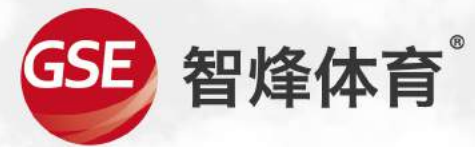


GREAT SPORT  
BEST SERVICE



2018

上海智烽体育文化传播有限公司  
GSE Management Corporation

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2018亮点  
PROSPECT OF 2018

Sport has the power to change the world. It has the power to inspire, it has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope, where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination.

——Speech by Nelson Mandela at the Inaugural Laureus

Lifetime Achievement Award, Monaco 2000



体育，拥有改变世界的力量。它鼓励人民奋进，让全世界人民更加团结。它是唯一世界上让所有年轻人都能听懂的语言。当你在绝望时，体育能为你带来希望。它是冲破种族歧视最尖锐的利器，让所有的嘲笑和诋毁在体育面前相形见绌。

——节选自曼德拉在2000年世界体育劳伦斯颁奖礼上的演讲

# 01

关于智烽  
ABOUT GSE



## THE COMPANY 公司简介

GSE智烽体育是一家中国领先的专业体育营销服务机构，成立于2009年。我们为专业赛事、企业机构、世界品牌、体育组织、体育部门以及体育场馆提供专业的体育营销服务。我们通过体育营销咨询、整合赞助服务、赛事运营推广、媒体综合服务和赛事公关活动五大服务体系，帮助最大化的提升客户的影响力，品牌价值，销售数量和赛事规模。

GSE established in 2009, is a leading professional sports marketing service company in China. We provide professional consulting, sponsorship, management and promotion, media management, sport public relations services for major corporations, international brands, government bodies, and professional sports venues, as well as strategic sales services for property rights holders.

## OUR VISION 公司愿景

我们致力于成为国际一流的体育营销服务公司。

我们相信，体育拥有无穷的魅力，它将力量与技巧，速度与优美，肉体与精神完美结合并体现到了极致，并赋予人们无限的启示与动力。

我们相信，专业的运作能够给予体育更大的规模，更专业的竞赛，更强的视觉冲击，更持久的关注度，更无与伦比的吸引力和更无法替代的营销机会。

我们更加相信，极致的服务能够成就伟大的赛事。

We are devoted to be one of the best sports marketing service companies in the world.

We believe that the sport has infinite charm. It combines strength and skills, speed and beauty, body and spirit. It gives human unlimited inspiration and motivation.

We believe that our professional services can provide professional sports on a larger scale, more professional competition, stronger visual impact, more sustained attention, more attractive to audience which cannot be replaced by any other marketing approaches.

We strongly believe, best service will create great sports.

## MESSAGE FROM PRESIDENT 总裁致辞

2018年，即将迎来“智烽体育”十周年。在过去的9年间，我们看到了体育产业的崛起，积累了一批优质的客户，培养了一个具有体育精神的专业团队。“不积跬步，无以至千里”我们会一如既往地“做中国一流体育营销服务机构”的道路上前进。

2018 is the tenth year of GSE. For the previous nine years, GSE grew with Chinese sport, and will keep working hard to become “Best sport marketing service company”.

在过去的一年里，智烽体育与合作伙伴又联合打造了一项体育赛事IP——上海杯帆船赛。此项赛事是百年以来黄浦江上的首个帆船赛，具有强烈时代气息和鲜明上海特色的城市景观新品牌，开拓了帆船赛事与城市景观融合的新的赛事运作模式。不仅如此，智烽体育还助力亚洲顶级综合格斗IP——锐力搏冠军赛在中国的推广和运营，为中国格斗迷带来精彩震撼的表演。

At previous year, GSE works with SYC creating a new sport event IP—Shanghai Cup. This event is the first sailing event holding on Huangpu River since founding of People’s Republic of China. The success of this sailing event added glamour to Shanghai’s image as a host city of major international sport events. Also GSE supports the promotion and operation of MMA—Rebel Fighting Championship, bringing Chinese MMA fans with impressive performance.

2017年，智烽体育进行了角色的转变，更重视每项赛事涉入的深度，与赛事和品牌共同成长。但不变的是，我们坚持以“极致服务成就伟大赛事”的理念在营销、赞助、咨询、传播、公关、视觉、活动等方面为客户服务。协助组委会让赛事更上一层楼，帮助企业让品牌大放异彩。

2017 GSE changes its business strategies, focusing more on depth of the events, but does change the belief of “Great Sport, Best Service”, providing best service on marketing, sponsorship, consulting, promotion, public relation, visual design and activations.

习近平总书记在“十九大”精神报告中强调“体育强国建设”，这是我们从业者的至高至上目标。加强与国外的体育交流，传播中国体育文化，充分结合新时代科技手段，融合体育与各产业的交汇，让体育助力城市发展。

Chairman Xi emphasized the importance of Sport Spirits at 19th CPC national congress. Broadcasting Chinese sport culture, effectively utilizing technology, and supporting city’s development by sport have already become sportsmen’s objectives.

