



Oceans Marketing officially invites your Chamber to the 2013 Chamber of Commence Cup...



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### NTRODUCTION...

- BEIJING HAS OVER 200 INTERNATIONAL CHAMBERS OF COMMERCE AND 15,000 FOREIGN COMPANIES
- Sport is becoming a fundamental catalyst for socializing, networking and building friendships & working relationships within any community, Ex-Pat or local
- AS AN INTEGRAL PART OF A HEALTHY A MOTIVATED LIFESTYLE, EMPLOYERS ARE NOW DEMANDING MORE SPORT AND SOCIAL ACTIVITIES TO INCREASE INTEGRATION AND TEAM BUILDING
- ## In Beijing there is currently a lack of professionally organized, integrated sporting activities between foreign δ Chinese business, embassies, chambers, Trade Councils and governing bodies
- WITH THESE FACTORS TAKEN INTO ACCOUNT AND THE SPORTING NATURE OF OUR COMPANY (OCEANS MARKETING) WE HAVE DEVISED THE 2013 CHAMBER OF COMMERCE CUP 'CCC'.



### NTRODUCTION...

"A UNIQUE EVENT TO CREATE AND ACHIEVE BUSINESS, SOCIAL & SPORTING OBJECTIVES"

**#Unique - Beijing's First ever inter Chamber/Embassy Football Tournament"** 

#Communication - Bridging the gap between sport, commerce and community. Bringing different nationalities, backgrounds and personalities together through football 'Soccer'

#Targets - Help international chambers of commerce to enrich employees' and employer's sporting and cultural life through leisure and sport. Satisfying growing demands for physical fitness, team building and social aspects in and out of the work place

#Cohesion - A platform for local, national & international business's to communicate on an informal level with the gatekeepers to international business opportunities

#Consistency - Establish a yearly football tournament for the international chambers of commerce and foreign companies in Beijing. Building a platform through Football to galvanize and increase communication in Beijing's business community



# INTRODUCTION...

BENEFITS OF ENTERING THE CHAMBER OF COMMERCE CUP

BRIDGING THE GAP BETWEEN SPORT, COMMERCE AND COMMUNITY IN BEIJING

- TEAM BUILDING
- RAISE IN PROFILE OF THE CHAMBERS
- INTEGRATING IN THE LOCAL COMMUNITY
- RELATIONSHIP BUILDING

- Access to Media & sponsors
- Increase Network Channels

- COMMUNICATION BUILDING





### INTRODUCTION...

CREATING AND DIRECTING A CHANNEL OF COMMUNICATION THROUGH THE CCC TO INTERNATIONAL BUSINESS

CHAMBER OF COMMERCE CUP

SOCIAL /
COMMUNICATION

CHAMBERS OF COMMERCE

International Business
Communication

- BEIJING'S FIRST EVER
  INTER CHAMBER/
  EMBASSY FOOTBALL
  TOURNAMENT
- x2 CUP COMPETITIONS
- FREE ENTRANCE TO TEAMS, SPONSORS AND SPECTATORS
- OVER 150 ATTENDANCE
- FREE CATERING,
  REFRESHMENTS, MUSIC &
  AWARDS

- MEET WITH OVER 100 OFFICIAL CHAMBER OF COMMERCE STAFF
- LIAISE WITH MULTIPLE
  LOCAL AND NATIONAL
  SPONSORS
- INTEGRATE WITH MULTI PLATFORM LOCAL MEDIA
- INTEGRATION AND AWARENESS IN LOCAL BUSINESS COMMUNITY

- Over 10 Chambers
  INC.
  France, Euro Union,
  Brazil, Britain, U.S.,
  Australian, Mexican,
  Russian, German,
  Japan...
- OVER 100 CHAMBER
  MEMBERS PARTICIPATING
- SHOWCASE BRAND,
  SERVICES & COMPANY
  IMAGE TO A TARGETED EXPAT DEMOGRAPHIC

- MEET AND DISCUSS
  BUSINESS WITH
  INTERNATIONAL CHAMBERS
- ACCESS TO COUNTRY
  SPECIFIC BUSINESS NEWS
  AND VENTURES
- CREATE CHAMBER
  CONNECTIONS WITHOUT
  SIGNING EXPENSIVE
  MEMBERSHIPS
- News & updates on upcoming Chamber events & forums



**EVENT NAME: 2013 CHAMBERS OF COMMERCE CUP** 

**ORGANIZER:** OCEANS MARKETING

**DATE:** 8<sup>TH</sup> SEPTEMBER, 2013. 11-6PM APPROX.

**Location:** Dulwich College Beijing, Shunyi

FORMAT: 5 -A-SIDE. TEAMS PROGRESS TO A KNOCKOUT COMPETITION IN THE CHAMPIONS CUP & PLATE CUP

**RULES:** No slide tackles, No picking up ball from pass-backs to GK, no scoring from own half

REGISTRATION: EACH CHAMBER IS ALLOWED TO ENTER 1
TEAM. MINIMUM 7 PLAYERS PER TEAM
\* IF TEAM MEMBERS ARE LIMITED CHAMBERS CAN INVITE
MEMBERS FROM THEIR FELLOW EMBASSIES AND TRADE
COUNCILS

