

Top City Classic Rally China 2016 Merchant Case





Top City Classic Rally China

Foreword

- The **first** international standard classic car rally in China.
- At most classic car brands and private car owners participated with more than **240 classic cars**.
- The only and the **first** classic cars rally which organized by FCCC Federation of Classic Car China in China.
- As one of the cooperative projects of **2022 Winter Olympic Games** in China.
- As one of the most important activities in **Shanghai Travel Festival**.
- Caused **most extensive** social concerned with the broadest media publicity in China.
- More than **2500 km route** with great scenery and challenges.





Brief History of FCCC



中華文化促進會

CHINESE CULTURE PROMOTION SOCIETY

Founded in 1992, and registered in the People's Republic of China, the Chinese Culture Promotion Society (CCPS) is a national non-governmental organization with the Ministry of Culture as its competent authorities. CCPS is dedicated to promoting Chinese culture and advancing international cultural exchanges. Its members spread across mainland China, and in Hong Kong, Macao and Taiwan, and in 16 foreign countries with large Chinese communities. It is one of the biggest and most influential cultural NGO in China.



Brief History of FCCC



长江（湘赣皖鄂）文化论坛”为长江中游四省共谋区域文化交流协



“中华文化对当代教育的意义”的“2014两岸人文对话”在杭州

中华文化对当代教育的意义

大陆：张怀西 刘梦溪 何俊 周洪宇
台湾：钱复 孙震 杨国福 朱建民

中华文化促进会 台湾太平洋文化基金会 协办：杭州市人民政府 承办：杭州中华文化促进会 杭州师范大学

2014 / 10 / 14



Federation of Classic Car China

Federation of Classic Car China has established and registered in the Chinese Culture Promotion Society (CCPS).

The opening ceremony will be on 25th March. The first representative conference will be held in Dalian in May .

We are dedicated to creating an exchange platform of domestic and foreign classic car information with various parts. For example:

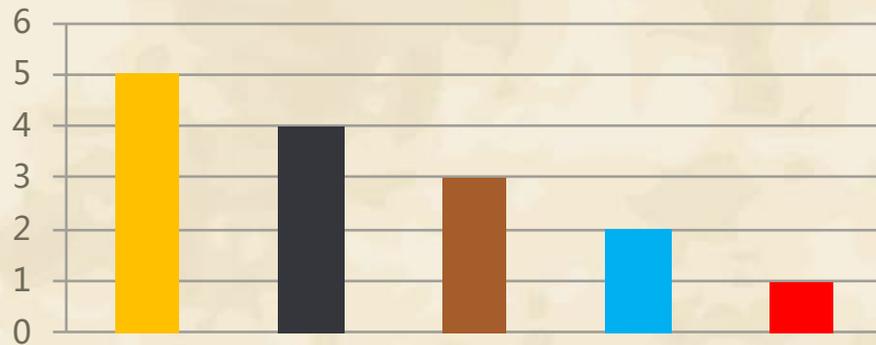
- International and Domestic Collectors
- Classic Car Repairing
- Historical & Cultural
- Museums
- Evaluation & Certification
- Collection & Investment

...

