



# 2016 CHINA TOURING CAR CHAMPIONSHIP COOPERATION PLAN





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PART ONE

# 01

ABOUT CTCC

LEADING CHINESE MOTORSPORTS

MAJOR ECONOMIC CITIES

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WORLDWIDE COOPERATION

OUR EVENT PARTNERS

BEST DRIVERS

INTERACTIVE ACTIVITIES

FEATURED CHINESE STREET RACE



# LEADING CHINESE MOTORSPORTS

- 18 major brands participate at all events
- 100 top drivers
- 1.1 million CTCC spectators over 11 years
- Broadcast by CCTV5
- Nearly 500m CNY media value in 2015
- 270 million people have been influenced by CTCC worldwide





## MAJOR ECONOMIC CITIES

Eight events over a whole year; five major economic cities, one overseas round; overseas round attracts good viewership from the local market

**ROUND 1**



**NANJING 5.22**

**ROUND 2**



**ZHUHAI 6.5**

**ROUND 3**



**SHANGHAI 6.19**

**ROUND 4**



**KOREA 7.10**

**ROUND 5**



**ZHAOQING 8.28**

**ROUND 6**



**SHANGHAI 9.25**

**ROUND 7**



**YANCHENG 10.16**

**ROUND 8**



**TIANMA 11.6**



# GLOBAL CAR MANUFACTURES



- Race at the same event with competitors
- Test the capability of the racing car
- Showcase Chinese car manufacturing industry
- Develop brand fans, more interaction with the brand and build the emotional connection through racing

## Introduction of 2016 CTCC group



- **SUPER CUP GROUP (2.0T):** High-end brand and car model, access to high-end spectators; open the enrollment qualification to foreign drivers for the very first time to upgrade the competition
- **SUPER CUP GROUP (1.6T):** Various manufacturing car brands
- **CHINA CUP GROUP:** Limited modification rules, this attracts dynamic car model range from a domestic brand; qualification for drivers from Macau, Hong Kong and Taiwan