2018年，智烽体育继续在帆船和羽毛球优势项目上发力，用最优质的资源匹配最优质的客户。同时，上海杯帆船赛的品牌形象会进一步升级，锐力搏冠军赛也会扩展到更多城市。智烽体育将为更多政府职能部门在体育赛事如何提升城市新功能方面提供帮助，为赛事和企业如何在提升品牌价值和建立与受众情感联结等方面提供开拓创新的思维。

On 2018, GSE will keep working hard on badminton and sailing events which are our strengths, matching best resources for clients. Furthermore, we will expand MMA and Shanghai Cup scale and organize these events on more cities.

体育营销，被认为是消费者接受度最高的营销方式。智烽体育愿意成为赛事或品牌与体育之间的那座桥，用专业科学的方法和诚信细致的服务，帮助客户实现商业利益，协助客户达成商业目标。

GSE hopes to become the bridge connecting sports and event brands, and satisfy client’s business goal by scientific operation and best service.



# 02

服务理念  
CORE CONCEPT



## 极致服务成就伟大赛事 GREAT SPORT BEST SERVICE

智烽体育的服务理念来自多年的专业服务经验。我们相信优质的体育营销服务能够成就完美的赛事。丰富的专业背景，认真的服务态度，国际的服务标准，系统的管理体系均是成就我们优质服务的基石。我们的团队拥有体育营销，广告，媒体，公关，设计以及专业赛事背景，知识面广，经验丰富。根据客户不同的目的与需求，为协会机构，企业品牌，顶级赛事以及专业场馆量身打造专属的服务。

Professional and excellent service is the root and foundation of GSE. The concept of our service is from many years of our professional experiences. We believe great service makes great event. Professional background, dedicated attitude, international standard and systematic management are the elements to contribute to our jobs. Our team members come from several fields of industry, such as sports marketing, advertisement, media, PR, and design. We are intelligent, experienced and professional, and are concentrated on providing exclusive services for rights holders, organizations, brands, events and venues.



# 03

## 服务流程 Service Process



### 客户需求 Clients Requests

充分沟通并了解客户的商业目标，项目目的和实际需求  
Understand the needs and business objectives of clients according to communications and researches.



### 系统分析 Systematic Analysis

通过智辉体育内部分析软件系统，得出有价值的数据和  
和相关服务模块  
Set up related service modules according to GSE  
internal analysis applications.



### 服务定制 Service Customization

根据实际的需求和系统的分析情况，为客户  
定制专属的服务内容  
Customize services according to the results  
of research and analysis.



### 专业执行 Professional Execution

智辉体育相关专业团队全程跟进执行服务，  
并提供评估报告  
Execution and assessment by GSE  
professional team

# 04

服务项目  
OUR SERVICES



体育营销咨询  
SPORT CONSULTING



整合赞助服务  
SPONSORSHIP



赛事运营推广  
OPERATION & PROMOTION



媒体综合服务  
MEDIA MANAGEMENT



赛事公关活动  
EVENT & PUBLIC RELATIONS



## 体育营销咨询 SPORT CONSULTING

我们通过专业的策划和执行团队，为企业、场馆、机构、政府等提供最专业的体育营销咨询全案服务。同时也为其提供赛事、运动员、赞助、权益、媒体、公关、活动、运营、投放、执行等各层面的体育营销咨询和解决方案。

Through our deep understanding and experiences of sports marketing, we provide the best integrated sports marketing services to committees, brands and organizations. We also provide consulting services and solution in all levels of sports marketing includes events, athletes, sponsorship, rights, operations, media, public relations and execution.

### 主要服务内容

资源获取  
赛事分析  
市场调研  
文案撰写  
策略制定  
专业报告

### Services by Category

Resources Search  
Event Analysis  
Market Research  
Copy Writing  
Strategic Planning  
Professional Report

根据我们长期对于体育营销的理解，以及对赞助的认识，我们为各类赞助商提供最好的专业服务，从最初谈判的阶段开始，帮助赞助商对赛事投入及回报做全方面的把控，跟踪，帮助赞助商的ROI（投资回报率）达到最大化。通过和全球各类顶级赛事协会，组织机构的长期合作，我们持续帮助其选择一流的赞助商，同时，帮助潜在的赞助商选择最合适的体育赛事。

According to our understanding of sports marketing and sponsorship, we are able to provide the best professional services for all types of sponsors. Starting from the initial stage of the negotiations, we help our sponsors to monitor their inputs and returns. We also control, track, and help sponsors to maximize ROI. Through long-term cooperation with different international sport bodies, organizations and professional events, we help them to find the most suitable sponsors and at the same time, we assist our sponsors to find the best sports event and activities.



