



天星调良赛事
EQUULEUS SHOWS

2016 EQUULEUS JUMPING OPEN EXHIBITOR VILLAGE PROPOSAL

天星调良国际马术俱乐部
Equuleus International Riding Club
2016.5





天星獨良賽事
EQUULEUS SHOWS

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Equestrian Sports Introduction

- 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.





Equuleus International Riding Club

- As the only BHS approved club and known as one of the best equestrian club in China, Equuleus has been active since its establishment in 1999 in teaching, organizing and competing in domestic and international competitions and promoting equestrian sports among young and adults Chinese riders.
- Located in the central villa district, Equuleus enjoys a great location, with easy and convenient access to transportation. Besides its world class training and competition infrastructure, the club has as well a beautiful yard and a spacious clubhouse designed by a famous architect. Equuleus also offers guest rooms, a ball-room, a restaurant, a cigar & wine bar and an on-site saddlery shop.





Equuleus International Riding Club

Equuleus International Riding Club has received international certification & approvals :

- British Horse Society Approved Training & Examination Centre
- British Horse Society Approved Riding Centre
- British Horse Society Approved Livery Yard
- Premium BWP (Belgian Warmblood Studbook) Horse Center





Equuleus International Riding Club — Facilities

Wine & Cigar Lounge

Bar

Cavaliers' Suites



Ball Room

Equ Dining

ELLA Selleria Saddlery Shop





Equuleus International Riding Club — Previous Events

- 2015 CHINA OPEN Jumping & National Young Riders Cup - Summer & Fall Editions
- 20 competitions organized yearly, each time 60 – 220 entrants combinations (covering the Chinese official competitions season)
- Dressage & Show Jumping competitions (from 80cm to 145cm)
- International and domestic professional riders, amateur riders coming from all over China, Chinese regional teams





Equuleus International Riding Club — 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 the 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

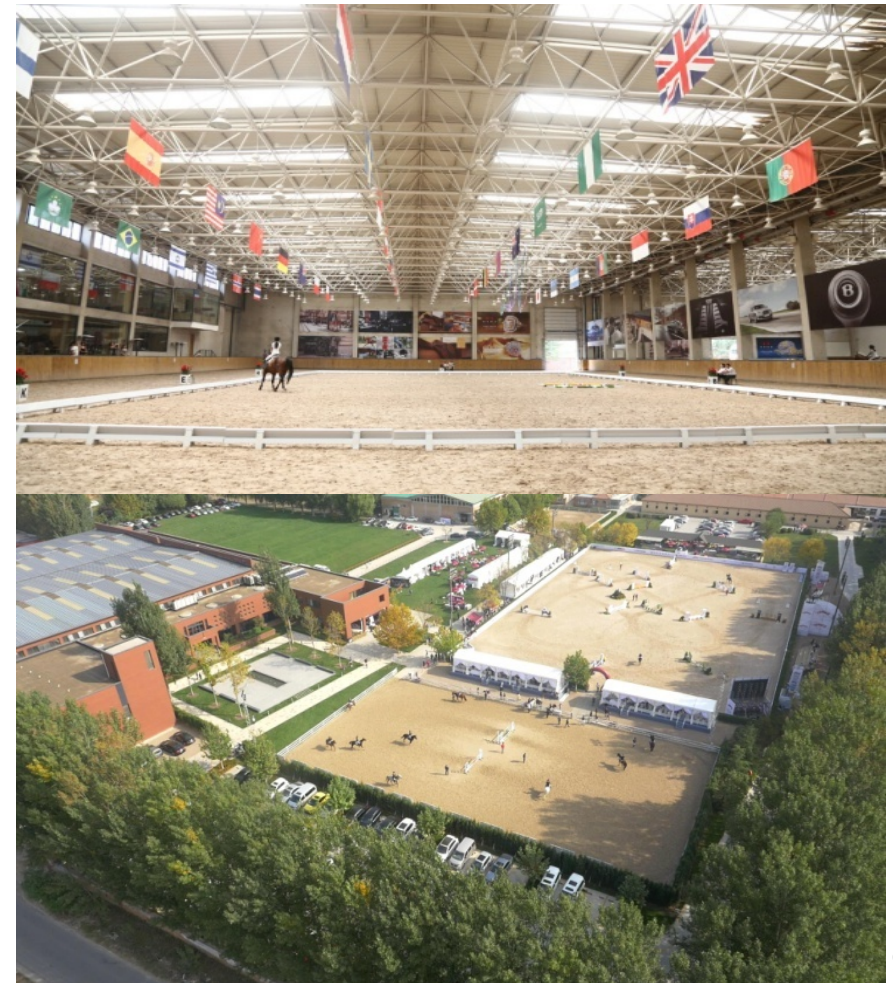
Equestrian Jumping Manager for the Beijing 2008 Olympic Games

