



2015

CHINA TOURING CAR CHAMPIONSHIP
INTRODUCTION



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ATTRACT MILLIONS OF SPECTATORS WITH CTCC

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SINOPEC

YOYO

HONDA SPIRIT



01

ABOUT CTCC

- CHINA'S TOP MOTORSPORT BRAND
- COVER MAJOR ECONOMIC CITIES IN CHINA
- ARENA FOR GLOBAL CAR MANUFACTURERS
- GLOBAL TOP 500 COMPANIES SPONSOR CTCC
- TOP GLOBAL RACING
- EXPERIENCE MOTORSPORT CULTURE

CHINA

World Top Car Manufacturers
Largest Motorsport Platform

CAR

Sports, Fashion, Entertainment
Festival, New Motorsport Life

CTCC

BEST DRIVERS AND RACES
Chinese Motorsport Fans

CHINA'S TOP MOTORSPORT
BRAND

2015 CTCC CALENDAR

COVER MAJOR ECONOMIC
CITIES IN CHINA

R 8



R 7 CHENGDU CDIC/BEIJING FASC 11.8



YANCHENG YCSC 10.18

R 6



SHANGHAI SIC 9.27



ZHUHAI ZIC 8.16

R 1



GUANGDONG GIC 5.17

R 2



SHANGHAI SIC 6.7

R 3



SHANGHAI STC 6.21

R 4



KOREA KIC 7.19

ARENA FOR GLOBAL CAR MANUFACTURERS

上海大众汽车
SHANGHAI VOLKSWAGEN



东风 HONDA



GLOBAL BRANDS COMPETE AT THE SAME PLATFORM

Super Production Group

This group is considered as a world class racing competition platform. Top car manufacturers participate and is connected to FIA regulations and advanced technologies.

China Production Group

This group is considered as a 'Nationwide Racing Campaign' which is rich in motorsport spirit. Many affordable sports car models and local brands participate in this group.

ARENA FOR GLOBAL CAR MANUFACTURERS

SUPER PRODUCTION GROUP

Chang'An Ford Team, Shanghai Volkswagen 333 Team,
DF Yueda Kia Team, Dongfeng Honda Team, Shicuiying
Star Team, Jiekai Team

CHINA PRODUCTION GROUP

GAIC Toyota Yaris L Team, Beijing Hyundai Team, Beijing
Auto Team, Shanghai RSR Team, Star Road Team, Ghia
Team, V-speed Team, Baojun Team



RACING TEAMS

GLOBAL TOP 500 COMPANIES SPONSOR CTCC



TITLE SPONSOR



COOPERATING SPONSORS



COOPERATING MEDIAS



TOP GLOBAL RACING

CTCC EVENTS COVER VARIOUS KINDS OF MOTORSPORTS

CTCC Support Races:

- Audi R8 LMS Cup
- Porsche Carrera Cup Asia
- Lamborghini Super Trofeo
- Maserati Trofeo World Series
- Volkswagen Scirocco R Cup
- Formula Masters China Series



PORSCHE CARRERA



MASERATI TROFEO



FORMULA MASTERS



AUDI R8 LMS CUP

TOP GLOBAL RACING

CTCC IS A COMPREHENSIVE MOTORSPORT COMPETITION

CTCC Support Races:

- CHINA GT Championship
- Asian Le Mans Series
- Korea Super Race



CHINA GT



SUPER RACE



ASIAN LEMANS

EXPERIENCE MOTORSPORT CULTURE



MAJOR ECONOMIC CITIES



NEW STREET RACE



AWARD CEREMONIES



PRESS CONFERENCES



OPENING CEREMONIES



ANNUAL AWARD DINNER

EXPERIENCE MOTORSPORT CULTURE



SPONSOR PRESS CONFERENCES



CONCERTS



CITY ROADSHOW



PUBLIC ACTIVITY

02

MEDIA INFORMATION

- THE LARGEST MOTORSPORT EVENT IN ASIA
- ATTRACTS GLOBAL AUDIENCE
- ATTRACTS YOUNG URBAN PEOPLE
- LEADING MOTORSPORT LIFESTYLE
- EXPERIENCE A UNIQUE ATMOSPHERE
- EVENT GLOBALIZATION
- MEDIA SPREAD OVER THE COUNTRY
- IMPROVE HOST CITY DEVELOPMENT