## 整合赞助服务 SPONSORSHIP

### 主要服务内容

调研评估  
招商方案  
商务谈判  
权益规划  
权益落实  
服务跟进  
信息统计  
数据收集  
评估报告

### Services by Category

Research & Evaluation  
Sales Proposal  
Negotiations  
Rights Planning  
Rights Delivering  
Customer Executive  
Statistics  
Data Accumulations  
Assessment Report





## 赛事运营推广 OPERATION & PROMOTION

专业的赛事需要专业的赛事管理团队，通过和全国乃至世界范围的专业协会，机构，组织的长期合作，我们拥有高效组织最专业赛事管理团队的能力。我们本身也拥有一批专业的赛事管理精英。通过各方协作为客户提供一站式的专业赛事管理服务。  
Professional events need a professional event management team. Through the close and long-term cooperation with national and international associations, sport bodies, and organizations, we have the ability to provide the most professional event management & promotion team according to the demand of the event and clients. We also have professional event managers, who can provide one-stop professional event management & promotion services to our clients.

### 主要服务内容

赛事申办  
商务谈判  
赛事落地  
赛事运营  
竞赛管理  
市场营销  
活动执行  
体育展示  
视觉包装

### Services by Category

Event Bidding  
Negotiations  
Location Search  
Event Operation  
Competition Support  
Marketing  
Activations  
Sports Presentation  
Visual Design



## 媒体综合服务 MEDIA MANAGEMENT

### 主要服务内容

媒体策略服务  
媒体中心管理  
媒体渠道开发  
媒体广告代理  
媒体文案编辑  
社交平台维护  
视频信号制作  
新闻发布运营  
航拍摄影摄像  
媒体版权服务  
媒体内容提供  
综合媒体评估

### Services by Category

Media Strategy  
Media Center Operation  
Media Channel Development  
Ads Agency  
Copy Writing  
Social Media Services  
TV Productions  
Press Conference Operations  
Professional photography and video recording  
Media Right  
Media Content  
Media Evaluations

智烽体育拥有良好长期的媒体关系，以及专业的媒体管理团队。根据不同的需求，通过丰富的资源，完善的渠道，为客户提供最好的媒体计划。同时，我们为客户提供长期媒体联络和沟通服务。服务包括专业的媒体文案服务，数字营销服务，社交平台维护，新闻发布会的策划与执行等。

GSE has good long-term relations with many professional media and media right holders. GSE provides best media management service to our clients through our abundant resources, effective channels and best media plan. We also provide long-term media contact and communication services for customers. Services include professional media copy-writing services, digital marketing, social media, press conference planning and execution, etc.



## 赛事公关活动 EVENT & PUBLIC RELATIONS

顶级的体育赛事和活动已经成为品牌独一无二的公关平台。无论是赛事现场展示，品牌路演，创意活动，以及礼宾服务，甚至群众客户性质的大型活动，我们都能够提供最佳的活动视觉呈现和最专业契合的体育公关活动服务。

Top sport events and activities have become a unique public relations platform. We are able to provide the most professional sport events public relations service according to the special needs of our clients. Services include not only private VIP level high-end services, but also public sport event PR services.

### 主要服务内容

活动创意  
品牌传播  
视觉设计  
公关传播  
贵宾接待  
活动执行

### Services by Category

Creative Planning  
Branding  
Visual Design  
Promotions  
Hospitality  
Activations



# 05

案例展示  
OUR CASES



## REGATTA

帆船

## BADMINTON

羽毛球

## MMA

综合格斗

网球

## TENNIS

## 上海第一个以城市命名的帆船赛事

THE FIRST SAILING EVENT NAMED AFTER SHANGHAI

## 新中国成立之后第一个在黄浦江举办的帆船赛事

THE FIRST SAILING EVENT ORGANIZED ON HUANGPU RIVER SINCE FOUNDING OF PEOPLE'S REPUBLIC OF CHINA

## 上海浦江两岸贯通后的黄浦江上举办的第一个水上赛事

THE FIRST SPORT EVENT ON HUANGPU RIVER SINCE TWO SIDES OF RIVER WERE CONNECTED

## 国内第一个奥运帆船级别的景观赛事

FIRST SCENIC EVENTS OF OLYMPIC SAILING CLASS IN CHINA



# 上海杯帆船赛 Shanghai Cup

名称：“上海杯”诺卡拉帆船赛暨诺卡拉亚洲锦标赛

PROJECT: Shanghai Cup & Nacra 17 Asian Championship

级别：世界帆联诺卡拉17级别

LEVEL: World Sailing International--Nacra17 Class

时间：2017年10月28-29日

DATE: 2017.10.28-29

地点：上海北外滩公平路码头至扬子江码头水域

LOCATION: Water Area of North Bund from Gongping Road Dock to Yangzi River Dock

客户：上海美帆游艇俱乐部

CLIENT: Shanghai Yacht Club

内容：联手上海美帆游艇俱乐部共同打造上海城市景观帆船赛事，从整体策划、视觉包装、招商赞助、媒体宣传、赛事直播、营销推广、活动执行、赛后评估等提供全方位体育营销服务。

CONTENT: GSE works with SYC to create a scenic sailing event for Shanghai, providing sport marketing services that include overall planning, visual design, sponsorship, media management, events broadcasting, marketing promotion, activations, events evaluation and etc.