Organizer, Technical Advisor and Competitions Manager to Top Equestrian Events in the World



Equuleus International Riding Club — World-class Venues

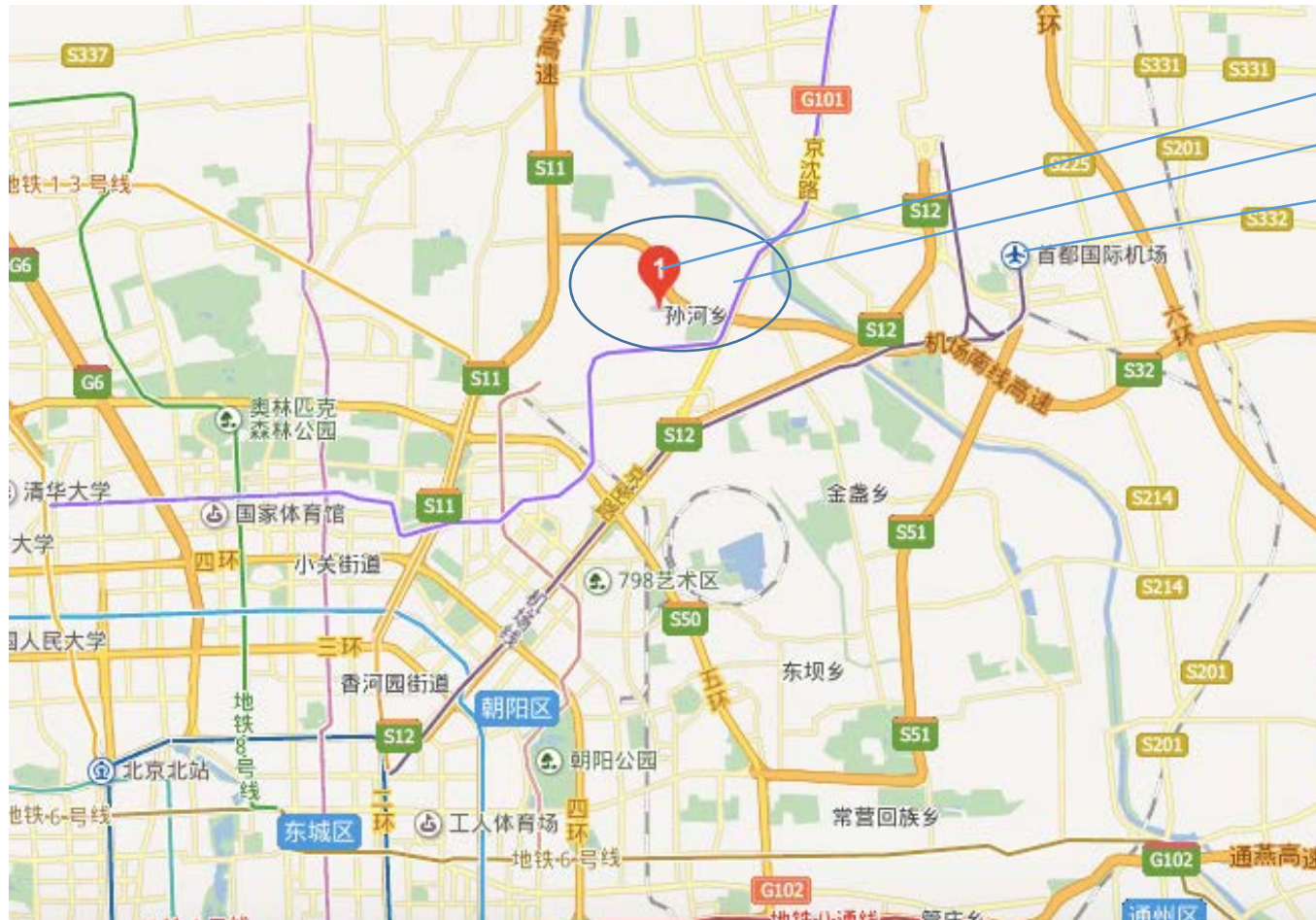
- Over 5,000 registered members with 95% classified as High Net Wealth members. Youth and adult riders from 45 different countries and regions training regularly at Equuleus.
- Top world-class venues (with FEI Approved footing) for equestrian events.
 - Main indoor venue: 40m * 72m
 - Indoor warm-up 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.





