



2016 Equuleus Shows Proposal

Equuleus International Riding Club

Feb. 2016

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Part 1 - Event Introduction



Background



- With the exponential growth of HNWI in China over the past decades, the affluent Chinese elites have recently taken a strong interest in the horse industry as well as its related culture and tradition.
- Horse riding is seen as an elegant and elite sport in China.
- China has over 500 registered riding clubs and more than 5 million Horse enthusiasts.
- In 2014, the Chinese State Council identified the equestrian sport as one of key developmental sports to receive support.

Part 1 - Event Introduction



Equuleus Shows

- ◆ **Governing body:** Fédération Equestre Internationale (FEI)
- ◆ **Organizer :** Chinese Equestrian Association (CEA)
- ◆ **Host & Venue:** Equuleus International Riding Club
- ◆ **Participants:** Top international & domestic riders including Olympic athletes, etc.
- ◆ **Level:** Highest Level of Equestrian Events in China



Part 1 - Event Introduction



Date	Events	Competitions	Venue	Level
15 th - 17 th April 2016	Equuleus Shows	Ground & Cross Pole, 30cm-50cm, 60cm-90cm, 110cm-115cm, 120cm-125cm, 130cm -135cm, 140cm-145cm	Indoor	FEI CSI 1*
14 th - 16 th October 2016	Equuleus Shows	Ground & Cross Pole, 30cm-50cm, 60cm-90cm, 110cm-115cm, 120cm-125cm, 130cm -135cm, 140cm-145cm	Outdoor	FEI CSI 2*



Part 1 - Event Introduction



Event Highlights

- ◆ International riders from European and Asian countries & regions, such as the Netherlands, Hong Kong (China), Japan, Korea, Singapore and Thailand.
- ◆ First equestrian festival ever held in the equestrian sport competition industry in China.



Part 1 - Event Introduction



Event Highlights Review 2015

- ◆ Participation of regional teams coming from all over China, Chinese famous National Riders and some famous foreigners riders (for ex. Vincent Voorn...).
- ◆ Numerous exhibitors from various industries such as chartered helicopters, luxury cars, equestrian equipment and high-end bespoke garment.
- ◆ Performance and interaction with the “War Horse” (stage play) team.
- ◆ International professional show management team.
- ◆ Prestigious and distinguished audience, international equestrian associations, embassies, celebrities, international schools, etc.
- ◆ Equestrian seminars by international experts.
- ◆ Charity Gala Dinner





Event plan for the next 5 years

- ◆ 2 Equuleus Shows per year, from 2016 to 2020.
- ◆ Aiming to become a well-known international equestrian tournament operator for the Asia Pacific Region.
- ◆ A minimum of 5% annual increase in prize money.
- ◆ Developing further collaboration and partnership with horse lovers, owners and riders from China.
- ◆ Spring-Autumn Equestrian Festivals.
- ◆ One Indoor and one outdoor show from 2016.
- ◆ Focusing on the development and promotion of equestrian sport in Asia.

Part 2 - Equuleus International Riding Club



Equuleus: a leading equestrian partner

Established in 1999, known as the best riding club in Mainland China

- ★ The only British Horse Society Approved Training & Examination Center in mainland China
- ★ The only British Horse Society Approved Livery Yard in mainland China
- ★ The only British Horse Society Approved Riding Center in mainland China
- ★ The only Premium BWP (Belgian Warmblood Studbook) Horse Center in China



Part 2 - Equuleus International Riding Club



Equuleus: a leading equestrian partner

- Over 5,000 registered members with 95% classified as High Net Wealth members. Youth and adult riders from 45 different countries and regions training regularly at Equuleus.
- Top world-class venues (with FEI Approved footing) for equestrian events.
 - Main indoor venue: 40m * 72m
 - Indoor warm-up venue: 32m * 70m
 - Main outdoor venue: 60m * 90m, the only one in China with 6 floodlights suitable for night competitions & training
 - Outdoor warm-up venue: 60m * 35m
- Equuleus equestrian team is among the top professional teams in China, winning the Team Silver Medal in the 2015 National Championship.
- Great location in the central villa areas, with over 40 villa districts, 20, 000 families and 10 international schools nearby.