打造上海本土的帆船赛事，重现上海黄浦江百年赛事，传承上海百年水岸运动生活文化。

提供专业策划团队和商务推广经验，为赛事寻找到**1**家尊耀赞助商、**5**家船队赞助商和**7**家指定赞助商，让企业品牌和帆船赛事得到充分融合。

携手国外顶级帆船赛事直播团队和国内IPTV电视平台——百视通，让超过**百万人次**观看到这场比赛，同时在优酷、腾讯、搜狐和乐视进行同步视频直播。授权**58家**国外媒体平台进行赛事集锦播放和专题报道。

国内外130家媒体、超过300名记者竞相报道赛事，转播总时长30小时，总覆盖人数**1亿**，日均PV总量约**1.2亿**，投放**3000块**户外广告大牌（屏幕）。



千人赛事服务团队，策划并执行**10场**帆船进校园活动和**4场**志愿者招募活动。同时，举办**2场**大型新闻发布会、1场测试赛和3场官方活动（开、闭幕式和闭幕晚宴），邀请**40家**核心媒体成为全程合作伙伴，让赛事成为上海体育圈的新闻大事件。

赛事现场进行全方位的视觉包装和体育展示，同时携手众多商家举办嘉年华活动，让现场观众近距离观看帆船赛事和体验以帆船为主题的体育节庆氛围。

The purpose of the event is to create domestic sailing event, to recreate the unprecedented scene of the race a century ago, and to pass on the cultural heritage of water sports lasting a century.

GSE has a professional planning team with marketing experience, bringing event with one honorable sponsor, five team sponsors and seven official sponsors, and integrating enterprise brands into sailing event perfectly.



Over million people are able to access to the game because of participation of foreign broadcasting teams and a domestic IPTV platform--BesTV. At same time, GSE also invites Youku, Sohu and LETV to offer live streaming for this game.

58 foreign media platforms are authorized for events special report, and 130 media and 300 journalists are invited to report the event widely. The total broadcasting time hits more than 30 hours. The total population media covered per day is around 1.2 billion. There are also 3000 advertising boards at outdoor area.

GSE plans and organizes more than 10 school promotions and 4 volunteer recruiting at universities of Shanghai, building up a thousand-people service team. At meantime, 2 great press conferences, 1 testing game and three official events (Open, closing ceremony and closing dinner) are promoted. Inviting 40 core media to follow the event from beginning to end, GSE made this event as a hot sport topic at Shanghai. Events are decorated with visual design and sports presentation. Carnival is organized with attendance of multiple business enterprises. Audience is able to watch regatta events in a close distance and to experience "regatta sport" festival in persons.



项目  
PROJECT



## CCOR 城市俱乐部国际帆船赛 CCOR

国际帆联认证赛事，中帆协和青岛市政府重点扶持打造的城市品牌赛事。  
World Sailing certificate, Chinese yachting association and Qingdao local government regard it as a key event for city promotion

级别  
LEVEL

时间  
TIME

每年4月  
April

地点  
LOCATION

青岛奥帆中心  
Qingdao Olympic Sailing Center

客户  
CLIENT

国家体育总局青岛航校  
Chinese Marine School

服务  
SERVICE

成为赛事唯一授权推广机构，联合运营7届，参赛俱乐部由最初11家扩展到50家以上，每届拟定一个推广主题，从赛事形象包装和现场展示到营销推广和活动执行，以及商务策略推广等进行全方位打造。

As the only promotion organization of the event, GSE co-operates the event for 7 years and expands the participating teams to 50 from 11. Every year, there is a unique promotional topic. GSE also provides services covering brand image packaging, exhibition, marketing promotion, activations and strategic marketing planning for the event.



## 通州湾杯国际帆船邀请赛 Tongzhou Bay Cup Sailing Regatta

当地政府重点打造体育精品赛事，借助赛事进行城市营销。  
A key event government organized

2016年9月  
2016 Sept

南通通州湾游艇俱乐部  
Tongzhou Bay Yacht Club at Nantong

南通通州湾游艇俱乐部  
Tongzhou Bay Yacht Club at Nantong

从赛事商务策略和策划推广、形象视觉包装、媒体策略和内容制作、现场活动执行等方面进行服务，让俱乐部品牌形象升级，成为宣传推广城市的经典赛事。

Services are provided on business strategy, planning promotion, visual design, media strategy, content producing and activation for upgrading club image and promoting city.



## 中国杯帆船赛 China Cup

中国首个被列入国际帆联大帆船赛历的赛事，亚洲最具影响力赛事。  
The first sailing event in China that is officially sanctioned by World Sailing; Most influential sailing event in Asia

每年10月  
Oct

深圳大亚湾海上运动基地  
Shenzhen Exercises at the Sea base

赛事组委会  
Organizing Committee

成为国内首个为帆船赛事提供直播信号制作和播出的机构，同时提供整套直播技术支持和研发等，让更多观众能近距离观看赛事。

As first provider of TV production for sailing events, GSE also provides technical support and research for sailing live streaming, enabling audience to watch the event in a close view.