# WORLDWIDE COOPERATION

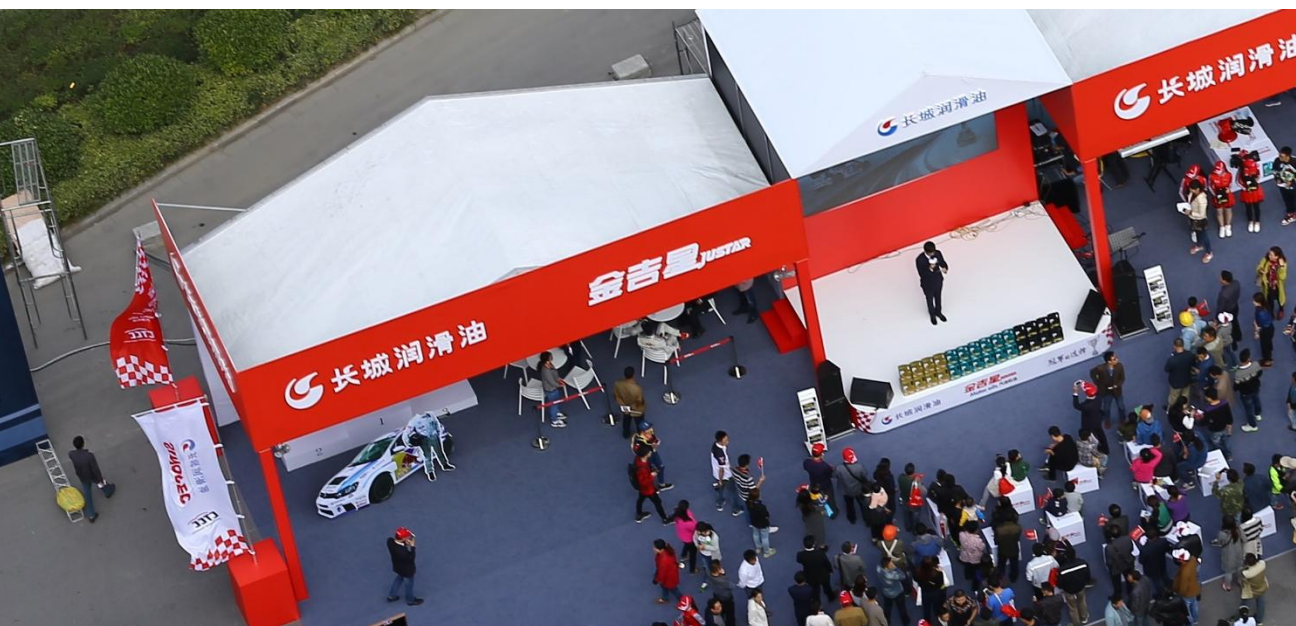


- The 6<sup>th</sup> year to bring an international race, WTCC World Touring Car Championship
- The Korean round continuous for a 3<sup>rd</sup> year; start of a 'Co-development plan for Asian motorsports' with SuperRace (top race in Korea)
- Cooperated with over 20 support races, this creates a larger international influence for CTCC and our clients



ABOUT CTCC

# OUR EVENT PARTNERS



WITNESS A WONDERFUL DEVELOPMENT  
OF CHINESE MOTORSPORTS  
WORKING IN PARTNERSHIP WITH FAMOUS  
BRANDS

## TITLE SPONSOR



## STRATEGIC PARTNER



## MEDIA PARTNER





## BEST DRIVERS



**MA QINGHUA**  
**2011 CTCC CHAMPIONSHIP**

First F1 Chinese driver  
WTCC championship  
Compete in FE in 2016



**CTCC DRIVERS**  
**OVERTAKE KOREAN DRIVER**

Racing festival between China and  
Korea for 3 years; beat Korean drivers  
during the battle



**ANDY YAN, HENRY HO, LI ZHICONG**  
**WIN IN MACAU GRAND PRIX**

CTCC drivers participate in Macau Grand  
Prix for years; stand out from many  
international drivers and win the podium



# INTERACTIVE ACTIVITIES

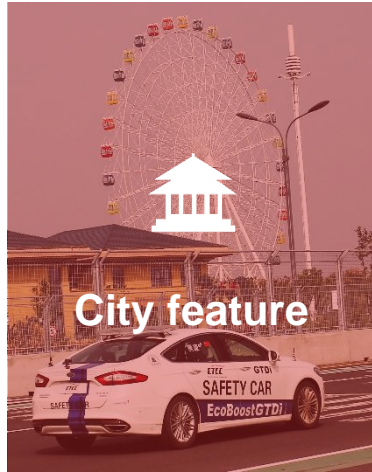
## SPECTATOR AREA

- A motorsports fan's paradise developed by CTCC together with its partners
- Contains many attractions such as show cars, the latest technology, games, music and food
- Provides a unique experience for all motorsport fans, attracting the attention of young people by combining motorsports, entertainment and leisure
- Build a creative brand image, more communication with consumers, better brand impression





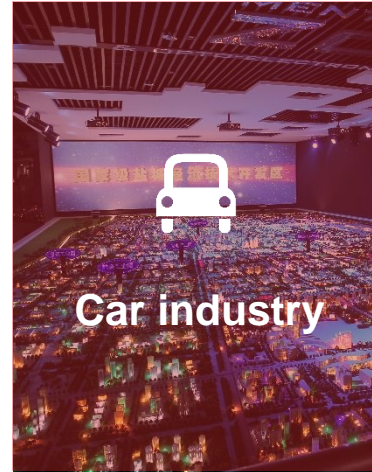
# FEATURED CHINESE STREET RACING



City feature



Tourism  
economy



Car industry

- Race around famous city landmarks, cooperate with local tourism, showcasing the city's characteristic scenery
- Promote motorsports related products, increase city's economy
- Establishes the city's name for street racing, speeds up local car industry sales; helps develop the image of the city





PART TWO

# 02

CTCC VALUE

INDUSTRY BACKGROUND  
OVERVIEW OF CTCC VALUE  
TARGET AUDIENCE  
MEDIA COMMUNICATION  
MOTORSPORTS CIRCLE  
THE HONOR TO PARTICIPATE



## INDUSTRY BACKGROUND

Combines the industry 'SPORTS + CARS'  
to inspire the value of Chinese motorsports

### 01 Motorsports cultural wealth

Rapid development of consumption in Chinese  
motorsports industry

### 02 Increasing consumers in auto market

24.6 million cars sold in China in 2015; the  
compound annual growth of auto market is 4.7%