THE LARGEST MOTORSPORT EVENT IN ASIA

ASIA'S LARGEST MOTORSPORT FESTIVAL

CONCENTRATION, PROFESSION, STRUGGLE, HONOR
REALIZING THE DREAM AND LIVE WITH RACING SPIRIT

7 Global Car Manufacturers

14 Professional Racing Teams

50 Top Drivers in China (including Hong Kong, Macau and Taiwan)

OVER 1 MILLION SPECTATORS EVERY YEAR



ATTRACTS GLOBAL AUDIENCE

IN 2014, CTCC INFLUENCED
282,073,950 PEOPLE



72,960,000

TV BROADCAST

55,196,250

LIVE BROADCAST

3,374,800

NEW MEDIA

542,900

PRINTED MEDIA

150,000,000

ONLINE VIEWERS

ATTRACTS YOUNG
URBAN PEOPLE



ON-SITE SPECTATORS OVER 1,000,000 DURING 10 YEARS EVENT PROMOTION

2014 SEASON CTCC STATISTICS

SPECTATORS: **116996**

VIP guests: **16159**

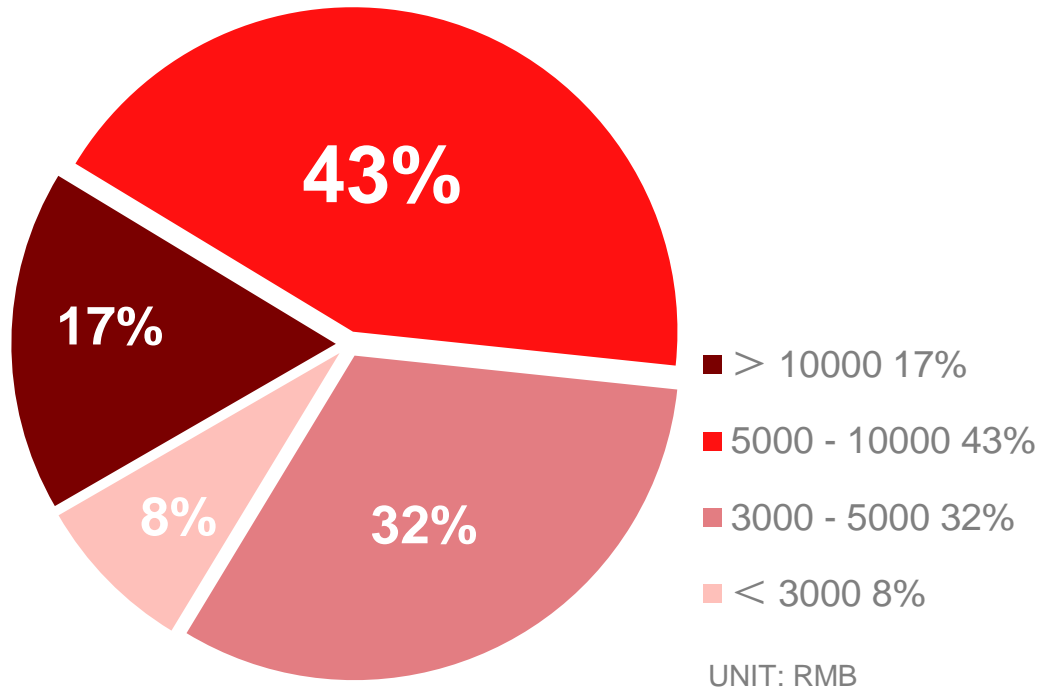
Team members: **4757**

Staff: **2466**

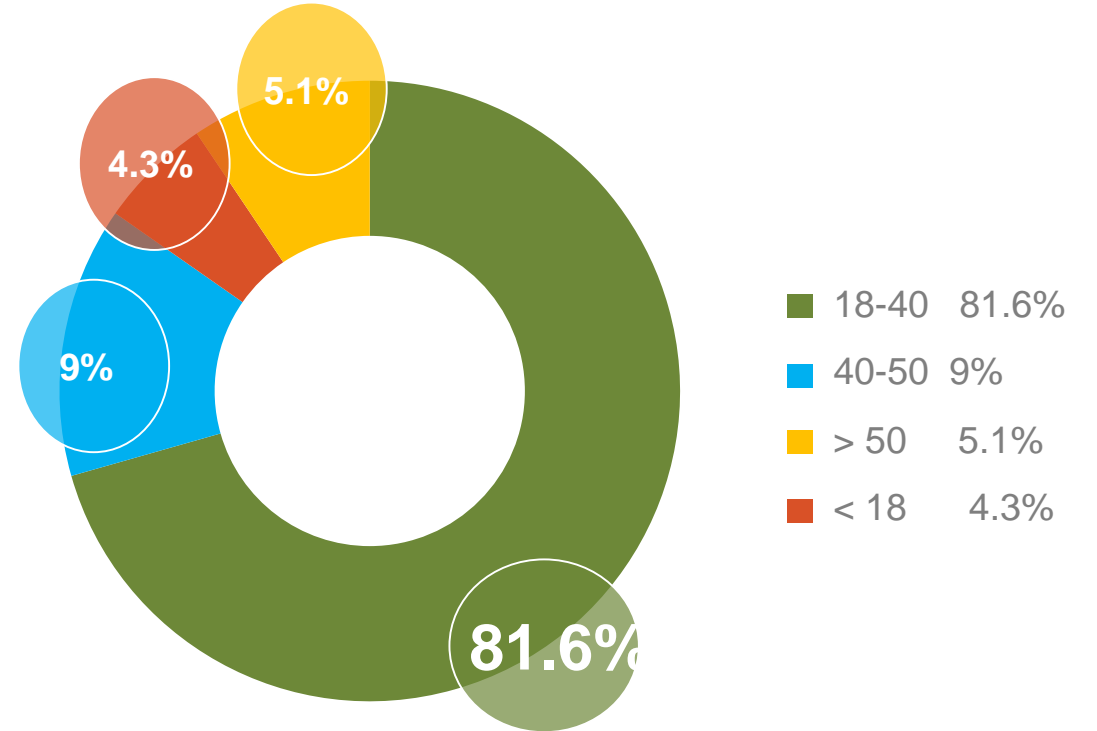


ATTRACTS YOUNG URBAN PEOPLE

AUDIENCE INCOME LEVEL



AUDIENCE AGE LEVEL



LEADING MOTORSPORT LIFESTYLE

CITY MOTORSPORT CARNIVAL

‘FOR THOSE WHO CHERISH THE DREAMS AND DESIRES FOR FREEDOM, WHO WISH TO RELEASE PRESSURE AND EXPLORE A NEW LIFESTYLE’

The CTCC carnival with 3000-square-meter is featured by culture, games, family, music,

Creates most fashionable, interesting racing culture experience for CTCC fans

The carnival is developed by car manufacturers and sponsors together

Best test field for brand interaction



中国赛车音乐节
CTCC Music Festival

01

CTCC RACING SHOW

Host shows in CBD areas and create opportunity for bringing CTCC cars and drivers to citizens



02

CTCC RACING FESTIVAL

Rock festival and leading stars, integrated with motorsports element



03

CTCC KOREA TOUR

Motorsports-themed trip to Korea, showing support for Chinese drivers as well as to go sightseeing in Korea



EVENT GLOBALIZATION

WTCC's CHINESE AGENCY WHICH IS ITS ONLY PARTNERSHIP IN CHINA FOR A CONTINUOUS 5 YEARS

It is important to bring world championship to China to create an environment for motorsports and this is also a recognition that CTCC has achieved top level in global motorsports industry.

ARRIVE IN KOREA

CTCC has signed a 5-year agreement with a Korean top race called Super Race. In 2014, CTCC visit the Korean F1 Circuit which is CTCC's first overseas show. In the future, there will be closer cooperation on racing, technology and business.