## 环海南岛国际大帆船赛 Round Hainan International Regatta

中国第一个大帆船多日拉力赛，中帆协重点培育的国际性环岛帆船赛事。  
One of most challenging offshore sailing race in China, An important International sailing race organized by Chinese yachting association

每年3月  
March

三亚、海口、万宁  
Haikou, Wanning, Sanya

赛事组委会  
Organizing Committee

为赛事提供直播信号制作和播出服务，以及航拍和影像服务，为赛事呈现最完美的视觉观看效果。

Live Stream producing and broadcasting service, also aerial photography and imaging service are all covered to ensure best watching experience of the event.



## 亚帆联杯帆船赛上海站 ASAF Sailing Cup -- Shanghai station

亚帆联赛历上级别最高职业帆船赛，上海市级别最高的帆船赛事。  
One of the major sailing events in Asia. Highest level of sailing events ever organized in Shanghai

2016年8月  
August 2016

上海美帆游艇俱乐部  
Shanghai Yacht Club

上海美帆游艇俱乐部  
Shanghai Yacht Club Co., Ltd

从赛事商务策略推广、媒体传播、内容制作、形象设计包装、现场活动执行等方面服务，邀请CCTV、中国体育报、中国日报等央媒及上海五星体育进行报道，媒体传播总受众人数达5359万。

Providing services on strategic promotion, media broadcasting, content producing, visual design, activations. Inviting China key media like CCTV, China Sport Daily, China Daily and etc. as well as Shanghai Great Sport. Number of audience covered by media reaches more than 53million.



## 太湖杯帆船赛 Taihu Cup Sailing Race

江苏省重点体育赛事，无锡城市体育名片  
Major Sport Event of Jiangsu Province

2016年7月  
July 2016

无锡太湖山水游艇俱乐部  
Wuxi Taihu Shanshui Club & Marina

无锡太湖山水游艇俱乐部  
Wuxi Taihu Shanshui Club & Marina

从赛事商务策略和策划推广、形象视觉包装、媒体策略和内容制作、现场活动执行等方面进行服务，让俱乐部品牌形象升级，成为宣传推广城市的经典赛事。

Supported by services on strategies, promotion, visual design, media strategy and content producing, and activation, club brand image is upgraded.



# 世界羽联 超级系列赛顶级赛

THE BWF WORLD SUPER SERIES PREMIER

拥有超过30年历史  
MORE THAN 30 YEARS HISTORY

中国原创级别最高的羽毛球赛事  
CHINESE ORIGINAL HIGHEST LEVEL BADMINTON TOURNAMENT



## 中国羽毛球公开赛 China Open

名称：中国羽毛球公开赛  
PROJECT: China Open

级别：世界羽联超级系列赛顶级赛  
LEVEL: The BWF Super Series Premier

时间：2014-2017年  
DATE: 2014-2017

地点：福州海峡奥体中心  
LOCATION: The strait sports center of Fuzhou, China

客户：福州文投集团、福州市体育局、百岁山、道达尔、大都会人寿等  
CLIENT: Fuzhou Culture & Tourism Investment Group Co., LTD, Ganten, Total, Metlife, etc.

内容：自赛事落户福州，与福州文投集团合作长达4年，在招商服务、视觉设计、品牌赞助等方面提供优质完善的服务。

CONTENT: Since Event settled at Fuzhou, GSE works with Fuzhou Culture and Sports Development and Operation Co., Ltd. for four years and provides services on sales service, visual design and brand sponsorship.



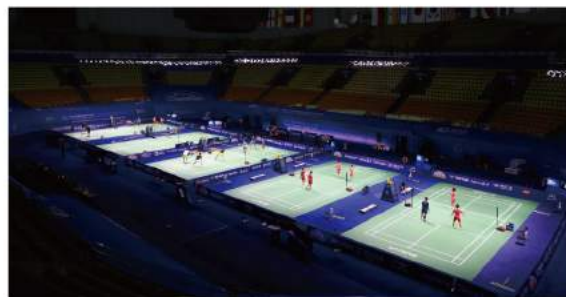


通过承接和运营赛事带动城市羽毛球氛围，宣传场馆，营销城市。GSE作为赛事独家授权推广机构，4年为赛事带来**5家**品牌价值过亿赞助商。

By operating events to activate badminton culture and to promote stadium and city, GSE as the only authorized promotion organization, brings 5 brands in 4 years and creates more than billion sponsorship value.



提供赛事体育营销咨询，包括前期和世界羽联及中国羽协官方沟通，赛事**整体推广**建议及策划，赞助商招商权益落实等。协助赛事组委会进行赞助商谈判、权益规划和后续服务等。

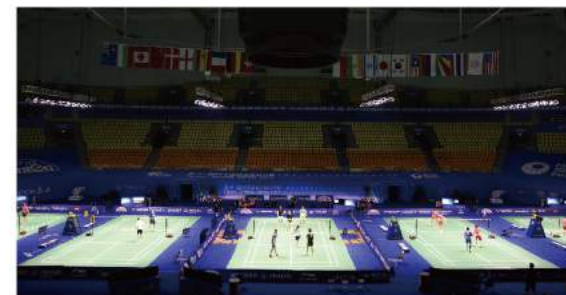


Services of marketing consulting for event, official communication with Badminton World Federation and Chinese Badminton Federation, events overall promotion,sales,sponsorship rights delivering are provided to support organizing committee on negotiation, rights planning and services.