### 03 Increased motorsports development

Growing awareness of domestic and  
international car races





# OVERVIEW OF CTCC VALUE



A gathering of major car manufacturers, participated by millions of fans

Direct communication with consumers through racing-themed interaction

Online multi-screen and offline multi-channel communications, expand the influence

Convey motorsports culture, enrich the emotion of the brand

**Integration of the most valuable resources of auto industry**









## CTCC & CCTV



CCTV-5, best broadcast team in China

Exclusively produce CCTC live and news report



CCTV-5+, whole year's live broadcast

Cover nationwide, combine with the other resources on CCTV, provide best opportunity to promote





# MEDIA COMMUNICATION

## CTCC & 30 TV STATIONS

Apply CCTV signal consistently, broadcasted by 30 local TV stations, enhance the ratings among Guangdong, Beijing, Shanghai, Jiangsu and etc.



### GUANGDONG SPORTS TV

- Broadcast in Guangdong Province for 24 hours
- 9 million watch by 21 prefecture-level cities in Guangdong



### JIANGSU SPORTS

- Sole professional sports channel in Jiangsu Province
- Top 4 sports channel in China, be known as 'the fastest growing sports channel in China'



### GREAT SPORTS

- Develop to be the most influential regional sports institution in China or Asia-Pacific region



### TIANJIN SPORTS

- Cover Beijing and Tianjin
- Display the sports charm, provide leisure information, advocate a happy life, construct a professional sports channel

TIANJIN  
SPORTSWUHAN  
SPORTSBEIJING  
SPORTSNANJING  
SPORTSJINAN  
SPORTSQINGDAO  
SPORTSCHENGDU  
SPORTSZHENGZHOU  
SPORTSCHANGCHUN  
SPORTSJIANGSU  
SPORTSSICHUAN  
TVLIAONING  
SPORTSXIAN  
SPORTSNANCHANG  
SPORTSFUZHOU  
SPORTSHEFEI  
SPORTSSHENZHEN  
SPORTSGUANGXI  
SPORTSCHANGSHA  
SPORTSGUIYANG  
SPORTSCHONGQING  
SPORTSTAIYUAN  
SPORTSKUNMING  
SPORTSHANGZHOU  
SPORTSHAERBIN  
SPORTS



# MEDIA COMMUNICATION

## PRINTED MEDIA

About 60 newspaper, 50 magazines; 7000 online reports on column and news home



### XIN HUA NEWS AGENCY

- Most influential media organization in China
- Release the news to worldwide with 7 languages



### HUPU SPORTS

- Professional sports website, mainly in basketball, soccer, tennis, f1, NFL and etc.
- Original sports news and columns



### TITAN SPORTS

- The largest circulation sports newspaper in China
- Preferred partner for world major sports organizations



### CAR DRIVER

- Sole high-end auto digital media in China
- Introduce high-end products, explain auto culture, bring the idea of industry leaders' opinion



# MEDIA COMMUNICATION

## 5 ONLINE WEBSITE

PPTV, LETV, IQIYI, Tencent, Netease, display the whole year event by different focuses

Panda TV, Xiaomi live, share the on-site event by beauty



The most influential video media in China  
220 million installation on mobile and 80 million users monthly

**MOST  
PROFESSIO  
NAL**

1338-minute  
event broadcast

**EXCLUSIVE  
INTERVIEW** and  
follow-up report



Most professional sports platform  
Gather the most and the best event copyrights

**THE MOST**  
motorsports events

1318-minute  
event broadcast

33 featured  
videos



High quality, young people and fashionable  
Attract the majority of Chinese young users

871-minute  
event broadcast

**LIVE SHOW**  
<Cannot hang on>



Leading online video media  
Excellent viewing experience

**40 MILLION**  
Click for one video

965-minute  
Event broadcast

Self-made  
highlight and  
interview



A sports portal with attitude  
New perspective and deep interpretation

1338-minute  
Event broadcast

News  
support



## MEDIA COMMUNICATION

**8** rounds a year

Produced by CCTV-5

CCTV5+  
&  
30 TV stations

**5** online broadcast platforms

**800+**  
on-site media

**100000+**  
spectators

**10000+**  
VIP guests

**MASS INFLUENCE, COVER 1 BILLION PEOPLE**



CTCC VALUE

# MOTORSPORTS CIRCLE

Attracts national car owners and young consumers



**B2B**

**Communication among auto industry**

Car manufacture

Circuit

Racing team

Race's operator

Media partner

Brand partner

Service supplier

PR company

**B2C**

**Customer diversion in consuming market**

Global fans

Students

Auto clubs

Modification fans

Car owners



CTCC VALUE

## THE HONOR TO PARTICIPATE

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Highest award in the Chinese  
motorsports industry