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Equuleus International Riding Club — Convenient Accessibility & Transportation



Equuleus International Riding Club

Central Villa Districts

Beijing International Capital Airport

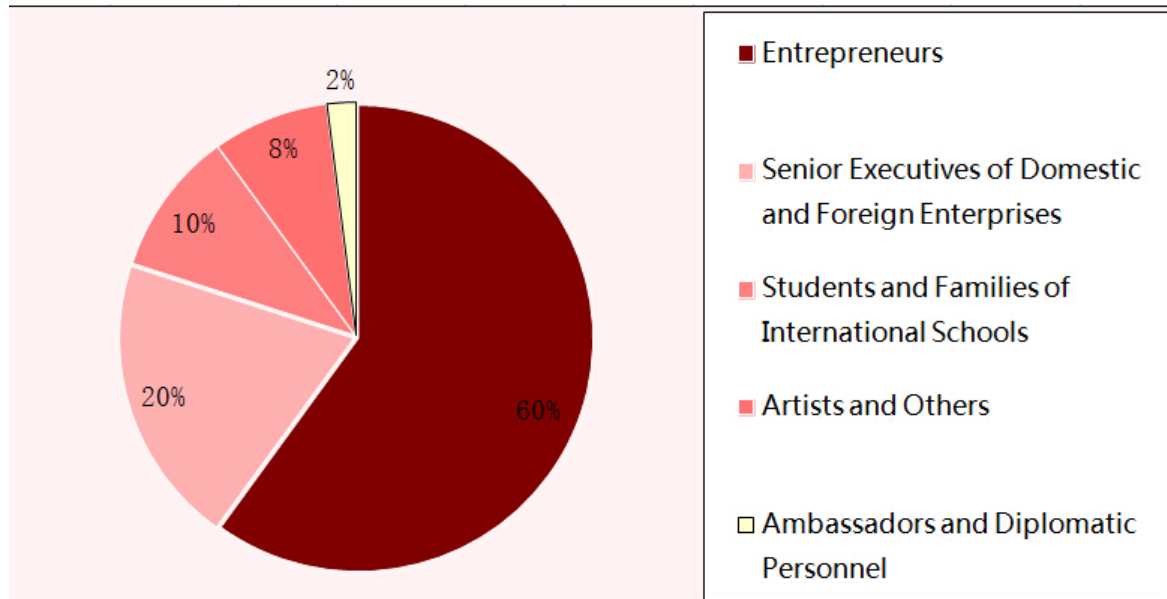
- ◆ Distance from the Airport: +/- 11km
- ◆ Distance from the Central Business District : +/- 17km
- ◆ Equuleus is located next to the Airport Highway
- ◆ Distance from the China International Exhibition Center 6.7km



Equuleus International Riding Club — Audience

EXCLUSIVE 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 ...





Equuleus International Riding Club — Special VIP Guests

VIP Guests coming from elite and prestigious 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, Audi, Maserati, etc.
- Golf Clubs & Members
- Scitech Premium Outlet Mall Members





Event Introduction

Event: Equuleus International Riding Club Jumping

Open & National Jumping League for Young Riders

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 : FEI CSI 2*

Highest Level of Equestrian Events in China

Date : 14th - 16th October 2016





Event Introduction

Date	Events	Competitions	Venue	Level
2016.10.14-16	Equuleus International Riding Club Jumping Open & National Jumping League for Young Riders	Ground & Cross Pole, 30cm-50cm, 60cm-90cm, 110cm- 115cm, 120cm-125cm, 130cm - 135cm, 140cm-145cm	Outdoor	FEI CSI 2*





