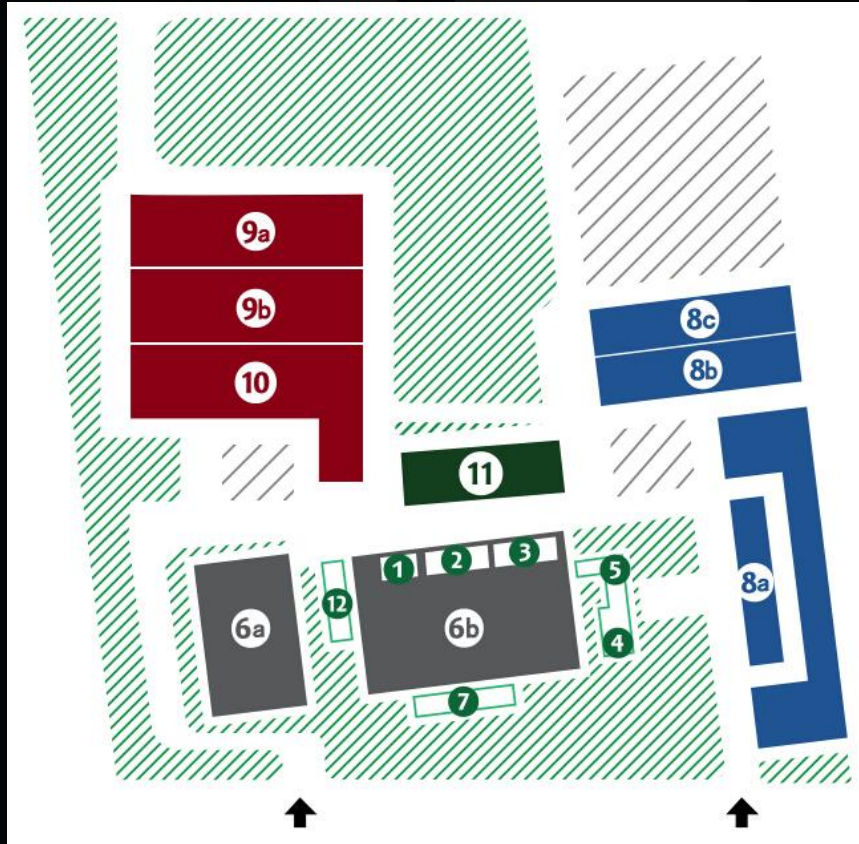


# Event Intro – Site Plan





# Event Intro – Site Plan



- ① VIP Members
- ② VVIP Sponsors
- ③ VIP Media
- ④ VIP Officials
- ⑤ Judges Box
- ⑥a Warm-up Area
- ⑥b Competition Area
- ⑦ Grand Stand
- ⑧ Stables
- ⑨a Temporary Warm-up Area
- ⑨b Schooling Area
- ⑩ Club & Office
- ⑪ Expo Area
- ⑫ Athlete Stand

# Event Intro – Schedule



**Total Prize Money: 500,000 RMB**

**Event:** CHINA OPEN Jumping & National Young Riders Cup

**Date:** 15-18th October 2015

## **Schedule:**

Oct 15<sup>th</sup> 15:00-17:20 Show Jumping Competitions

Oct 16<sup>th</sup> 8:00-18:00 Show Jumping Competitions

Oct 17<sup>th</sup> 8:00-18:00 Show Jumping Competitions

15:00-15:30 Opening Ceremony

Equuleus Equestrian Youth Foundation

Charity Fundraising Ceremony

Oct 18<sup>th</sup> 8:00-18:30 Show Jumping Competition

19:30-22:00 Gala Diner

# Event Intro

## 2015 National Young Riders Cup



- A unique national jumping event offering a special opportunity for the youth to train and improve constantly
- Event Classes incl. Ground & Cross Pole, 60-90cm and 100-115cm enabling the junior and young riders to test themselves, **to communicate with and learn from each other**