Part 2 - Equuleus International Riding Club

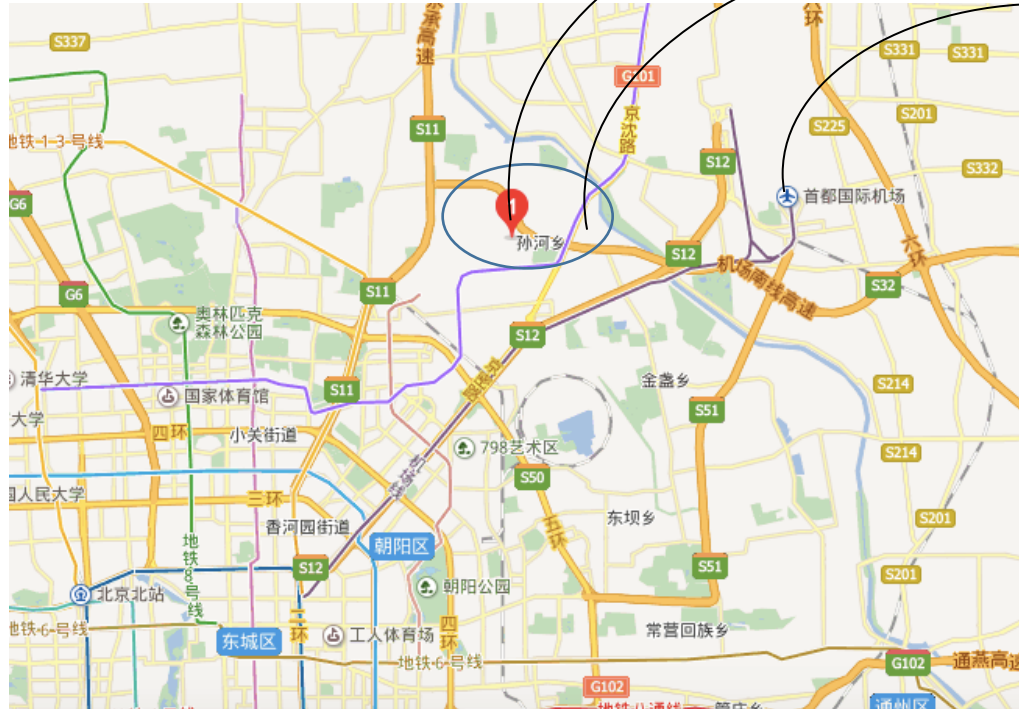


Convenient Accessibility & Transportation

Equuleus International Riding Club

Central Villa Districts

Beijing International Capital Airport



- ◆ Distance from the Airport: +/- 11km
- ◆ Distance from the Central Business District : +/- 17km
- ◆ Equuleus is located next to the Airport Highway
- ◆ Distance from the China International Exhibition Center 6.7km

Part 2 - Equuleus International Riding Club



3D Model of Equuleus Skybox



- The Skybox Complex will be completed around Spring 2016.
- There will be 6 skyboxes, which will be titled by different brands.



- The skybox will be located outside, between the warm-up arena and the main arena.

Part 2 - Equuleus International Riding Club



VIP Guests of Institutions, Clubs & Partners

Equine Industry:

- ★ Embassies & Equine Associations of Holland, Belgium, UK, USA , France, Canada, Ireland, etc.
- ★ Domestic & International Equine Corporations

Partners:

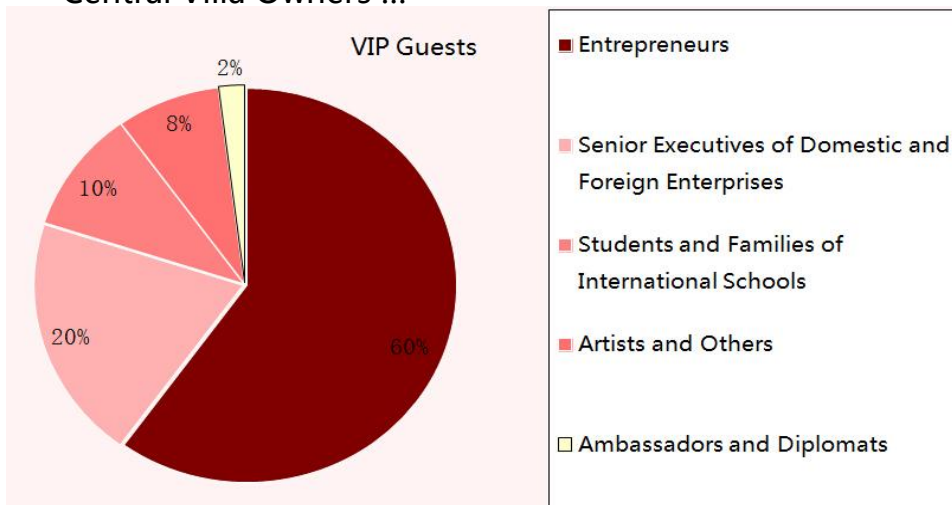
- ★ Premier Domestic EMBA Alumni Associations & Members, e.g. Cheung Kong Graduate School of Business, Guanghua School of Management, etc.
- ★ Premier Domestic Enterprisers Clubs & Members, e.g. HUIGU TM, etc.
- ★ Financial Institutions & Members, e.g. CreditEase, Private Banking VIP Clients of the Bank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