Leading brand status

Recognition by auto fans

Enhance the value of brand honor

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PART THREE

# 03

COOPERATION PLATFORM

OVERVIEW

CULTURAL COMMUNICATION

MOTORSPORTS POPULARITY

CUSTOMER INTERACTION

PRODUCT SALES

# OVERVIEW

## CTCC PLATFORM WITH MOTORSPORTS THEME

Cooperate with the brand through interactive participation; contact with customers, provide value-added services and product promotion; achieve a diversified development of the brand





# CULTURAL COMMUNICATION

CTCC city show

Volunteer activity  
'Fast & Furious'

Variety show  
'Civilian driver'

Carnival night  
of motorsports

- Adding a racing element to the brands, by creating jointly motorsports-themed activities
- Increase brand impression



# MOTORSPORTS POPULARITY

CKC China Karting  
Championship



- Cultivate the interest in racing
- Develop enthusiasm
- Enhance the practical ability
- Reflect creativity

Racing training  
school



- Racing experience
- Professional racing team
- Driver training
- FASC Awards

Activity 'Fans  
track day'



- Experience a ride by star driver on the track
- Visit the working area in the circuit (paddock)

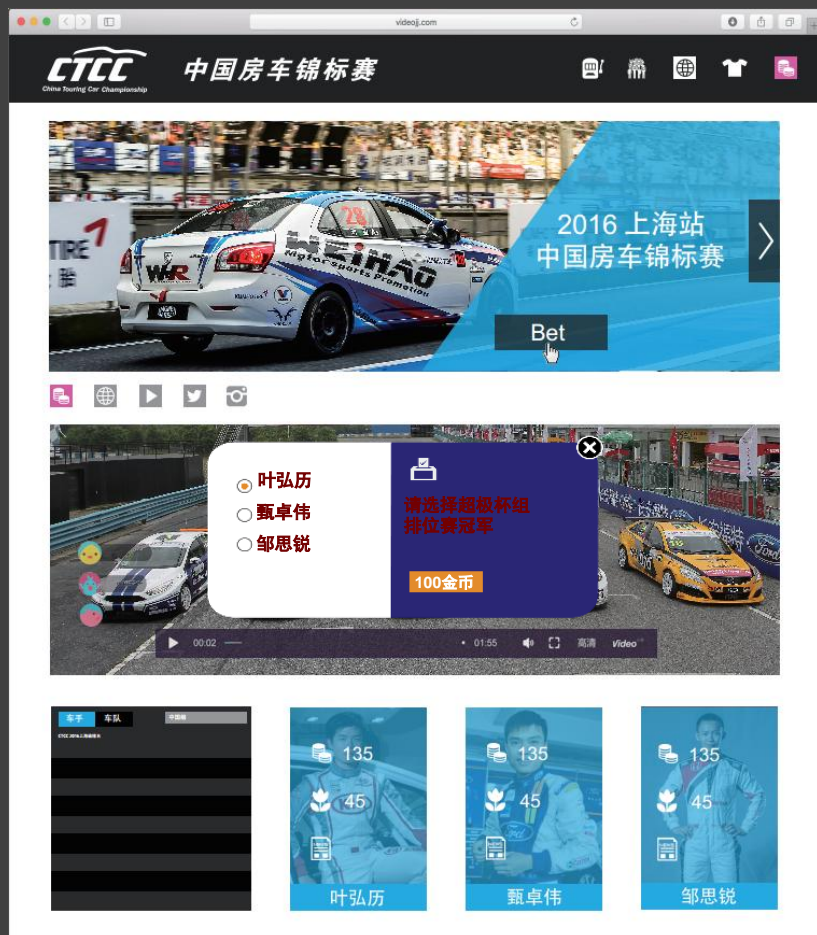
Offer a value-added service related to motorsports for the brand's customer,  
enhance corporate cultural identity to attract potential participants