# Event Intro – International Riders (TBC)



**Jennifer Katharine Gates (USA)**  
Daughter of Bill Gates



**Ian Millar (CAN)**  
Canada National Jumping Team  
Rider, Olympic Games Team Silver  
Medal



**Jonathon Millar (CAN)**  
Son of Ian Millar, National Jumping  
Championship & National Cup  
Tournament, Silver Medal



**Amy Millar (CAN)**  
Daughter of Ian Millar, Canada  
National Jumping Team Rider



**Beezie Madden (USA)**  
USA National Jumping Team Rider, The  
1st Placed Female Rider on FEI Rankings



**Eric Lamaze (CAN)**  
Canada National Jumping Team  
Rider, Olympic Games Individual  
Gold Medal



**Ben Asselin (CAN)**  
Son of Jonathan Asselin, Canadian  
Equestrian Show Jumper



**Jonathan Asselin (CAN)**  
Sydney Olympic Games Team  
Ranking 9

# Event Intro – Chinese Riders (TBC)



## LI Zhenqiang

Olympic Rider, Representing China  
Competed in 2008 Beijing Olympic Games;  
Guangdong Team Jumper; Competed in  
Asian Games for 3 Times; Competed in  
National Games for 4 Times, Team Gold  
Medal, Individual Silver Medal for 3 Times;  
National Championship, Team Gold  
Medal, Individual Gold Medal



## ZHAO Zhiwen

Olympic Rider, Representing China  
Competed in 2008 Beijing Olympic  
Games; FEI World Cup Jumping China  
League, 140cm-150cm, Individual Gold  
Medal



## LI Yaofeng

The Only Chinese Rider Competed in  
2014 Nanjing Youth Olympic Games;  
National Youth Championship, Gold  
Medals; FEI World Cup Jumping China  
League, 120cm-130cm, Team Silver  
Medal; FEI World Cup Jumping China  
League, Horse Owner 120cm Class, Gold  
Medals for 3 Consecutive Times



## ZHANG Ke

Hubei Team Jumper; Competed in National  
Games for 5 Times, Team Gold Medal for 2  
Times; Competed in National Championship  
for 10 Times, Team Silver Medal; FEI Challenge  
Champion, Asian Zone, Gold Medal; FEI World  
Cup Jumping China League, 145-150cm Gold  
Medal



## YANG Fujun

Hubei Team Jumper; The Only British Horse  
Society Approved BHSII in Mainland China;  
Competed in National Games for 3 Times;  
Competed in National Championship for 10  
Times, Team Silver Medal; FEI World Cup  
Jumping China League, 130cm-140cm, Team  
Gold Medal



## SHI Qi

Hubei Team Jumper; Competed in National  
Games for 2 Times, National Championship for  
8 Times; FEI World Cup Jumping China  
League, 130cm-140cm, Team Silver Medal; FEI  
Challenge Champion, Individual 3rd Place; FEI  
World Cup Jumping China League, Horse  
Owner Class, Bronze Medal