Part 2 - Equuleus International Riding Club



Targets High Net Worth Consumers

- 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 ...



Part 2 - Equuleus International Riding Club



Equuleus Equestrian Events Operations Team



Michelle WANG - Equuleus International Riding Club, Director & General Manager
Michelle was the Chief Editor of the Trends Magazine and served as Equestrian Supervisor at Beijing Organising Committee for the Olympic Games of the 29 Olympiad. Michelle has organized 6 national equestrian events, such as National Equestrian Elite Competition, National Equestrian Masters' Competition etc., and successfully led Equuleus riders to compete 14 times in National Equestrian Championship and 3 times in National Games.



Nathan SHI - Equuleus International Riding Club, Director
Nathan is an entrepreneur, Equuleus Club member representative, the brand spokesperson for Equuleus Club. His best competition results included team silver medal in the FEI World Cup Jumping 130-140cm class and individual 3rd place in the horse owner class, 3rd place in the FEI Show Jumping Challenge.



Fujun YANG - Equuleus International Riding Club, Executive Chief Coach
Fujun YANG is the only British Horse Society approved BHS Intermediate Instructor in mainland China and has trained in UK, Belgium, Holland and USA. He competed 3 times in the 9th, 10th and 12th National Games, and 13 times in the National Championship.



Gerry Kuh - Equuleus International Riding Club, Tournament Advisor
Equestrian Jumping Manager for the Beijing 2008 Olympic Games
Organizer, Technical Advisor and Competitions Manager to Top Equestrian Events in the World