ENTRANCE FEE: FREE



## EVENT AMENITIES...

FREE EVENT AMENITIES: MUSIC & MC / ALCOHOL / FIRST-AID / TRANSPORT / TENTS / CANOPIES / PICNIC TABLES / CHANGING FACILITIES

**EQUIPMENT PROVIDED:** FOOTBALLS / KITS (EACH CHAMBER IS PROMPTED TO WEAR THEIR NATIONAL COLOURS) BIBS WILL BE PROVIDED) / POST TOURNAMENT BROCHURE & DVD PHOTO ALBUM

**TRANSPORTATION:** FREE TRANSPORT TO AND FROM THE VENUE FOR ALL TEAM MEMBERS AND FAMILY MEMBERS

REFEREES AND MEDICAL: PROVISION OF HIGH-QUALITY REFEREES AND ON SITE MEDICAL ASSISTANCE

AWARD CEREMONY & SPEECHES: TROPHIES + PRIZES TO BE AWARDED TO THE TOURNAMENT WINNERS AND 'PLATE CUP' WINNERS.

\*WE ALSO PROMOTE THE OPTION FOR SPEECHES TO BE MADE BY EACH CHAMBER.







## VENUE...

### DULWICH COLLEGE PLAYING FIELDS

Address: Legend Garden Campus, 89 Capital Airport Road, Shunyi District, Beijing

AMENITIES: GRASS OR 3G ASTRO TURF PITCH (FULL SIZE) / CANOPIES / TABLES & CHAIRS /

PICNIC TABLES & UMBRELLAS / FREE CAR PARKING / CHANGING FACILITIES /

CONTACT DETAILS: JOANNE.ROSS@DULWICH-BEIJING.CN







INCLUDING:

2x 24 SEATER COACHES

Professional Driver

BEIJING TO DULWICH SCHOOL (RETURN)

For more info on this service:

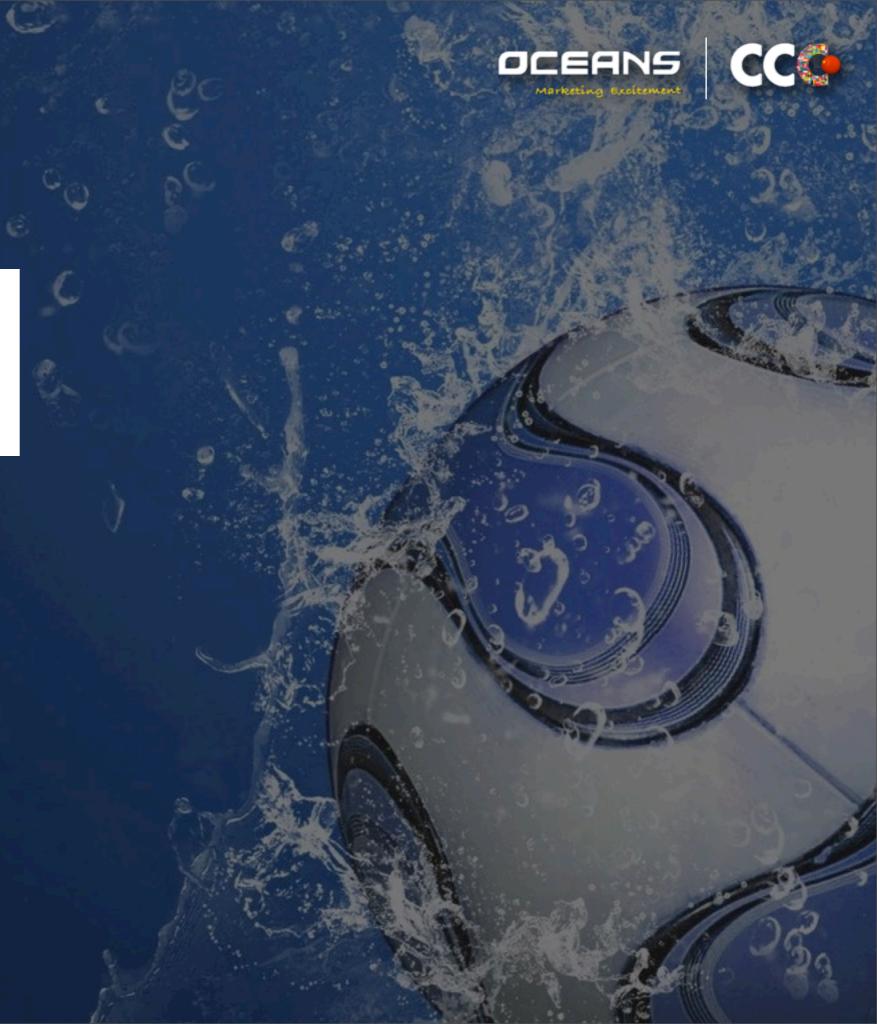
JENS.HOYDEM@LOGWIN-LOGISTICS.COM







Including:
BBQ Style Catering...
Cowboy Burgers
HotDogs
Iced Tea
\* All at half price
For more info on this service:
Fanny.Feng@Kabbsh.com



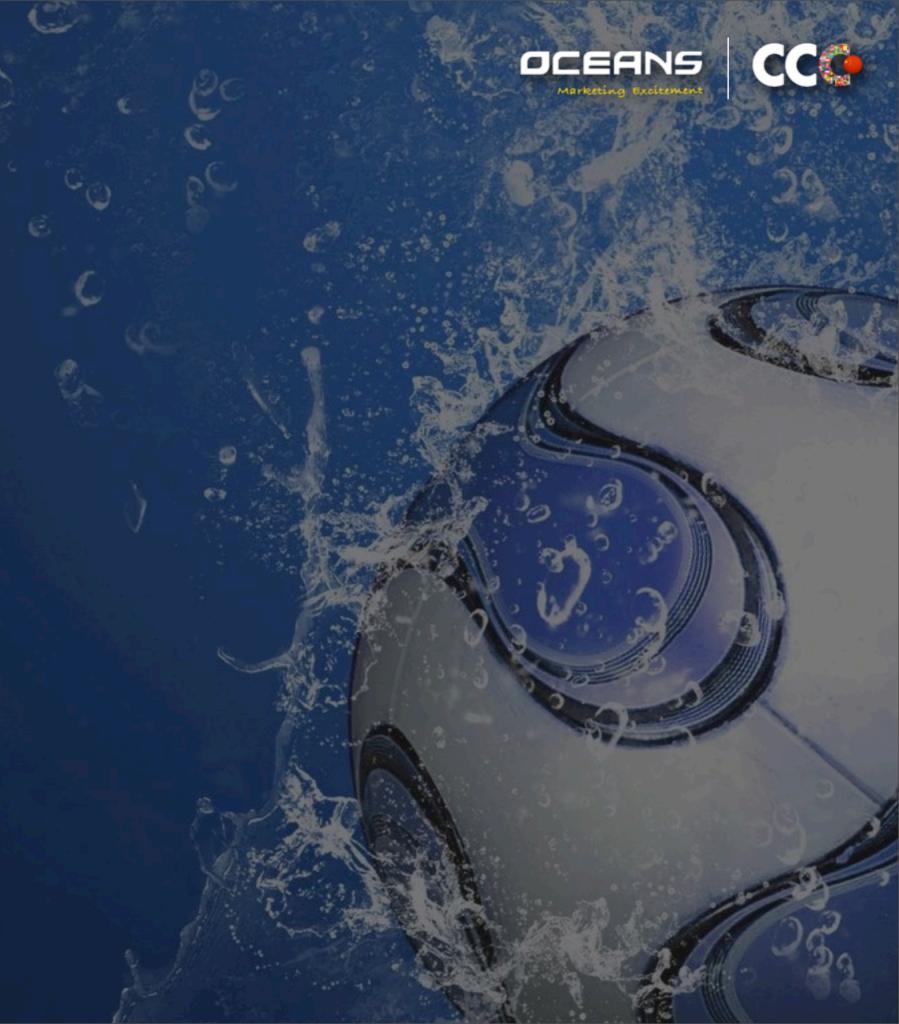




INCLUDING:

FREE DRINK FOR ALL PLAYERS
FOR MORE INFO ON THIS SERVICE:

MADSOJ@CARLSBERG.COM.HK

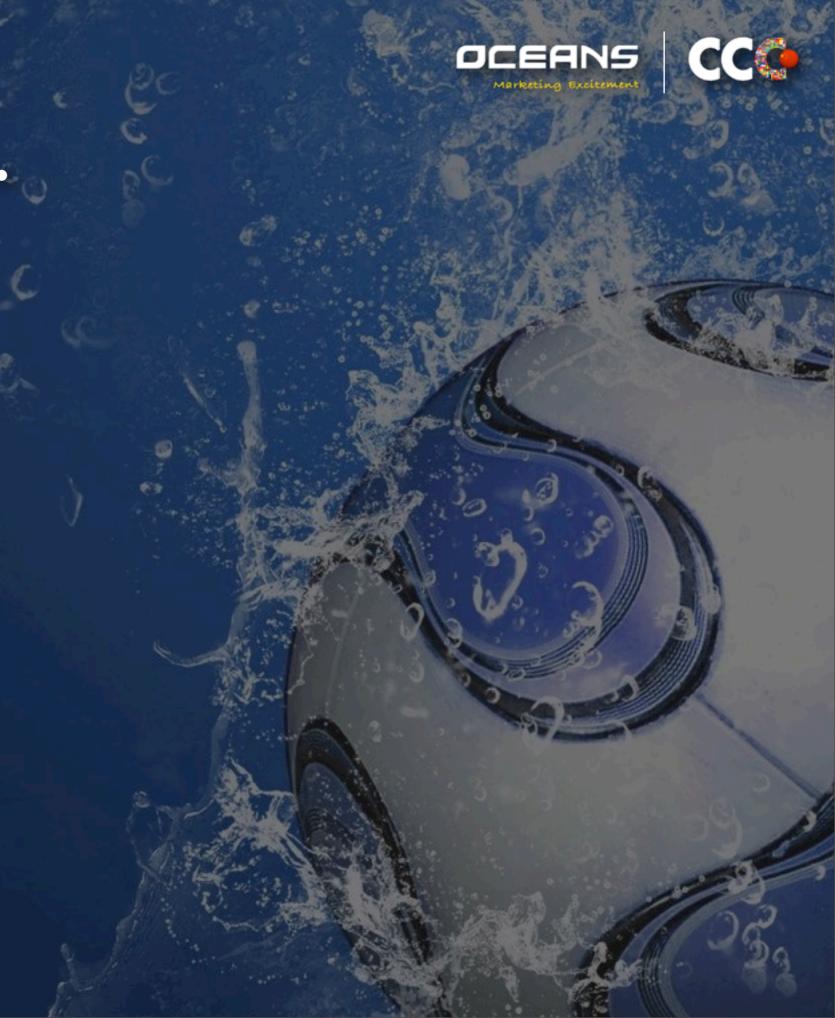






Including:

Two fully trained on-site nurses
Top-End medical equipment
Bi-lingual staff
For more info on this service:
Jack.gomer@oasishealth.cn







# ORGANIZATION & MANAGEMENT...

PROVIDED BY:

# OCEANS

Marketing Excitement

#### INCLUDING:

Sport Property & Event Management
Multi Media Communication
Sponsorship Consultancy
Property, Team & Athlete Consultancy
Media Content & Rights





# TOURNAMENT OVERVIEW...

WINNER & RUNNER UP GROUP A

WINNER & RUNNER UP GROUP B

WINNER & RUNNER UP GROUP C

WINNER & RUNNER UP GROUP D ENTER
CHAMBERS
CUP

ENTER PLATE Cup 3<sup>RD</sup> & 4<sup>TH</sup>
PLACE
GROUP A

3<sup>rd</sup> & 4<sup>th</sup>
Place
Group B

3<sup>RD</sup> & 4<sup>TH</sup>
PLACE
GROUP C

3<sup>RD</sup> & 4<sup>TH</sup>
PLACE
GROUP D







### COMMERCE CUP PRIZE

THE WINNING TEAM OF THE 2013 CHAMBER OF COMMERCE CUP WILL RECEIVE...

- \* CHAMBER OF COMMERCE CUP TROPHY
- \* Blue Frog Vouchers blue frog ##



- 10 Cowboy Burgers Vouchers
- 10 Hot Dogs Vouchers
- 10 blue frog dining vouchers each valued at 100 rmb



### PLATE CUP PRIZE

THE WINNING TEAM OF THE 2013 CHAMBER OF COMMERCE PLATE CUP WILL RECEIVE...

- \* CHAMBER OF COMMERCE PLATE CUP TROPHY
- \* ROUND OF CARLSBERG AT THE ROSEWOOD







## REGISTRATION PROCEDURE...

PARTICIPATING CHAMBERS: REGISTRATION FORMS SENT TO ALL CHAMBERS ALONG WITH TOURNAMENT INTRODUCTION

APPLICATION: ALL PARTICIPATING CHAMBERS MUST SUBMIT TEAM APPLICATIONS TO OCEANS BY AUGUST 23RD

REGISTRATION: ALL CHAMBERS REGISTERED BY AUGUST 23RD WILL BE SENT CONFIRMATION & TOURNAMENT ITINERARY







### MEDIA



News reports on mainstream print media in Beijing

THEMED REPORT ON EVENT

FOOTBALL MEDIA



### 2. ONLINE MEDIA:

REPORTS ON OCEANS AFFILIATED SOCIAL MEDIA
REPORTS ON AFFILIATED SPORTING WEBSITES

OFFICIAL SINA WEIBO: WEIBO.COM/CCUPBEIJING
OFFICIAL WECHAT: CCCUPBEIJING









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