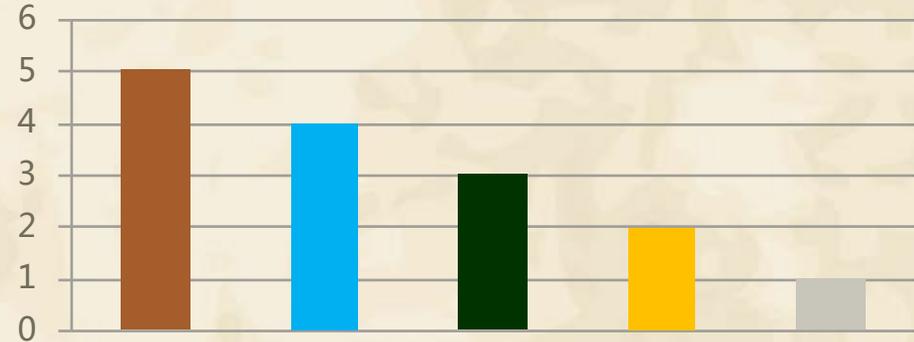


Ranking of the most concerned investment goods

The rich in China



Global

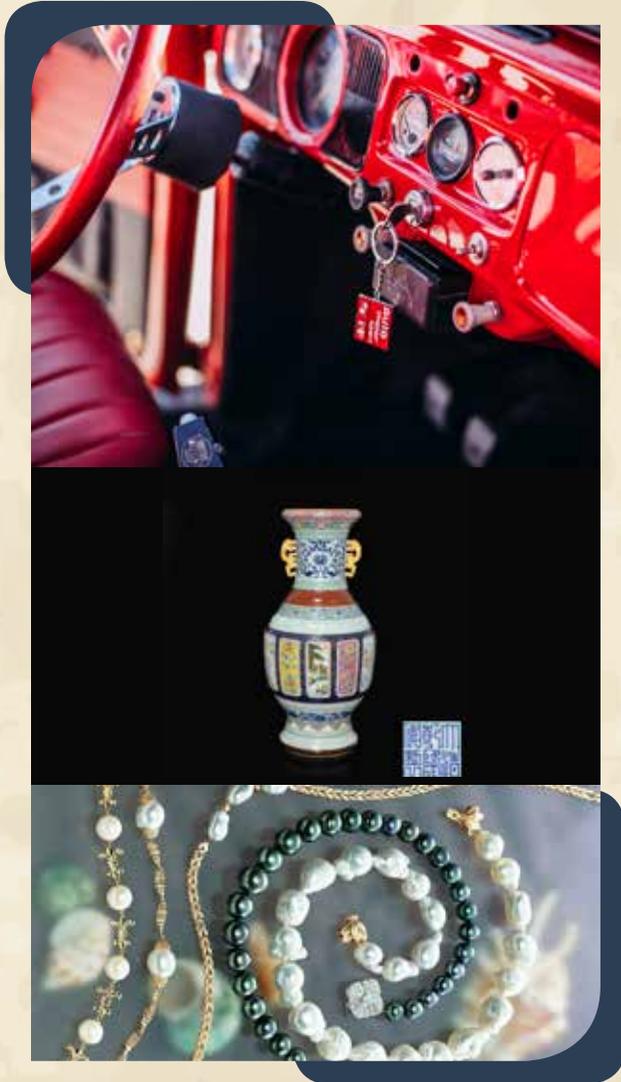


Data source: British asset management company Knight Frank
[THE WEALTH REPORT OF 2013]





Classic Cars has become the most potential investment in last 10 years



430%

183%

146%

Data source: Knight Frank China
[Luxury Investment Index KFLII]



Support from ams Team Germany

- Classic rally is one of the most popular motorsport events of the world. It has gradually become a fashionable event followed by more and more people. “Mobile Museum” has become a status symbol among motorsport enthusiasts.
- auto motor und sport ams has successfully created 3 classic rallies in Europe and introduced classic rally into China. FCCC follows the standards of German events and build Chinese classic rally brand.



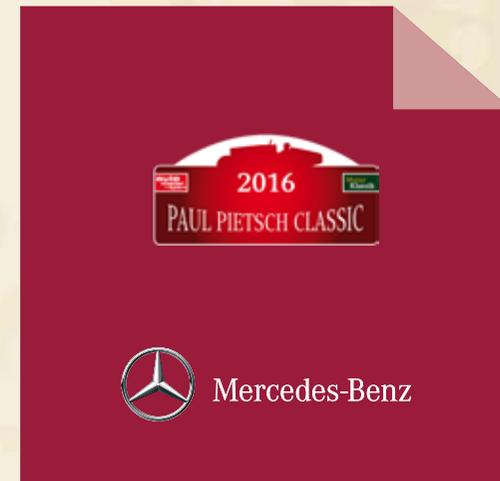
Silvretta Classic

It is one of most traditional classic rally in Europe which held in July every year. So far it has been successfully held for 18 years.



Sachsen classic

It has been treated as one of the highest standard classic rally in the world, which held in August every year. So far it has been successfully held for 13 years.



Paul Pietsch Classic

It is created in order to celebrate the 100th year birthday of Mr.Paul Pietsch (ams-founder). So far it has been held for 4 years.