# 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

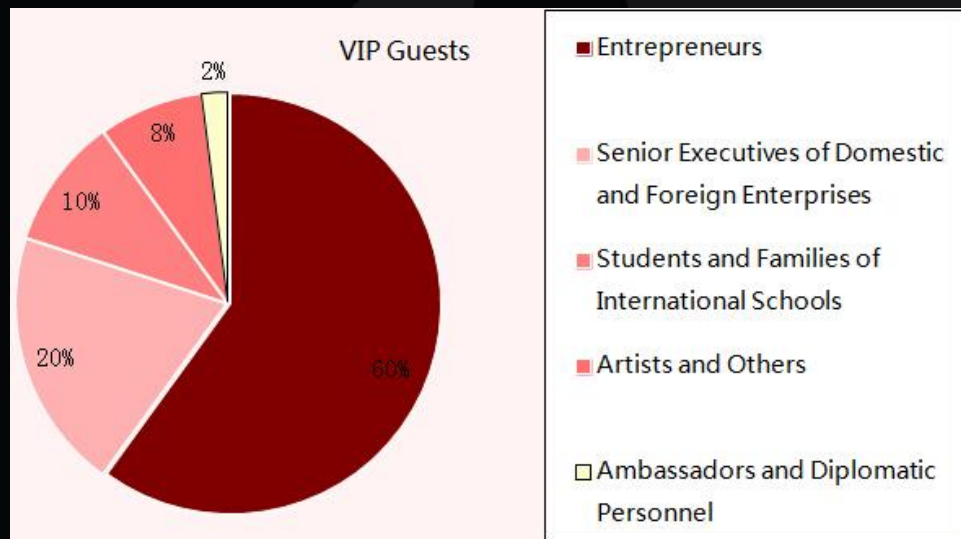


# Event Intro – VIP Guests

## 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 ...



# Event Intro – Various Activities



- Opening Ceremony
- Press Conference
- Classical Dressage Spectacle
- Dog Agility Jump
- Fashion Brands Fair
- Horse Themes Expo
- International School Youth Promotional Expo
- International & Horses Cultural Corners
- Equestrian Lecture & Forum
- Equuleus Equestrian Youth Foundation Charity Fundraising Ceremony
- Gala Dinner





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# Performance: Classical Dressage Spectacle

European Classical Dressage Masters  
Lusitano Horse from Portugal







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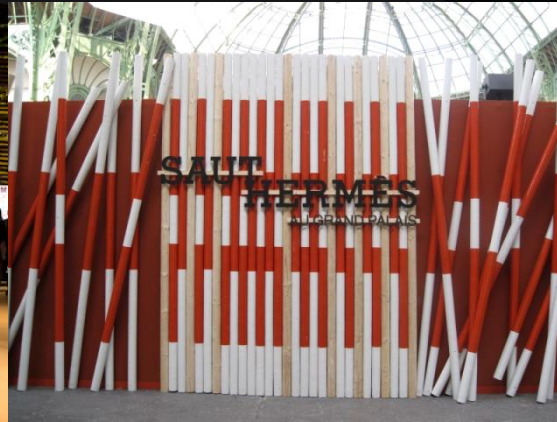
# Performance: Dog Agility Jump





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# Expo: Fashion Brands Fair





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# Expo: International School Youth Promotional Expo







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# Expo: International & Horses Cultural Corners

International & Horses Cultural Corners (Dutch Corner, Belgian Corner, British Corner etc.) received strong supports from Chinese Equestrian Association, China Horse Industry Association, British Horse Society, KWPN, BWP, British Embassy, Belgium Embassy, French Embassy, United States Embassy, Dutch Embassy etc.





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# Expo: Horse Themes Expo





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# Activity: Equuleus Equestrian Youth Foundation Charity Fundraising

Launched by the Horse Owners and Members of Equuleus International Riding Club; Fundraising by the Auction of the Donated Collections for the Youth Training and Promotional Project on Equestrian Sports







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# Activity: UCCA Youth Art Corner

Long term cooperation on the Youth Art Corner project with UCCA





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## Activity: Gala Dinner



# A Full Range of Media Coverage

## Sample of Previous Media Coverage



Media 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 <a href="http://www.equiriding.com">www.equiriding.com</a> , 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.



# A Full Range of Media Coverage

## Sample of Previous Media Coverage Value



## CCTV5 & CCTV5+ Equestrian Program Broadcasting Value For Example, Longines China Tour Shanghai Leg

TV Media	Broadcasting Time	Duration	Value (million RMB)
CCTV5+	17:30-18:30	53 mins	5.3
CCTV5	8:30-9:30 13:30-14:30	53 mins	9.15



# A Full Range of Media Coverage

## CCTV5 & CCTV5+ Broadcasting Value



LOGO on the On-site LED screen



LOGO on the Arena Boards



LOGO on the Fences

For Example: Longines China Tour Shanghai Leg  
Out of the **30 minutes** broadcasting  
Longines LOGO & related elements were presented  
**222 times & 1061 seconds**

# A Full Range of Media Coverage

## The First CHINA OPEN Jumping & National Young Riders Cup Media Value



Media Reports 77 times, Distribution 1,525,000 copies, Media Value **646,770 RMB** (updated on Aug 24th)