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Event Introduction — 3D floor plan





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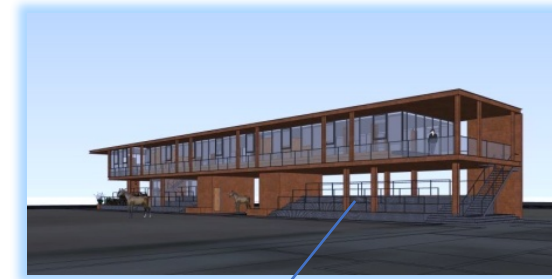
Event Introduction — 2D floor plan



- ① VIP-A Sponsor & Judge Box
- ② VIP-B Officials & Media
- ③ VIP-C Members & Athletes
- ⑤ Competition Arena
- ⑥ Warm-up Arena
- ⑦ Stables



Event Introduction — Skybox

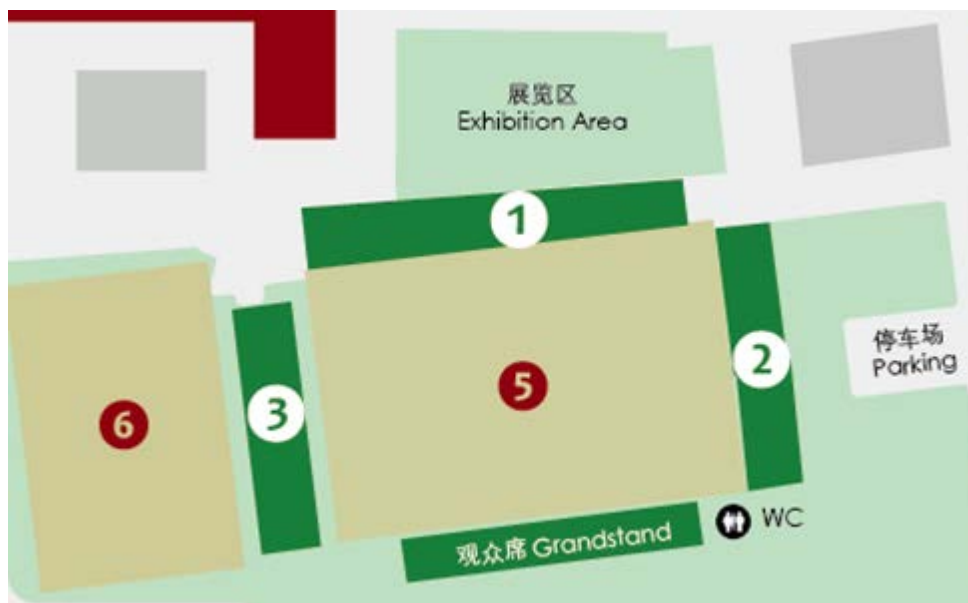


- The Skybox Complex will be completed around summer 2016.
- There will be 10 skyboxes, which will be titled by different brands.

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



Event Introduction — Tickets



- ① VIP-A Sponsor
- ② VIP-B Officials & Media
- ③ Grandstand

Tickets Prices

Item	Oct 14(FRI)/Day	Oct 15(SAT)/Day	Oct 16(SUN)/Day
Grandstand	RMB128	RMB188	RMB188
VIP-B (per person)	RMB1888	RMB1888	RMB1888
VIP-A (per skybox)	RMB30000	RMB30000	RMB30000

* VIP-A: catering is not covered.

VIP-B: Lunch and afternoon tea are covered.

Grandstand: ticket will be including one free 1 soft drink or a pack of popcorn.



All the tickets are supported by damai.cn



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Event Introduction — Activities

🐎 Opening Ceremony

🐎 News Conference

🐎 Classical Dressage Performance

🐎 Horse Painting and Sculpture Workshop

🐎 International Food Corner

🐎 Kids Fun Park

🐎 Performances

🐎 International & Horses Cultural Corners

🐎 Equestrian Lectures & Forum

🐎 Charity Gala Dinner





Event Introduction — International & Horse Cultural Corners

Equuleus received strong supports over these past years from Chinese Equestrian Association, China Horse Industry Association, British Horse Society, KWPN, BWP, British Embassy, Belgium Embassy, French Embassy, United States Embassy, Dutch Embassy, Irish Embassy etc.