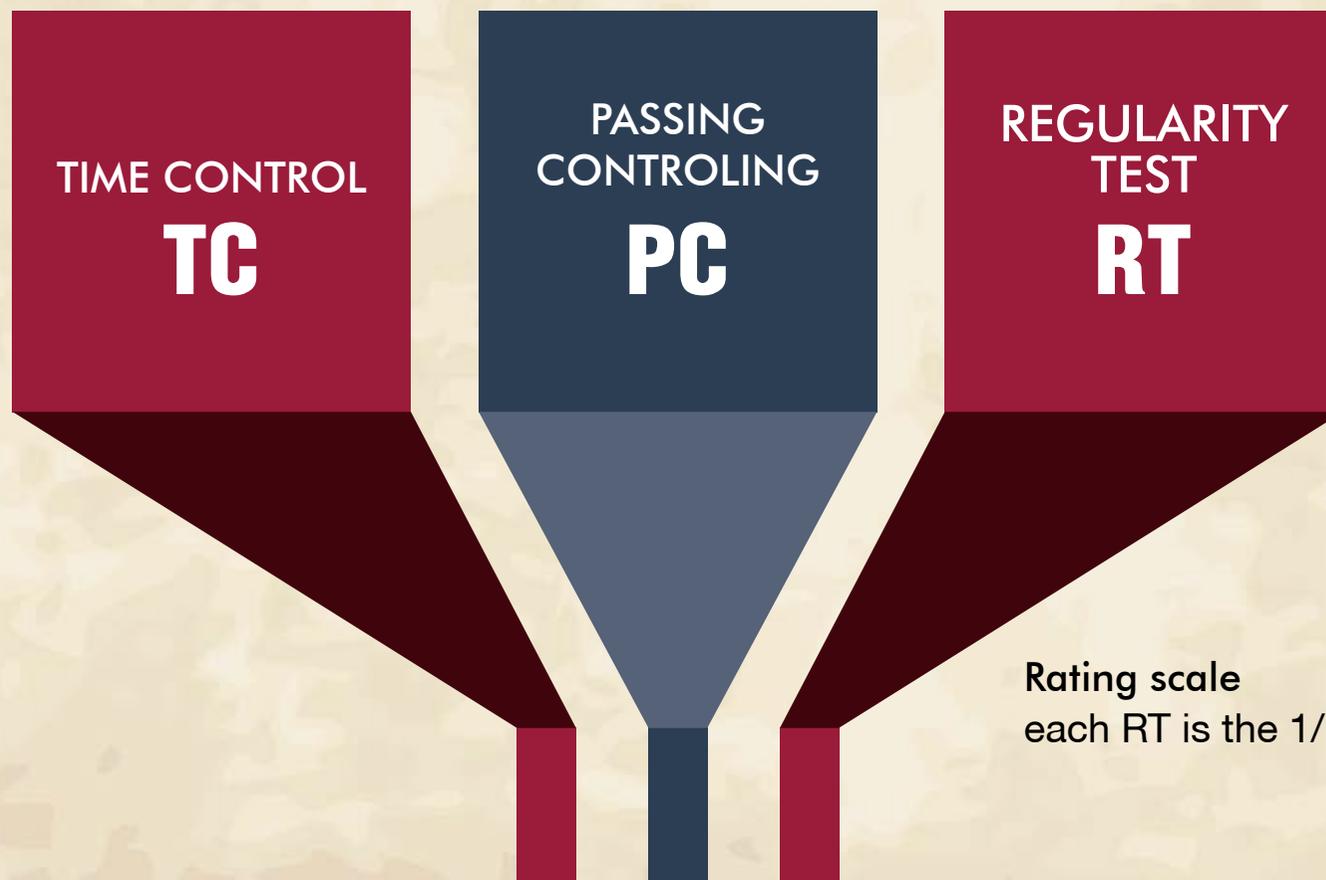


Rally System

An array of timing sections on the route, and will be monitored by the time controller.

On a PC only the passage is confirmed by stamp without time entry from the checkpoint

RT will proceed with the preset time that clarified in Road Book. And changes will be revealed on the daily Bulletin.