Part 2 - Equuleus International Riding Club



Equuleus: Facilities



Wine & Cigar Lounge



Bar



Cavaliers' Suites



Ball Room

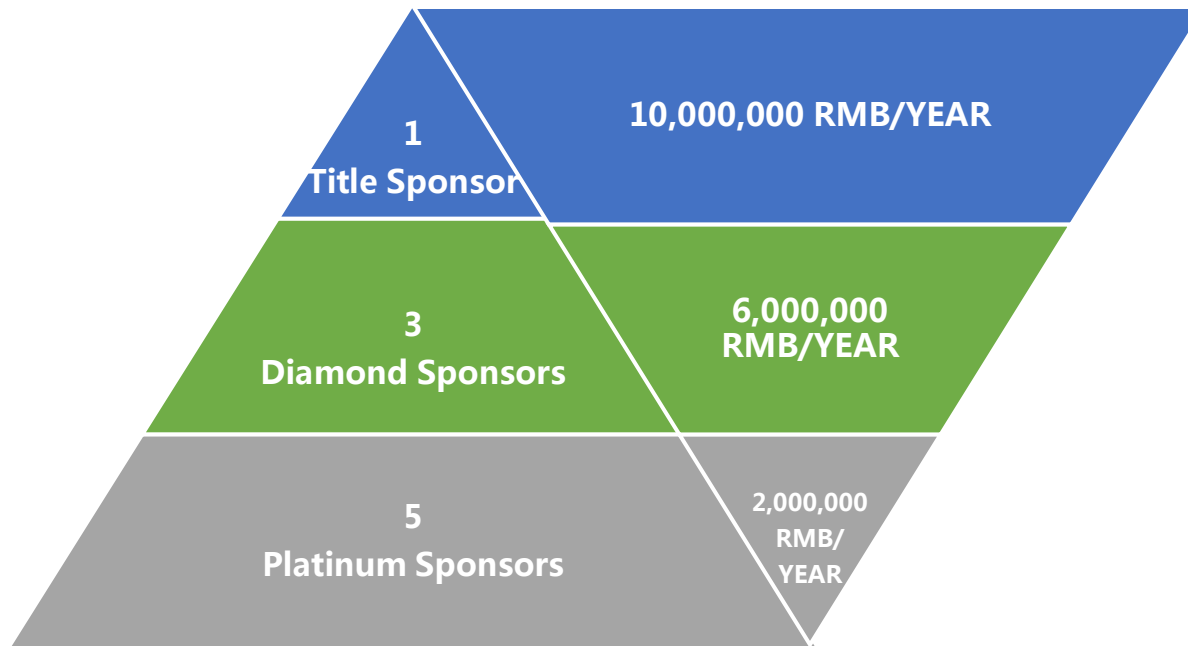


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ELLA Selleria Saddlery Shop

Part 3 – 2016 Equuleus Shows Sponsorship



Part 3 – 2016 Title Sponsor: 10,000,000 RMB



Category	Item	Description
Intellectual Property and Advertising Rights	Status	Title Sponsor
	Exclusivity	Category exclusivity
	Advertisement benefits	Display of brand name, logo, visuals, video and other materials assured at a high advertisement exposure
On-site Brand Exposure	Promotional tent	Title Sponsor will get its own promotional booth
	Obstacle	3 Title Sponsor obstacles on course
	On-site advertising boards	12 on-site advertising boards
	LED screen	Brand video / TVC of minimum 180 sec per show
	Prize giving ceremonies	Branding for prize giving ceremonies: podium, medal decoration, horse blankets, rosettes
	On-site logo exposures	Title Sponsor logo exposures: in-gate, spectator grand stand, VIP areas, warm-up arena, media area, family interactive area
	Logo exposures on backdrops	Title Sponsor logo exposures on backdrops: press conference, welcome dinner, interview area, etc
	Promotional material	Title Sponsor brand exposures on all promotional and informational materials, including show programme, daily programs, brochures, technical materials, stationery, posters, flyers, advertisements, press releases, start and ranking lists

Part 3 – 2016 Title Sponsor: 10,000,000 RMB



Category	Item	Description
Media Exposure	Please refer to the Media Plan on Page 28	
PR	Press conference	Title Sponsor will be announced as Title Sponsor during the official press conference.
		Title Sponsor has the right to enclose press kit/text in the official media kit.
	Opening ceremony & award ceremonies	Senior representative from Title Sponsor will be invited to the opening ceremony and award ceremonies.
	Sponsor PR events	Title Sponsor has the right to organize high profile PR event at additional cost.
Hospitality	Sponsor's VIP area	Title Sponsor will receive 20 VIP Lounge passes per day.
	Sponsor car passes	Title Sponsor will receive 10 parking passes per day
	General admission	Title Sponsor will receive 30 general admission tickets per day.
	Welcome dinner	Title Sponsor will receive 15 invitations for the welcome dinner / cocktail reception.
	Guest experience session	A “guest experience session” will be organized for the Title Sponsor special costumers to get to know more about the horse industry, equestrian sport, show jumping discipline and have the opportunity to have a talk with some riders.
Club Partnership	Skybox: first naming right	Title Sponsor will have the priority rights of naming one skybox
	Advertising in the clubhouse	Title Sponsor will have access to brand advertisement in the clubhouse
	Member activities	Tailor-made events for Title Sponsor members

Part 3 – 2016 Diamond Sponsor: 6,000,000 RMB



Category	Item	Description
Intellectual Property and Advertising Rights	Status	Diamond Sponsor
	Exclusivity	Category exclusivity
	Advertisement Benefits	Display of brand name, logo, visuals, video and other materials assured at a high advertisement exposure
On-site Brand Exposure	Promotional tent	Diamond Sponsor will get its own promotional booth
	Obstacle	2 Diamond Sponsor obstacles on course
	On-site advertising boards	6 on-site advertising boards
	LED screen	Brand video / TVC of a minimum 100 sec per show
	Prize giving ceremonies	Branding for prize giving ceremonies: podium, medal decoration, horse blankets, rosettes
	On-site logo exposures	Diamond Sponsor logo exposures: in-gate, spectator grand stand, VIP areas, warm-up arena, media area, family interactive area
	Sponsor logo exposure	Diamond Sponsor logo exposure on backdrops: press conference, welcome dinner, interview area, etc
	Promotional material	Diamond Sponsor brand exposure on all promotional and informational materials, including show programme, daily programs, brochures, technical materials, stationery, posters, flyers, advertisements, press releases, start and ranking lists