从**赛事标识、形象视觉**设计到赛场内外体育展示规划，为赛事打造全新的国际化形象，并获得**世界羽联**高度评价。

Visual identity and sport presentation are designed to create international image for event



项目  
PROJECT

级别  
LEVEL

时间  
TIME

地点  
LOCATION

客户  
CLIENT

服务  
SERVICE



亚洲羽毛球锦标赛 (2015、2017)  
ASIA BADMINTON CHAMPIONSHIP

世界羽联唯一亚洲顶级赛  
The only Asia Championship of Badminton World Federation

每年4月 (五一黄金周)  
April of Every year

武汉体育中心  
Wuhan Sports Center

武汉体育中心  
Wuhan Sports Center Development Co., Ltd

为赛事进行商务推广和招商, 企业品牌成为赛事最重要赞助商之一, 协助组委会进行赞助权益落实和赞助服务等。

Providing service on business promotion, sales, helping client to become one of most important sponsors, and supporting organizing committee by delivering sponsor rights and sponsorship service.



中国羽毛球大师赛 (2017)  
CHINA MASTER

世界羽联黄金大奖赛  
BWF Grand Prix

2017年4月  
April 2017

常州奥体中心  
Changzhou Olympics Stadium

常州奥体中心  
Changzhou Olympics Stadium Management Co., Ltd

为赛事进行整体形象设计包装和现场体育展示, 为赛事提供商务策略咨询和推广, 并为赛事带来重要赞助商, 使赛事品牌形象全面提升。

Through image design, sports presentation, promotion and consulting services, bringing important sponsors to the event and upgrading event brand image.



汤姆斯杯暨尤伯杯赛 (2012)  
BWF THOMAS AND UBER CUP FINALS

世界羽联世界三大顶级赛之一  
One of Top three events of BWF

2012年5月  
May 2012

武汉体育中心  
Wuhan Sport Center

武汉体育中心  
Wuhan Sports Center Development Co., Ltd

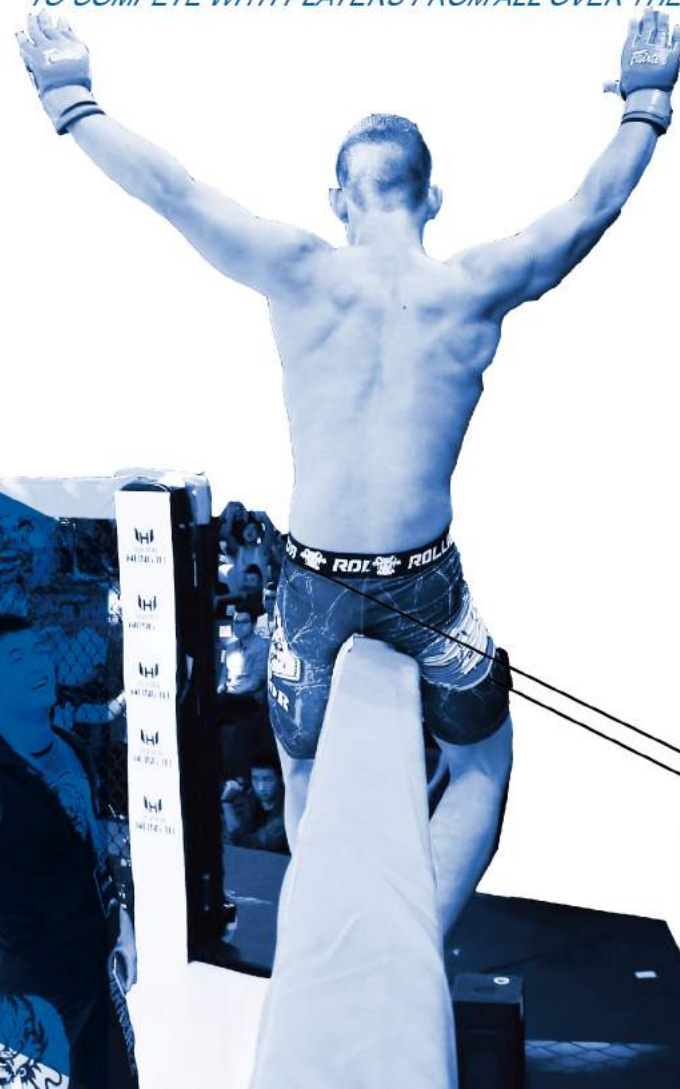
为赛事提供体育营销咨询, 为赛事带来1个冠名赞助商和2个高级赞助商, 创造当年羽毛球赛事票房冠军, 提供整体视觉形象设计以及现场嘉年华活动执行等。

Bringing clients with 1 title sponsor and 2 senior sponsors and achieving highest ticket sales of the year, GSE works on business consulting, visual design and Carnival operation.