Rating scale
each RT is the 1/100 second



About 2015





The Out of Production Classic Cars Treasure

Porsche 911 SC Targa(1981) Porsche 911 Carrera 3.2 (1984) Lamborghini 400 GT (1967)



Audi 100 Coupé S (1973)

Bentley S1 (1958)

Škoda Felicia (1961)

Škoda Laurin Klement LK300 (1923)



Bugatti Type 35 (1926)



Business Elite



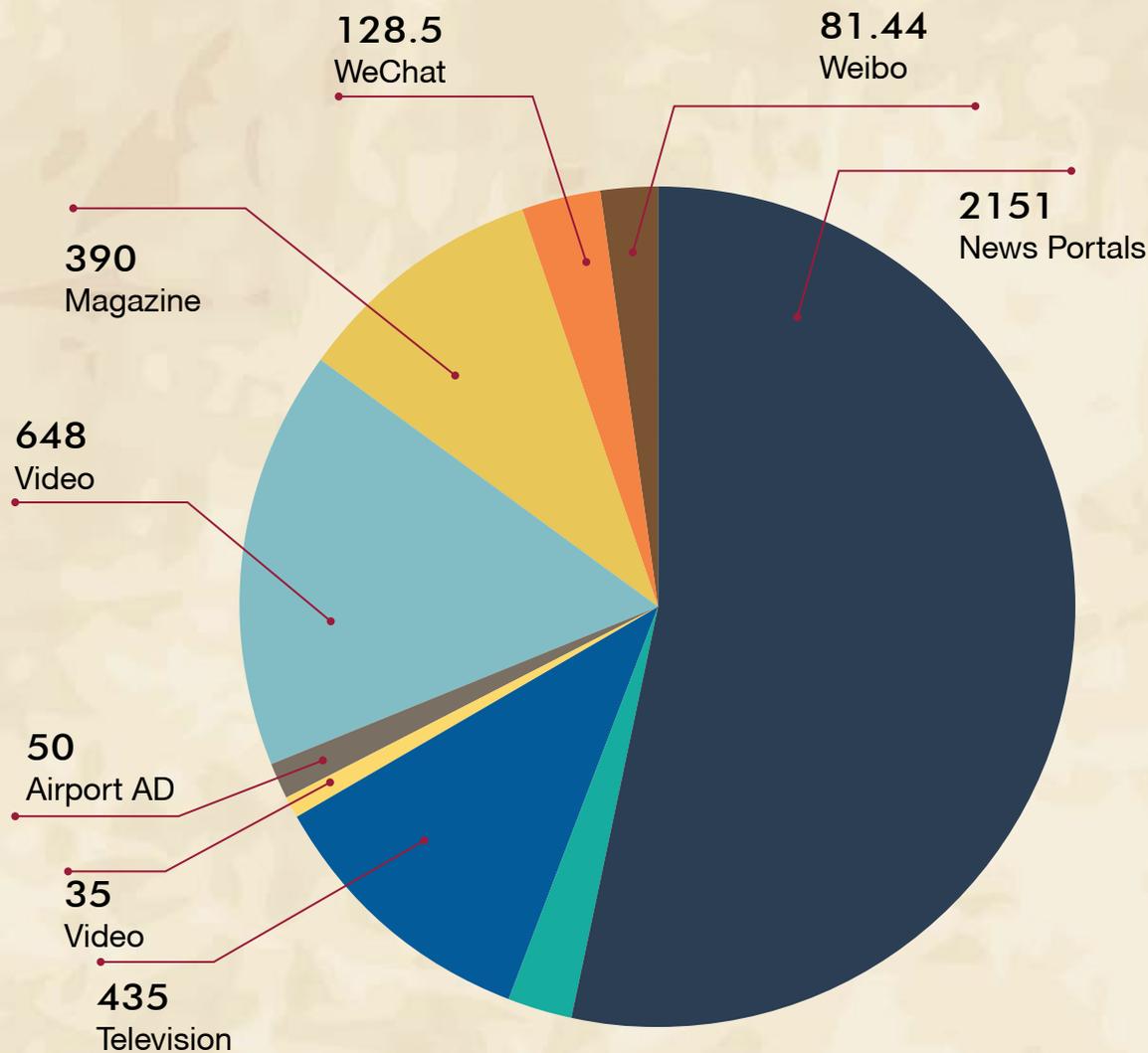


Guests

Company	Name	Title
Mercedes Benz	Nicholas Speeks/Dieter Zetsche	President & CEO (China) / CEO
Porsche	Franz Jung/Matthias Müller	President & CEO (China) /CEO
Bentley	Till Scheer/Wolfgang Schreiber	President (china) /Chairman & CEO
Lamborghini	Stephan Winkelmann	Chairman & CEO
Audi	Rupert Stadler	President
Volkswagen	Jochem Heizmann	President & CEO
Skoda	Andreas Hafemann/ Winfried Vahland	President (China) /President & CEO
Yiche	Jingning Shao	President
Phoenix New Media	Ya Li	President
Douban	Bo Yang	Originator & President