Part 3 – 2016 Diamond Sponsor: 6,000,000 RMB



Category	Item	Description
Media Exposure	Please refer to the Media Plan on Page 28	
PR	Press conference	Diamond Sponsor will be announced as Diamond Sponsor during the official press conference.
		Diamond Sponsor has the right to enclose press kit/text in the official media kit.
	Opening ceremony & award ceremonies	Senior representative from Diamond Sponsor will be invited to the opening ceremony and award ceremonies
	Sponsor PR events	Diamond Sponsor has the right to organize high profile PR event at additional cost.
Hospitality	Sponsor's VIP area	Diamond Sponsor will receive 15 tickets for the VIP Lounge passes per day.
	Sponsor car passes	Diamond Sponsor will receive 8 parking passes per day.
	General admission	Diamond Sponsor will receive 25 general admission tickets per day.
	Welcome dinner	Diamond Sponsor will receive 10 invitations for the welcome dinner / cocktail reception.
	Guest experience session	A "guest experience session" will be organized for the Diamond Sponsors special costumers to get to know more about the horse industry, equestrian sport, show jumping discipline and have the opportunity to have a talk with some riders.
Club partnership	Skybox: first naming right	Diamond Sponsor has priority rights of naming one skybox
	Advertising in the clubhouse	Diamond Sponsor will have access to brand advertisement in the clubhouse
	Member activities	Tailor-made events for Diamond Sponsor

Part 3 – 2016 Platinum Sponsor: 2,000,000 RMB



Category	Item	Description
Intellectual Property and Advertising Rights	Status	Platinum Sponsorship
	Exclusivity	Category exclusivity
	Advertisement Benefits	Display of brand name, logo, visuals, video and other materials assured at a high advertisement exposure
On-site Brand Exposure	Promotional tent	Platinum Sponsorship will get its own promotional booth
	Obstacle	1 Platinum Sponsorship obstacle on course
	On-site advertising boards	3 on-site advertising boards
	LED screen	Brand video / TVC of a minimum 30 sec per show
	Prize giving ceremonies	Branding for prize giving ceremonies: podium, medal decoration, horse blankets, rosettes
	On-site logo exposures	Platinum Sponsor logo exposures: in-gate, spectator grand stand, VIP areas, warm-up arena, media area, family interactive area
	Sponsor logo exposure	Platinum Sponsor logo exposure on backdrops: press conference, welcome dinner, interview area, etc
	Promotional material	Platinum Sponsorship brand exposure on all promotional and informational materials, including show programme, daily programs, brochures, technical materials, stationery, posters, flyers, advertisements, press releases, start and ranking lists.

Part 3 – 2016 Platinum Sponsor: 2,000,000 RMB



Category	Item	Description
Media Exposure	Please refer to the Media Plan on Page 28	
PR	Press conference	Platinum Sponsor will be announced as Diamond Sponsor during the official press Conference.
		Platinum Sponsor has the right to enclose press kit/text in the official media kit.
	Opening ceremony & award ceremonies	Senior representative from Platinum Sponsor will be invited to the opening ceremony and award ceremonies.
	Sponsor PR event	Platinum Sponsor has the right to organize high profile PR event at additional cost.
Hospitality	Sponsor's VIP area	Platinum Sponsor will receive 10 VIP Lounge passes per day.
	Sponsor car passes	Platinum Sponsor will receive 5 parking passes per day.
	General admission	Platinum Sponsor will receive 20 general admission tickets per day.
	Welcome dinner	Platinum Sponsor will receive 8 invitations for the welcome winner / cocktail reception.
	Guest experience session	A “guest experience session” will be organized for the Platinum Sponsors special costumers to get to know more about the horse industry, equestrian sport, show jumping discipline and have the opportunity to have a talk with some riders.
Club Partnership	Skybox: first naming right	Platinum Sponsor has the priority rights of naming one skybox.
	Advertising in the clubhouse	Platinum Sponsor will have access to brand advertisement in the clubhouse.
	Member activities	Tailor-made events for Diamond Sponsor.