Media Type	Media Coverage Data	Media Value (RMB)
TV Stations	CCTV5, BTV, Channel America, Al Jazeera Satellite Channel	N/A
Network Media	Many times reports by 9 TV Stations and Video Media such as CNTV, Tencent, Youku, Tudou, etc.; 60 times reports by over 50 Network Media such as Soho.com, Sina.com, eastday.com, hexun.com, people.cn, xinhuanet.com, etc.	464,980
Print Media	Beijing News, China Daily	227,350
New Media (WeChat, Micro-blog)	WeChat Media such as Chinese Equestrian WeChat Journal, Equenews, China Equestrian Online, Shens' Equestrian, ELLEMEN, HIERSUN, UCCA, etc., Micro-blog Media such as Sina Equestrian, Global Times Travel Weekly, DALUMA.com, etc.	N/A



# Hosting Club Intro

## Equuleus Equestrian Events Operation Team



**Michelle WANG**

**Equuleus International Riding Club, Director & General Manager**

Michelle used to be an Editorial Director of Cosmopolitan China Magazine and served as the Equestrian Supervisor at BOCOG of the 29<sup>th</sup> Olympiad in 2008. Michelle has organized together with the Equuleus Team 4 national equestrian events, such as National Equestrian Elite Tournament, National Equestrian Championships, etc. and helped them to compete successfully 12 times in National Equestrian Championships and 3 times in National Games.



**Nathan SHI**

**Equuleus International Riding Club, Director**

Nathan is an entrepreneur, Equuleus Club member representative, the designer and coordinator of the new established clubhouse and the brand spokesperson and Director of Equuleus Club. His best results include team silver medal in the FEI World Cup Jumping China League 130-140cm class and individual 3<sup>rd</sup> place in the horse owner class, 3<sup>rd</sup> place in the FEI Show Jumping Challenge, 2<sup>nd</sup> place in Group A, 3<sup>rd</sup> place in Group B and 3<sup>rd</sup> place in the horse owner 120cm class of the Bird's Nest Beijing Masters.



**Fujun YANG**

**Equuleus International Riding Club, Executive Chief Coach**

Fujun YANG is the only British Horse Society approved BHSII in mainland China and has been to UK, Belgium, Holland and USA for training. He competed in 9<sup>th</sup>, 10<sup>th</sup> and 12<sup>th</sup> National Games, in National Championship for 10 times and achieved team gold medal in the FEI World Cup Jumping China League.

# Hosting Club Intro

## Equuleus International Riding Club



### Top Qualifications

- ★ The Highest Ranking Riding Club in China
- ★ Premium BWP Horse Center
- ★ British Horse Society Approved Training Center
- ★ British Horse Society Approved Riding Center
- ★ British Horse Society Approved Livery Yard



# 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





# Hosting Club Intro

## Equuleus Exclusive Equestrian Events



- National (Show Jumping) Elite Tournament
- National (Show Jumping) Championship
- Equuleus & Camelot Club Cup Tournament (20 shows/ year)
- CHINA OPEN Jumping & National Young Riders Cup, etc.



# Hosting Club Intro

## Equuleus International Riding Club



### Indoor Arena

- Warm-up Arena: 32m X 70m
- Main Arena: 40m X 72m
- Newly established indoor arena, building area of 10000m<sup>2</sup> acc.to international standards for training and competition, will hold international and national high level tournaments, exhibitions and business events.



### Outdoor Arena

- Warm-up Arenas: 35m X 60m, 20m X 40m
- Main Arena: 60m X 90m
- World-class Outdoor Training & Competition Arena with FEI Approved Footing Materials
- The Only Arena for Night Competition & Training in China



# Hosting Club Intro

## Equuleus Club Facilities



Wine & Cigar Bar



Bar



Cavaliers' Suites



Ball Room



Equ Dining



ELLA Selleria Saddlery Shop



# Hosting Club Intro

## Equuleus Exclusive Commercial & Cultural Activities





# 2015 CHINA OPEN Jumping & National Young Riders Cup

Event Title Sponsorship  
On-site Visibility Sponsorship  
On-site Expo Sponsorship  
Commercial & Cultural Activities

Come Take Part in Equuleus Event & become our Corporate Sponsors & Partners!