Media Cooperation



During the session of monitoring, 28 newspapers& magazines published 52 times this campaign with estimated value of RMB 4.935 million Yuan; 8 TV issued 28 times of this campaign with estimated value of RMB4.35 million Yuan; more than 830 websites issued a total of 2239 articles with estimated value of RMB 21.51 million Yuan; Total amount value of propaganda has reached RMB 40.2244 million Yuan.The publication prosperity of this campaign reflects the fact directly that the world gave much attention to the Top City Classic Rally China.

Monitor time:2015.9.10-2015.10.14

Data reference: iCBO

Unit: 10 thousands



Foreign Media Reports

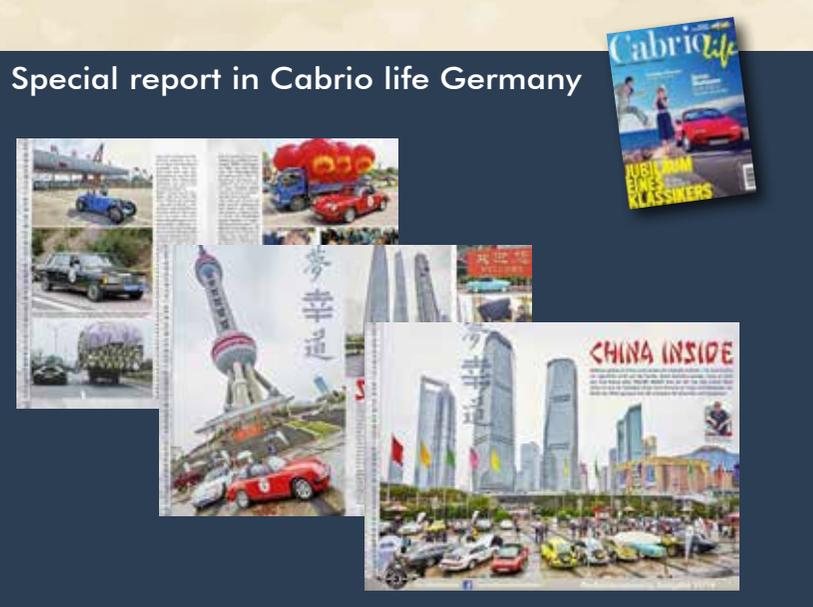
Special report in Motor Klassik Germany



Special report in TRAEUMEWAGEN



Special report in Cabrio life Germany



Ramp classics & Porsche Magazin Germany





Wider Media Cooperation





Wider Media Cooperation





About 2016





Schedule

Hainan

End of November



February~April
Warming up & Recruitment

Beijing

September 2nd-
September 4th



Shanghai

September 9th-
September 11st



Dalian
(TBD)
June

Xi'an
(TBD)
October

Chengdu
(TBD)
October



Guangdong
(TBD)
November





Timeline

RALLY BEIJING REFERENCE
SCHEDULE FOR OTHER STATION

Sep 2016

2 日

Friday

09:00 – 20:00
Accreditation and Scrutinizing
10:00
Training & Static Exhibition
20:00
Welcome Dinner

Sep 2016

3 日

Saturday

07:30 – 08:00
Opening ceremony
From 8:00
Start Line-up in Beijing
Departure time for the first car!
08:31
Start to Chonglixian
11:30 – 12:30
Break
ca. 16:00
Arrive at Day 1 terminal
(Chonglixian)
18:00 – 20:00
Classic Dinner

Sep 2016

4 日

Sunday

08:00
Start Line-up in Chonglixian
08:31
Start to Zhangjiakou
11:30 – 12:30
Break
ca.16:00
Arrive at Day 2 terminal
(Zhangjiakou)
18:00 – 20:00
Award Ceremony and Gala
Dinner