Part 3 – 2016 Equuleus Shows Sponsorship



Event Arena Board Ads

Ads	Position	Amount	Size	Price (RMB/Ad)
Indoor Arena	Main Arena Board	11	5.83*3.13m	120,000
	Main Arena Banner	33	6*1.2m	80,000
Outdoor Arena	Main Arena Board	45	6*1.2m	80,000
	Warm-up Arena Board	31	6*1.2m	50,000

Part 3 – 2016 Equuleus Shows Sponsorship



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,

FOR EQUULEUS SHOWS in April: sponsorship agreement should be signed before March 20th 2016;

FOR EQUULEUS SHOWS in October: sponsorship agreement should be signed before September 7th 2016.



Part 3 – 2016 Equuleus Shows Sponsorship



Event Programme Ads
50,000 RMB/Page

Event Programme needs to be designed in advance, if interested,

FOR EQUULEUS SHOWS in April:

sponsorship agreement should be signed before March 20th 2016;

FOR EQUULEUS SHOWS in October:

sponsorship agreement should be signed before September 7th 2016.



Part 3 – 2016 Equuleus Shows Sponsorship



On-site Brand Tailored Activities

Ballroom 400m² 50,000 RMB/4 hours

Round Table / Long Table, Max Number of People 180;

Cocktail Party, Number of People 200-300



Part 4 – Media Coverage



International and National Mainstream media

- ◆ TV & Online video Domestic and International coverage
- ◆ Radio & Online broadcasting
- ◆ Print Media Magazines & newspapers
- ◆ Social Media
- ◆ Internet Media

REFER TO APPENDIX TABLES 1-4 IN APPENDIX FOR DETAILED MEDIA COVERAGE



Part 5 – Exhibitor Village Proposal



Introduction – Around the world



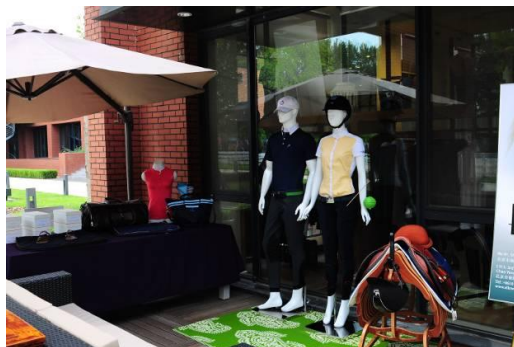
Prestigious and well-established brands have been seen all around the world in high level show jumping competitions!



Part 5 – Exhibitor Village Proposal



Introduction – Previously at Equuleus Club



All kind of exhibitors coming from different industries exclusively offering high-end products and services joined our Exhibitor Village during the 2nd Edition of the Equuleus Shows in October 2015.



Part 5 – Exhibitor Village Proposal



EQUULEUS SHOWS

Date: 15th-17th April 2016

Level: FEI CSI 1*

Indoor booth size: 6m² (3*2m), 8m² (4*2m)

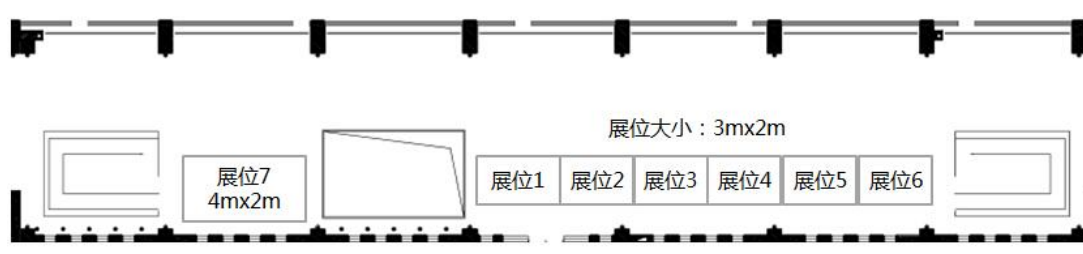
Price (horse industry): 2000 RMB/m²/3 days

Price (non-horse industry): 2000 RMB/m²/day

Electricity, chair, desk will be provided. TV can be rent.