EXTEND INFLUENCE

MEDIA SPREAD OVER THE COUNTRY

MEDIA VALUE REACHES 500 MILLION 'RMB'

- **800** Minutes CCTV broadcast
- **6000** Minutes TV broadcast from 10 Provincial TV stations
- **68** Reports from Printed Media
- **Over 6500** Reports from Online Media Agencies, which were spread covering the majority of cities in China
- **Over 1000** Contents released from official Wechat, Weibo and new medias

Event Live webcast from Tencent, PPTV, and NetEase

<Auto Times>, <China Grand Motorsports>, and featured program from Guangdong Satellite TV and Shanghai Dragon TV



STRONG COMMUNICATION

MEDIA SPREAD OVER THE COUNTRY

2014 CTCC MEDIA COMMUNICATION DATA



ONLINE MEDIA

Online broadcast: **48** hours

Online report: **6500** pieces

Website's click rate: **700,000** views



PRINT MEDIA

Official magazine: **800** pages

Magazine: **555** pages

Newspaper: **241** pieces



RADIO AND SOCIAL MEDIA

Radio: **460** minutes

Official Wechat: **170,000** views

Official Weibo: **2,412,291** views



TV BROADCAST

Broadcast from CCTV-5: **806.5** minutes

Broadcast from local TV station: **5031** minutes

Program from local TV station: **1113.5** minutes



HIGH QUALITY CONTENT AND PRECISE

IMPROVE HOST CITY DEVELOPMENT

FOCUS ON HOST CITIES



- With high-tech cars, charming drivers and fierce competition, CTCC has attracted millions of fans and become a name card for host cities.
- Affiliated projects with local bureau of tourism and development. An experience of top racing, and mixed culture.

CREATIVE MOTORSPORT PLATFORM FOR BETTER BRAND COMMUNICATION



03

COOPERATION PLATFORM

- CTCC SPONSORSHIP SYSTEM
- MAIN SPONSORSHIP RIGHTS

CTCC EVENT SPONSORSHIP



MAIN SPONSORSHIP RIGHTS

RACING TEAM

- Sponsor a racing team
- Join a top racing competition platform
- Brand Exposure



MAIN SPONSORSHIP RIGHTS

CAR BODY AND RACING SUIT

- Brand exposure space
- Brand alignment



MAIN SPONSORSHIP RIGHTS

TRACK ADVERTISING

- The most visible advertising resource
- Unique scene to showcase your brand



MAIN SPONSORSHIP RIGHTS

EXHIBITION BOOTH

- Motorsport Carnival created by CTCC
- Face-to-face communication with thousands of spectators



MAIN SPONSORSHIP RIGHTS

VIP SERVICE

- Independent VIP Room at The Circuit
- Excellent VIP Experience for Clients



MAIN SPONSORSHIP RIGHTS

CUSTOMIZED MEDIA PROMOTION

- TV Commercial During Event
Broadcast
- Client's Interview During Event
Broadcast



MAIN SPONSORSHIP RIGHTS

BRAND EXPOSURE

- Grand Stand
- Grand Stand Layout
- Promotional Materials



MAIN SPONSORSHIP RIGHTS

TITLE SPONSOR FOR ACTIVITIES

- Opening Ceremony
- Annual Award Ceremony
- Racing Music Festival
- Online Broadcast