Event Introduction — Art and Craft Workshop

During the competition, there will be Art & Craft workshops for children from 6 – 13 years old. Previous workshops have been given by professors from the Central Academy of Fine Arts of Beijing.





Event Introduction — Equestrian Lecture & Forum

Equestrian Lectures & Forums will be taking place during the competition. Various subjects as veterinarian seminar, equestrian show etiquette, horse welfare, sport forum, athletic rehabilitation, etc. have been approached during the past events.





Equuleus Current Partners

Most of Equuleus current partners with whom we have been collaborating with over the past years.





Exhibitor Village Proposal

Date: 14th-16th October 2016

Level: FEI CSI 2*

Booth size: 9m² (3*3m) 16m²(4*4m)

International Food Corner : 600RMB/m²/3 days

Horse Related Exhibition : 1200RMB/m²/3 days

Lifestyle Corner : 1500RMB/m²/3 days

Commercial Corner : 3000RMB/m²/3 days

- If Exhibitor agreement signed before August 16th 2016, there could be a 20% reduction on the booth price.
- If Exhibitor agreement signed before September 16th 2016, there could be a 10% reduction on the booth price.

* Please be noted that in case of barter deal, the total swap value will need to be 50% higher than the total booth value.



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



Exhibitor Village Benefits

- 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





Previous Exhibitor Village Feedback

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.

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.

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."





Charity Gala Dinner

The “To Ride To Overcome To Cherish” Charity Gala Dinner:

To help the young unprivileged generation to realize their equestrian dream by giving them the opportunity to go to university and receive professional trainings.

VIP Guests coming from elite and prestigious institutions, clubs & partners have already been involved and helping Equuleus on this project.

- Selling Charity Gala Dinner Seats & Tables
- Auction taking place during the dinner, with lots given by generous donors
- Lucky Draw
- Donation

If you are interested in this program, please contact us and we will be delighted to let you know more about this cause.





Collaboration — Tailored Fence Ads

Exclusive Brand Tailored Fence Ads (Total of Maximum 8 Brand Tailored Fences/show)
300,000 RMB/ Fence

Fences ads required more time to be built,
sponsorship agreement should be signed
before September 7th 2016.





Collaboration — Display during the Competition

- ◆ Exceptional brand exposure opportunity
- ◆ Previous partners: chartered helicopters, luxury cars, and high-end bespoke garment, real estate, etc.



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



Product display 15,000 RMB/Day



Collaboration — High Profile PR Event

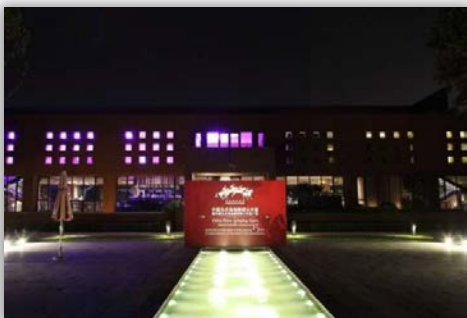
- ◆ Ballroom 400m² 50,000 RMB/4 hours
- ◆ Round Table / Long Table, Max Number of People 180
- ◆ Cocktail Party, Number of People 200-300





Collaboration — Logo Exposure

Backdrop



Arena Fencing



Trophy, Podium, Ribbon



Invitation Letter, Event Programme



Event Programme Ads

- 50,000 RMB/Page
- 30,000 RMB ½ Page

Event Programme needs to be designed in advance, sponsorship agreement should be signed before September 7th 2016.



Media Coverage — Media Plan Examples

Type	Media Coverage Data
TV Stations from Home and Abroad	CCTV-4, CCTV-5, CCTV-5+, Leports, BTV-Sports, intl. State TVs such as Eurosport, Equidia, Clipmyhorse, 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 China Daily, Global Times, ESQUIRE, Robb Report, ELLEMEN, TARGET, CAR AND DRIVER, FEMINA, etc.



2016 Equuleus International Riding Club Jumping Open & National Jumping League for Young Riders

Competition Collaboration
Exhibitor Village
Commercial & Cultural Activities

THANK YOU !



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