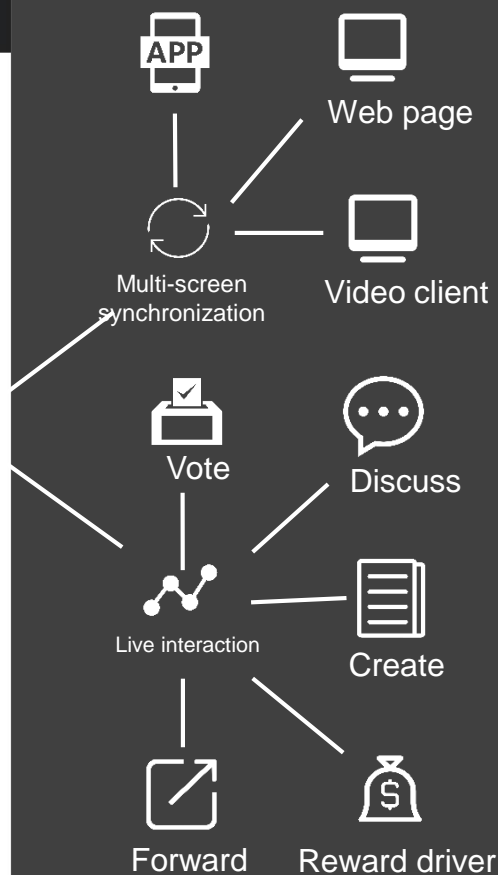
## CUSTOMER INTERACTION

### Online promotion

Quiz platform on the internet



### Brand engagement, product experience, CTCC incentive platform



### Offline promotion

City road show



# COOPERATION PLATFORM

## PRODUCT SALES

### Customized products

- Customized products and service with CTCC and motorsports' elements
- Race experience, motorsports training and etc.

### Cross-border marketing

- Cross-border cooperation
- Share CTCC resources and platforms
- 'Scene marketing' cooperation with CTCC
- 'Bring you to the airport by DIDI racing car', DIDI

### Periphery and authorization

- Cooperation or authorization
- Develop CTCC peripheral products
- Highlight the brand's image
- Meet auto fans' requirement
- Involve in professional modification



PART FOUR

# 04

COOPERATION EFFECT

INTANGIBLE ASSETS

BRAND EXPOSURE

AUDIENCE INTERACTION

VIP SERVICE

EXCLUSIVE SERVICE



## INTANGIBLE ASSETS

Authorize to use the name and logo of CTCC in China

National champion, honor on the circuit, reflect brand value and influence potential consumers

In 2015, CTCC affected 270,732,129 racing fans





COOPERATION EFFECT

## BRAND EXPOSURE



Concrete banner and curve banner at CTCC event site

Real scene, reflect the sports nature of the brand and showcase the sports DNA in the brand

CCTV-5, Guangdong TV Station, Shanghai TV Station, LETV Sports, iQiYi, PPTV, Tencent



COOPERATION EFFECT

# AUDIENCE INTERACTION



Featured grand stand + commercial area + time to use the circuit

Communicate with fans face-to-face; interaction activities to enhance the brand image

In 2015, an average of 14,000 spectators attended the CTCC events with a maximum reaching 29,000



COOPERATION EFFECT

## VIP SERVICE



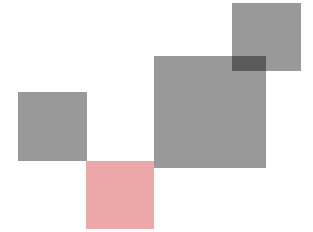
CTCC VIP service, motorsports theme decorated VIP suite + catering + VIP gift + chance to experience racing

Excellent vision, combine viewing the race with brand interaction, achieve more brand loyalty by valued service

Provide value-added service for customer brand

COOPERATION EFFECT

## EXCLUSIVE SERVICE



Exclusive racing-themed activity, communicate with potential customers, convey brand concepts

Media communication, brand's home race, characteristic city show, exclusive racing school, customized motorsports product

Joint interaction amongst CTCC partners (DIDI, Cloud Chain, Ali Motor and many others), exhibit the excitement of racing