KEEP THE SPIRIT BY JOINING CTCC

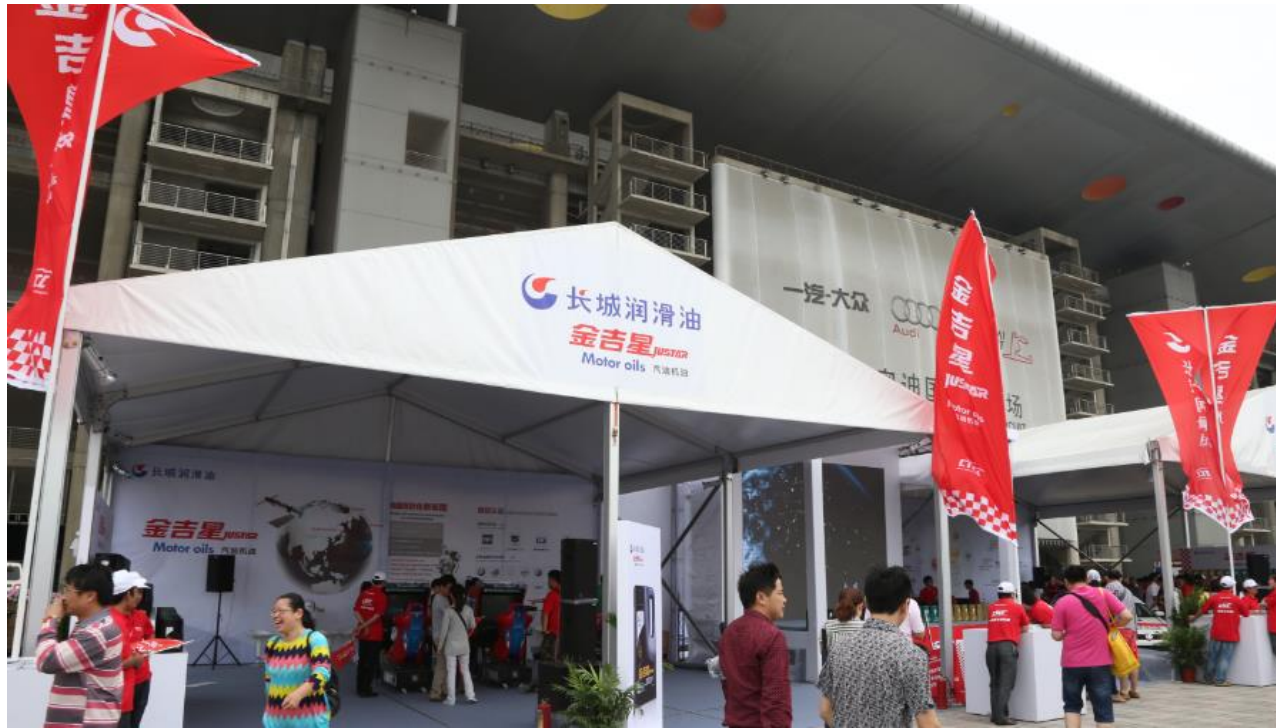


04

CASE STUDY

- TITLE SPONSOR
- STRATEGIC PARTNER
- DESIGNATED PARTNER
- LOCAL PARTNERSHIP
- EVENT TITLE SPONSORSHIP

CASE STUDY - TITLE SPONSOR



SINOPEC LUBRICANTS – CTCC TITLE SPONSOR

- A Breakthrough in Sports Marketing and Strategy Transforming
- Intangible Asset for Brand Awareness
- Focus on Target Audience with Interactive Activities
- Track Signage Spread through Multi-media Channels



RED BULL – STRATEGIC PARTNER

- Five Year Continuous Sponsorship of CTCC and Shanghai Volkswagen 333 Team
- Exclusive Events: Red Bull Race of Champions, Cars, Show Girls Contest, Red Bull Fastest Lap Award
- Media Coverage Including TV, Magazine, Websites and Brand Awareness Increase
- Cross-Boundary product: Documentary Film About Driver Han Han



CASE STUDY – DESIGNATED PARTNER



MAGNETI MARELLI – CTCC ELECTRIC TECHNOLOGY PARTNER

- Advanced Technologies Applied in CTCC to Guarantee a Fair Event
- Join CTCC 10th anniversary and Show Cars in Display
- Logo Spread with CTCC Races and Brand Awareness

CHANG'AN FORD – CTCC SHANGHAI REGION COOPERATION

- 6 Manufacturer's Champion in 8 years and Home Match (Shanghai) at Season Finale
- Exclusive Grandstand, Promotion area activities, Huge Stand Cover Advertisement, Ford Designated Audience Group



SHANGHAI VW POLO – TITLE SPONSOR FOR CTCC MUSIC FESTIVAL

- Shanghai VW Title Sponsored the First CTCC Music Festival Polo Day
- Race Theme and Diversified Activities Music
- Focus on Young Generation and Spread VW Polo's Spirit of Confidence



SINOPEC



长城润滑油



航天级润滑保护

FEEL THE POWER OF CHINA'S MOTORSPORTS

LIKE US, LIKE RACING





THANKS

详情请垂询：中国房车锦标赛（CTCC）官方推广机构

力盛体育文化传播有限公司

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