Subject to modifications by organizer



Beijing Schedule

2016.9.3
Beijing-Genting Grand



2016.9.4
Genting Grand-Zhangjiakou
Citizen Plaza

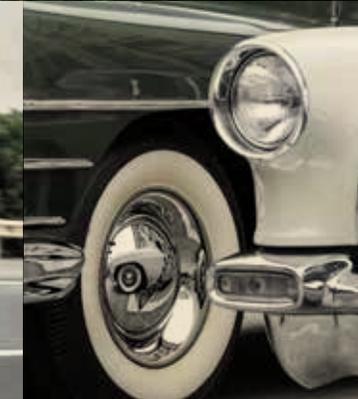


2016.9.10 Schedule:

Shanghai Auto Museum-Fuchun Resort -Qiandao Lake



Shanghai Schedule





Wuzhishan

Sanya-Wuzhishan-Lingshui-Sanya (244km)

Sanya

Lingshui

Ledong

Hainan Schedule

Sanya (Nov.)

The route in Hainan is really exciting with beautiful natural scenery and local culture.

Sanya-Ledong-Sanya (220km)

Sanya





Chengdu Schedule

Chengdu

The route in Chengdu is supposed to be challenging with mountain roads and ancient towns. We are exploring now.

Chengdu-Huanglongxi-Pengshan
-Chengdu (210km)





Awards

Award ceremony will be held after the rally, and the winning teams will be rewarded trophies or certificates in the following categories:

Overall classification



- 1. Place
- 2. Place
- 3. Place



RT
1. Place

classic rally results



The most wanted classic car of the event



The elegant sport coupe of the event



The Beauty of the event

Special Award



The legend of the event



The performance car of the event



The most wanted sports car of the event



The life style of the event



The luxury of the event



The golden finger of the event



Rally Influence

The substantial support from government

- The only classic cars rally as the 2022 Winter Olympic Games project in China
- The main auto event in Shanghai Travel Festival.
- The companion project in Jiading Oktoberfest ceremony

International brand standard

- Adhering to the German classic rally highly standard.
- The organizers have rich experience in international organizations

Highly social concern

- The only international classic rally in China.
- To be the hot issue in society.



Sponsorship Category

01

Premier sponsor:
7million/ 2 station;
5million/station
(1 Place)

03

Gold sponsor: 3
million/ 2 stations;
1.5million/ station
(4 Places)

05

Main sponsor:
0.5million/2 station;
0.3 million/station
(8 Places)

02

Superior sponsor:
5million/ 2 station;
3million/station
(2 Places)

04

Classic sponsor: 1.5
million/ 2 station;
0.75 million/station
(8 Places)

*Please check detail
privileges PDF attached .



Sponsorship Privilege

Privileges of Event Part in Top City Classic Car Rally 2016

Top City Classic Rally Sponsor Privileges 1 (On Site)

NO	Name	Detail	Premium Sponsor	Superior Sponsor	Gold Sponsor	Classic Sponsor	Main Sponsor
SPONSORSHIP							
1	Industry Exclusive		●	●	●	—	—
2	Naming Brand team	Brand team(2 cars)	●	●	●	●	—
3	Naming RT	Inside & outside venue with promotional items on site	●	●	●	—	—
4	Naming TC	1 Starting Point/1 Finishing Point (Rally section & TC stamp point and inside & outside venue)	●	●	●	—	—
5	Starting position Priority		●	●	—	—	—
6	Working vehicle exposure		●	●	●	●	●



Sponsorship Privilege

Privileges of Event Part in Top City Classic Car Rally 2016							
Top City Classic Rally Sponsor Privileges 1 (On Site)							
NO	Name	Detail	Premium Sponsor	Superior Sponsor	Gold Sponsor	Classic Sponsor	Main Sponsor
SPONSORSHIP							
Media							
1	Special in auto motor und sport China		●	●	—	—	—
2	Advertising in auto motor und sport China		●	●	—	—	—
3	Online-Site (cheping.com.cn)	Pre-warm-up	●	●	●	●	●
		Banner	●	●	—	—	—
		Logo exposure	●	●	●	●	●
		Web slider & text	●	●	●	—	—
4	ams Weibo		●	●	●	●	●
5	Yudongli Weibo		●	●	●	●	●
6	ams Wechat motor klassik China Wechat		●	●	●	●	●
7	Appointed title "Top City Classic Rally China" for promotion		●	●	●	●	●
8	Exposure in news press and relevant PR activities		●	●	●	●	●
9	Exposure in audio-visual & graphic material of the rally		●	●	●	●	●