DISCOVERING ASIAN AMATEUR PLAYERS  
旨在挖掘来自亚洲各地的本地优秀人才

培养新一代竞技明星  
GROW NEW SUPER START OF MMA

能与世界各地的选手匹敌  
TO COMPETE WITH PLAYERS FROM ALL OVER THE WORLD



**REBEL**  
FIGHTING CHAMPIONSHIP  
锐力搏冠军赛

## 锐力搏冠军赛 REBEL Fighting Championship

名称：锐力搏冠军赛

PROJECT: REBEL Fighting Championship

时间：2017年8月和9月

DATE: 2017.8-9

地点：上海浦东嘉里酒店、深圳体育馆

LOCATION: Kerry Hotel at Pudong Shanghai, Shenzhen Stadium.

客户：上海全耀体育文化发展有限公司

CLIENT: Rebel Fighting Championship

内容：体育营销咨询和策划、政府公关、媒体服务和活动执行等。

CONTENT: Supporting event by services of sport marketing consulting and planning, government relationship management, media service and activation





锐力搏冠军赛是致力于提拔来自亚洲的**业余格斗**人才，振兴和发展**MMA综合格斗**行业，尤其重视在中国市场的发展。

Rebel Championship is working for raising amateur fighting players from Asia, developing MMA industry, and putting special attention on the development of Chinese market.



综合格斗在中国方兴未艾，但**“尚武”**精神由来已久，拳迷更是一群活跃的网民。GSE选择在线上媒体进行大量发声，以优酷为主的视频直播和赛事集锦，以#咏春VS泰拳#和#2017锐力搏冠军赛#的微博话题访问量达**6416万**。同时邀请多位网红主播直播赛事，最高同时观看人次达**140万**，直播受众超过**1千万**。



MMA is on development at China, but militarism already has a long history. Fans of MMA are active online. The event uses internet as main media tool , and chooses Youku as the main live streaming platform. The topic #Wing Chun Vs Thai Boxing# and topic #2017 Rebel Championship# on Weibo gain total visit volume of more than 641 million. The event also invites multiple social influencers to live stream the event. Highest watching rate hits more than 1million, and audience number has more than 10 million.



通过赛前项目**综合调研**和**数据分析**，为比赛商务推广提供优质策略。通过与举办城市相关政府机构沟通和公关，协助赛事落地举办。

分别在深圳和上海举办**2场**新闻发布会，覆盖城市主流媒体，总发稿量超过**100篇**，并提供专业的新闻编辑服务和媒体公关服务。

Research of events and data analysis advice high-quality promotion strategies. Effective government communication and public relationship management support successful settlement of the event. Organizing press conference at Shenzhen and Shanghai, covering major media of the city, and providing professional news editing service and media public relation service. More than 100 articles are reported for the event.



**中国网球三大顶级赛事之一**  
ONE OF TOP THREE TENNIS TOURNAMENTS IN CHINA

**中国女子网球第二大赛事**  
SECOND LARGEST FEMALE TENNIS TOURNAMENT IN CHINA

**国际网球巨星李娜作为赛事代言人**  
SUPER TENNIS STAR LI NA REPRESENTS FOR THE EVENT



## 武汉网球公开赛 WUHAN OPEN

**名称:** 武汉网球公开赛

**PROJECT:** Wuhan Open

**级别:** WTA (世界女子职业网球协会) 超五系列赛之一, 中国三大网球赛之一

**LEVEL:** One of the top three tennis tournaments in China

**时间:** 每年第40周

**DATE:** 40th Week

**地点:** 武汉光谷国际网球中心

**LOCATION:** WUHAN OPTICAL VALLEY INTERNATIONAL TENNIS CENTER

**客户:** 武汉体育发展投资有限公司

**CLIENT:** Wuhan Sports Development and Investment Corp.

**内容:** 提供专业的体育营销咨询服务、整体赞助商服务、执行相关营销活动和赛后评估报告等。

**CONTENT:** Services provided on professional sports marketing consulting, overall sponsorship service, operation and events assessment report.





在职业女子网球赛事中，武汉网球公开赛级别和规模仅次于中国网球公开赛，并是中国内陆城市**级别最高**的网球赛事，呈现一个国际化、高规格的赛事。

At professional Female Tennis Tournaments, the level of Wuhan Open is just next to China open. It is highest level tennis tournament at inland cities of China.