Exhibitor Brochure Ad: 30,000 RMB/Page

* If Exhibitor agreement signed before March 20th 2016, there could be a 20% reduction on the booth price.



NB: This given floor plan might still be subject to changes.



Part 5 – Exhibitor Village Proposal



EQUULEUS SHOWS

Date: 15th -17th April 2016

Level: FEI CSI 1*

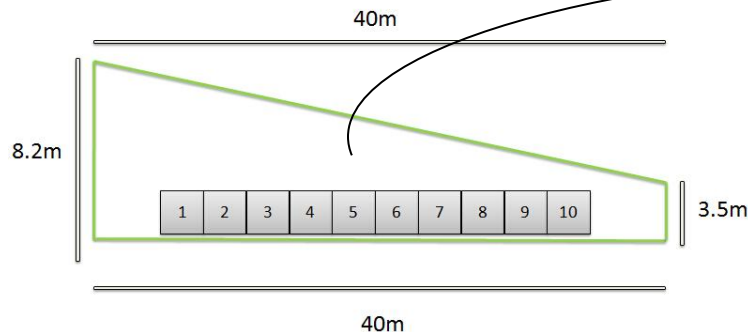
Outdoor booth size: 9m² (3*3m)

Price (horse industry): 2000 RMB/m²/3 days

Price (non-horse industry): 2000 RMB/m²/day

Electricity, chair, desk will be provided. TV can be rent.

Exhibitor Brochure Ad: 30,000 RMB/Page



* If Exhibitor agreement signed before March 20th 2016, there could be a 20% reduction on the booth price.

NB: This given floor plan might still be subject to changes.

Part 5 – Exhibitor Village Proposal



EQUULEUS SHOWS

Date: 14th-16th October 2016

Level: FEI CSI 2*

Outdoor booth size: 9m² (3*3m)

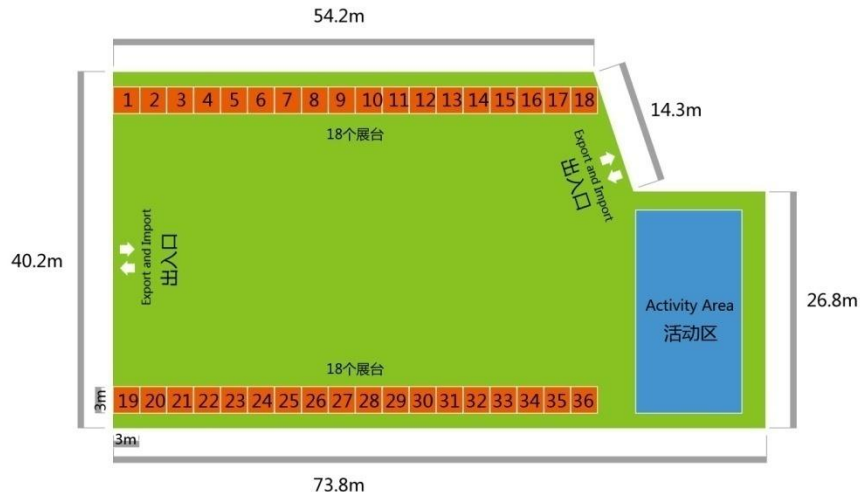
Price (horse industry): 2000 RMB/m²/3 days

Price (non-horse industry): 2000 RMB/m²/day

Electricity, chair, desk will be provided. TV can be rent.

Exhibitor Brochure Ad: 30,000 RMB/Page

* If Exhibitor agreement signed before September 18th 2016, there could be a 20% reduction on the booth price.



NB: This given floor plan might still be subject to changes.

Part 5 – Exhibitor Village Proposal



Exhibition Booth Benefits

By joining our Exhibitor Village, you will be able to enjoy:

- An exclusive and sophisticated audience composed of horse owners, members from Equuleus and other clubs, horse lovers, riders coming from all around China
- During the competition, the MC will mention and introduce the exhibitors
- Great location of the competition, located in the central villa districts (over 20 000 families) and 10 international schools in the surrounding area
- International and domestic media coverage as well as strong social media coverage
 - For example, posts and updates on Equuleus Official Wechat account and partners account during & after the show



Part 5 – Exhibitor Village Proposal



Exhibition Feedback from October 2015 - 2nd Edition of the Equuleus Shows

Feedback from the exhibitors:

91% of them highlighted the high-level service provided by the staff of Equuleus.