Sponsorship Privilege

Privileges of Event Part in Top City Classic Car Rally 2016

Top City Classic Rally Sponsor Privileges 1 (On Site)

NO	Name	Detail	Premium Sponsor	Superior Sponsor	Gold Sponsor	Classic Sponsor	Main Sponsor
QUOTA of PEOPLE							
1	Rally participating qualification	Rally experience with accomodation	3	2	1	1	—
2	Classic car test ride qualification		2	1	1	1	1
3	Classic car participating qualification	2 persons per car	4	2	—	—	—
4	Speech	Starting/ closing ceremony; Dinners	1	1	—	—	—
5	Participating qualification for staffs		4	—	—	—	—
6	Welcome dinner qualification	Sponsored station	10	8	6	4	2
7	Classic dinner qualification	Sponsored station	5	4	3	2	1
8	Award dinner qualification	Sponsored station	5	4	3	2	1



Sponsorship Privilege

Privileges of Event Part in Top City Classic Car Rally 2016

Top City Classic Rally Sponsor Privileges 1 (On Site)

NO	Name	Size	Logo Size	Premium Sponsor	Superior Sponsor	Gold Sponsor	Classic Sponsor	Main Sponsor
ON-SITE ADVERTISING								
10	Logo on Car License	20cm(H)*35cm(L)	2.5cm(H)*2.5cm(L)	●	●	●	●	●
11	Logo on Uniform (driver)	T-shirt	3cm(H)*2cm(L)	●	—	—	—	—
12	Logo on Uniform (staff)	T-shirt	3cm(H)*2cm(L)	●	—	—	—	—
13	Logo on Cap		6cm(H)*2cm(L)	●	—	—	—	—
14	Logo on Bag	28cm(H)*35cm(L)	12cm(H)*7.5cm(L)	●	—	—	—	—
15	Logo on All On-site Papers	A4	3cm(H)*0.3cm(L)	●	●	●	●	●
16	Logo on Name Card	8.5cm(H)*5.4cm(L)	2cm(H)*0.4cm(L)	●	●	●	●	●
17	Logo on Umbrella		10cm(H)*10cm(L)	●	—	—	—	—



Sponsorship Privilege

Privileges of Event Part in Top City Classic Car Rally 2016							
Top City Classic Rally Sponsor Privileges 1 (On Site)							
NO	Name	Detail	Premium Sponsor	Superior Sponsor	Gold Sponsor	Classic Sponsor	Main Sponsor
EVENT							
1	Static Exhibition	A position of booth on site	3m*6m	3m*6m	3m*3m	3m*3m	---
2	Title Sponsorship of Welcome Dinner (Production on site, ads, Host broadcast etc)	Logo on Road Flag	●	●	●	●	●
		Logo on Welcome KV	●	●	●	●	●
		Logo on Registration KV	●	●	●	●	●
		Space for Boutique Show Case	●	●	●	---	---
		Small Show and Salon	●	●	---	---	---
		Enterprise Advertising on Screen	●	●	●	●	●
		Enterprise Video on site	●	●	●	●	---
3	Title Sponsorship of Classic Dinner	Same with Welcome Dinner					
4	Title Sponsorship of Award Ceremony	Same with Welcome Dinner					



Sponsorship Privilege

Privileges of Event Part in Top City Classic Car Rally 2016							
Top City Classic Rally Sponsor Privileges 1 (On Site)							
NO	Name	Detail	Premium Sponsor	Superior Sponsor	Gold Sponsor	Classic Sponsor	Main Sponsor
QUOTA of PEOPLE							
1	Rally participating qualification	Rally experience with accomodation	3	2	1	1	—
2	Classic car test ride qualification		2	1	1	1	1
3	Classic car participating qualification	2 persons per car	4	2	—	—	—
4	Speech	Starting/ closing ceremony; Dinners	1	1	—	—	—
5	Participating qualification for staffs		4	—	—	—	—
6	Welcome dinner qualification	Sponsored station	10	8	6	4	2
7	Classic dinner qualification	Sponsored station	5	4	3	2	1
8	Award dinner qualification	Sponsored station	5	4	3	2	1



Thank You

The connect: Tom Li, Vice Managing Director of FCCC

E-mail: lihuanqing@connect.com.cn

Tele: 86-138 1084 8957