PART FIVE

# 05

COOPERATION RIGHTS

REACH MAXIMUM EFFECT  
LIST OF COOPERATION RIGHTS



# REACH MAXIMUM EFFECT

Use of intangible asset, brand exposure, support a team, promotional material, title sponsor event/activity, audience interaction, exhibition area, VIP service, media service, PR activity





## LIST OF COOPERATION RIGHTS

CLASSIFICATION	RIGHTS	DETAILS	TITLE SPONSOR	STRATEGIC PARTNER	DESIGNATED PARTNER	REGIONAL PARTNER
Use of intangible asset	Exclusive rights	Exclusive brand sponsorship	√	√	√	√
	Use of name	2016 Season CTCC official XXX partner	√	√	√	√
	Image usage	Combine brand's name and CTCC's	√	√	√	√
	Use of photo and video	Enable to use event video/photos directly or indirectly	√	√	√	√
	Develop a franchised product	Related CTCC souvenir	√	√	√	√
Brand exposure	Event title sponsor	Title sponsor for the whole year	√	-	-	-
		Title sponsor for one round	Priority	Priority	Priority	-
	Activity title sponsor	Opening ceremony, annual ceremony, drivers' signature, racing festival	Priority	Priority	Priority	-
	Team title sponsor	Title sponsor for the racing team	Priority	Priority	Priority	-
	Promotional material	Logo exposure on the event material, presswork, tickets	√	√	√	-
	On-site promotion	Exclusive on-site exhibition area	√	√	√	√
		Using brand's product during CTCC event	√	√	√	-



COOPERATION RIGHTS

LIST OF COOPERATION RIGHTS

CLASSIFICATION	RIGHTS	DETAILS	TITLE SPONSOR	STRATEGIC PARTNER	DESIGNATED PARTNER	REGIONAL PARTNER
Brand exposure	On-site promotion	Main bridge banner	√	-	-	-
		Concrete wall banner	√	√	√	√
		Curve banner	√	√	√	-
		Large screen at circuit	√	√	√	-
		Floor standing flags	√	√	√	√
		Circuit's featured ad.	√	√	√	-
		Car body ad.	√	-	-	-
		Backdrop at press conference/award ceremony	√	√	√	-
Audience interaction	Ticket	One-day ticket	√	√	√	√
	Circuit time	Time to use the track at racing week	√	√	√	√
	Exhibition area	Opening area at spectator area	√	√	√	√
VIP service	Race attendance	Opportunity to attend public activity during the race	√	√	√	√
		Brand exposure through interview, awards	√	√	√	√
	Exclusive area	Exclusive VIP space at the circuit	√	√	√	√

## LIST OF COOPERATION RIGHTS

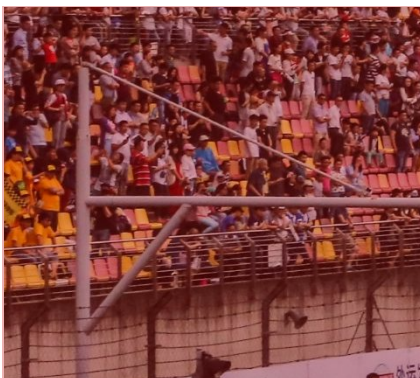
CLASSIFICATION	RIGHTS	DETAILS	TITLE SPONSOR	STRATEGIC PARTNER	DESIGNATED PARTNER	REGIONAL PARTNER
VIP service	VIP experience	VIP card + catering pass	√	√	√	√
		Visit the paddock at the circuit	√	√	√	√
Media service	TV, radio, printed media	Exposure on the news and featured report	√	√	√	-
	Website	Logo on official website and link exchange	√	√	√	-
		Co-develop featured column	Priority	Priority	Priority	-
	New media	Newsletter	√	√	√	√
		Upload news and video through official APP	√	√	√	√
		Promotion on new media	√	√	√	√
	Activity plan	Plan the motorsports related PR activity in sponsor's title	√	√	√	√
		Hold business activity together with CTCC	√	√	√	√
	Corporate honor	Trophy presentation	√	√	√	-



LIKE RACING, LIKE US







# THANK YOU

CTCC China Touring Car Championship official promoter

Shanghai Lisheng Sports Co., LTD

Address: 2<sup>nd</sup> Floor, 8<sup>th</sup> Building, 518 North Fuquan Road,  
ChangNing District, Shanghai, China

TEL: 8621-52925711

Mobile Number: 13771551108

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