85% said that the general atmosphere of the competition and around the exhibitor village was really good.

80% reported having really good sales during the show.

76% of them would recommend our exhibitor village to other brands.

Ms Zhang, Manager of FranceC c v.com

"During the competition, a lot of visitors passed by our booth. People were really interested in our products (wine) and we got some good orders."

Ms Zhao, Manager of The Orient Golf & Country Club

"This event was an opportunity for us to link the golf and equestrian world, this kind of exhibition is a great occasion to promote high-end sports. We will be back next year."

Feedback from the audience:

88% would recommend the exhibition to their friends & connections.

85% reported the exhibition to be good.

80% said they would probably join the next exhibition.



Part 5 – Exhibitor Village Proposal



So if your brand is searching to :

- To have a direct and exclusive access to the Chinese equestrian niche market
- To be able to promote your products and services to a sophisticated, refined and elegant audience
- To join a unique high-end event and competition
- To be able to exchange and network with horse lovers, riders and owners coming from all around China

**WE HOPE THAT YOU WOULD BE INTERESTED TO
TAKE PART IN OUR EVENT AND JOIN OUR
EXHIBITOR VILLAGE !**



Thank you!

APPENDIX – MEDIA COVERAGE : Table 1



Media Plan Examples: TV & Radio

Category	Media Name	Details
TV & Online Video	CCTV-4 / CCTV-5 / CCTV-5+	Live broadcasting, News report or special report
Regional Sport TV	BTV-Sport	News report or special report
Internet TV	LeTV sport / Youku	Live broadcasting or updates of the show highlights on the Equuleus channel
	Aiqiyi / Tudou, etc	Preview or news report
Radio	China Radio International / China National Radio / Beijing Traffic Radio	News report or special report

NOTE: In each category mentioned above, we will provide at least one media channel. If these above-cited medias would not be available, coverage would be assured by other media channels from the same standard.

APPENDIX – MEDIA COVERAGE : Table 2



Media Plan Examples: Print Media

Category	Media Name	Details
National Newspaper	China Daily	News article (paper + website)
	Global Times	News article (paper + website)
	Beijing News	News article (paper + website)
	Titan Sports	News article (paper + website)
	Beijing Times	News article (paper + website)
Equestrian Magazine	Horsemanship	Preview and special reportage
Lifestyle Magazines	leading lifestyle magazines like Robb Report / Esquire / GQ / Noblesse	News article (paper / website)
The Expatriate Lifestyle Magazine	The most popular expatriate lifestyle magazines: Beijingkids / City Weekend / Timeout / The Beijinger	News article (paper + website)

NOTE: In each category mentioned above, we will provide at least one media channel. If these above-cited medias would not be available, coverage would be assured by other media channels from the same standard.

APPENDIX – MEDIA COVERAGE : Table 3



Media Plan Examples: Social Media

Category	Media Name	Details
Weibo	Equuleus Weibo	Preview & updates of the show highlights
	Sina Sport	Preview & updates of the show highlights
	Sina Equestrian	Preview & updates of the show highlights
	Hupu Sport	Updates of the show highlights
	Robb Report / Esquire / GQ	Updates of the show highlights
Wechat Subscription	Equuleus Wechat	Preview & updates of the show highlights
	Hupu Sport	Updates of the show highlights
NOTE: For each category mentioned above, Equuleus will provide at least one media channel. If these above-cited medias would not be available, coverage would be assured by other media channels from the same standard.		Preview & updates of the show highlights

APPENDIX – MEDIA COVERAGE : Table 4



Media Plan Examples: National Internet Media

Category	Media Name	Details
General Sport Media	Sina Sport	News report
	Sohu Sport	News report
	Netease Sport	News report
	QQ Sport	News report
	Youth. cn	News report
	China. com.cn	News report
	similar media platform	News report
Equestrian media	Cchorse. com	Preview & News report
	Horsing. org	Preview & News report
Equuleus website	www.equiriding.com	Preview & updates of the show highlights

NOTE: In each category mentioned above, we will provide at least one media channel. If these above-cited medias would not be available, coverage would be assured by other media channels from the same standard.