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
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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: ELLEMEM, 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
⑥ Warm-up Area
⑥ Competition Area
⑦ Grand Stand
⑧ Stables
⑨ Temporary Warm-up Area
⑩ Schooling Area
⑪ Club & Office
⑫ Expo Area
⑬ Athlete Stand
Event Intro – Schedule

Event: CHINA OPEN Jumping & National Young Riders Cup
Date: 15-18th October 2015

Schedule:

- Oct 15th 15:00-17:20 Show Jumping Competitions
- Oct 16th 8:00-18:00 Show Jumping Competitions
- Oct 17th 8:00-18:00 Show Jumping Competitions
  15:00-15:30 Opening Ceremony
  Equuleus Equestrian Youth Foundation
  Charity Fundraising Ceremony
- Oct 18th 8:00-18:30 Show Jumping Competition
  19:30-22:00 Gala Diner

Total Prize Money: 500,000 RMB
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

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

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

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

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

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

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

Jonathan Asselin (CAN)
Sydney Olympic Games Team Ranking 9
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

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

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

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

ZHANG Ke
Hubei Team Jumper;
Competed in National Games; FEI World Cup Jumping China League; 140-150cm Individual 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 – Chinese Riders (TBC)
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 ...

VIP Guests

- Entrepreneurs
- Senior Executives of Domestic and Foreign Enterprises
- Students and Families of International Schools
- Artists and Others
- Ambassadors and Diplomatic Personnel
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
Performance: Classical Dressage Spectacle

European Classical Dressage Masters
Lusitano Horse from Portugal
Performance: Dog Agility Jump
Expo: Fashion Brands Fair
Expo: International School Youth Promotional Expo
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.
Expo: Horse Themes Expo
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
Activity: UCCA Youth Art Corner

Long term cooperation on the Youth Art Corner project with UCCA
Activity: Gala Dinner
## A Full Range of Media Coverage

### Sample of Previous Media Coverage

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

<table>
<thead>
<tr>
<th>TV Media</th>
<th>Broadcasting Time</th>
<th>Duration</th>
<th>Value (million RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCTV5+</td>
<td>17:30-18:30</td>
<td>53 mins</td>
<td>5.3</td>
</tr>
<tr>
<td>CCTV5</td>
<td>8:30-9:30</td>
<td>53 mins</td>
<td>9.15</td>
</tr>
</tbody>
</table>
A Full Range of Media Coverage
CCTV5 & CCTV5+ Broadcasting Value

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)

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Media Coverage Data</th>
<th>Media Value (RMB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Stations</td>
<td>CCTV5, BTV, Channel America, Al Jazeera Satellite Channel</td>
<td>N/A</td>
</tr>
<tr>
<td>Network Media</td>
<td>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.</td>
<td>464,980</td>
</tr>
<tr>
<td>Print Media</td>
<td>Beijing News, China Daily</td>
<td>227,350</td>
</tr>
<tr>
<td>New Media (WeChat, Micro-blog)</td>
<td>WeChat Media such as Chinese Equestrian WeChat Journal, Equnews, China Equestrian Online, Shens’ Equestrian, ELLEMEN, HIERSUN, UCCA, etc., Micro-blog Media such as Sina Equestrian, Global Times Travel Weekly, DALUMA.com, etc.</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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 29th 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 3rd place in the horse owner class, 3rd place in the FEI Show Jumping Challenge, 2nd place in Group A, 3rd place in Group B and 3rd 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 9th, 10th and 12th 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 10000㎡ 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!