自赛事创办3年以来，GSE为其带来**7T** 优质赞助商，其中**1T** 黄金级别、**3T** 白银级别，成为赛事最大的商务资源提供方，并为赞助商提供权益落实、营销推广活动、现场视觉包装和展示等服务。

承接武汉网球公开赛城市俱乐部联赛**10站**分站赛的整体策划和执行，通过与各地网球协会、网球俱乐部等机构合作，推广“武网”品牌形象和带动武网赛事现场观众人流量和票务销售。



The event has been organized for three years. For these three years, GSE in total brings 7 sponsors. Among these sponsors, there are 1 gold level and 3 silver-level, and that makes GSE the largest business resources provider. GSE is also responsible to deliver rights for sponsors, marketing promotion activities, visual design, exhibition and etc. Operating Wuhan Open City Tennis Clubs Tour for 10 stations and also carrying overall planning. By cooperating with local Tennis associations and tennis clubs, Wuhan Open wins a highly promoted brand image and increased attending audience number.



执行武汉网球公开赛一系列营销活动：**开票仪式、答谢会**等，整体策划和执行赛期嘉年华，引入VR、迪卡侬等合作商家，实现场内赛事场外VR直播效果。

数据团队通过调研和分析，为赛事提供完整的**赞助商价值评估报告**和**赛事价值评估报告**，吸引更多赞助商加入武网大家庭。

Executing series marketing activities for Wuhan Tennis Open: opening ceremony of tickets sales, return dinner and etc, overall planning and operating carnival in which VR is introduced, partners as Decathlon participated. Research and Data Analysis support comprehensive value assessment report and tournament value assessment report. More sponsors are attracted to join the “Wuhan Tennis” as a result.



# 06

合作伙伴  
OUR PARTNERS



## 参与赛事 (2017) 2017 Events Calendar



中国羽毛球大师赛  
CHINA MASTERS



亚洲羽毛球锦标赛  
Badminton Asia Championships



CCOR城市俱乐部国际帆船赛  
City Clubs Open Regatta International



锐力搏冠军赛上海站  
REBEL FIGHTING CHAMPIONSHIP  
Shanghai



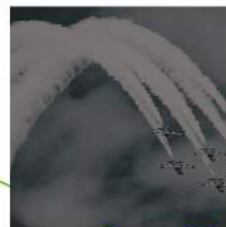
锐力搏冠军赛深圳站  
REBEL FIGHTING CHAMPIONSHIP  
Shenzhen



“上海杯”诺卡拉帆船赛  
暨 诺卡拉亚洲锦标赛  
Shanghai Cup & Nacra 17 Asian Championship



长安福特环抚仙湖  
高原国际超级马拉松  
Fuxian Lake Highland Ultramarathon



世界飞行者大会  
World Fly-in Expo



中国羽毛球公开赛  
BWF China Open

## 合作机构(部分) Served Organizations(part)



国家体育总局乒乓球羽毛球运动管理中心  
Table tennis & Badminton Sports Management  
Center of General Administration of Sport of China

国家体育总局游泳运动管理中心  
Swimming Sports Management Center of  
General Administration of Sport of China

国家体育总局水上运动管理中心  
Water Sports Management Center of General  
Administration of Sport of China

国家体育总局自行车击剑运动管理中心  
Cycling & Fencing Sports Management Center of  
General Administration of Sport of China

新西兰帆船协会  
Yachting New Zealand

国家体育总局青岛航海运动学校  
China Marine Sports School

江苏省体育竞赛管理中心  
Competition Management Center of Adminis-  
tration of Sport of Jiangsu Municipality

福建省福州市体育局  
Administration of Sport of Fuzhou City, Fujian  
Province

武汉体育中心发展有限公司  
Wuhan Sports Center Development Co.,Ltd

上海全耀体育文化发展有限公司  
REBEL FIGHTING CHAMPIONSHIP

青岛市帆船帆板(艇)运动协会  
Qingdao Sailing Association

上海久事国际赛事管理有限公司  
Shanghai International Juss Event Manage-  
ment Co., Ltd

南京体育产业集团  
Nanjing Sports Industry Group

武汉体育发展投资有限公司  
Wuhan Sports Development Investment Co.,  
Ltd

福州文体产业开发运营有限公司  
Fuzhou Culture and Sports Development and  
Operation Co.,Ltd

中国杯帆船赛管理有限公司  
China Cup International Regatta Management  
Co., Ltd.

海南环海南岛国际大帆船赛有限公司  
Hainan International Regatta Co., Ltd

上海美帆游艇俱乐部有限公司  
Shanghai Yacht Club Co., Ltd

江苏通州湾港口发展有限公司  
Tongzhou Bay Port Development Co., Ltd

常州奥体场馆管理有限公司  
Changzhou Olympics Stadium Management  
Co., Ltd

# REGATTA

帆船

2018赞助商商业价值呈现最高的运动之一  
2018 Best presentation and most value for sponsorship

诺卡拉极速  
帆船巡回赛  
Nacra Racing Tour

CCOR城市俱乐部  
国际帆船赛  
City Clubs Open  
Regatta International

通州湾杯  
国际帆船邀请赛  
Tongzhou Bay Cup  
Sailing Regatta

“上海杯”诺卡拉帆船赛  
暨 诺卡拉亚洲锦标赛  
Shanghai Cup & Nacra 17  
Asian Championship

青岛

青岛

南通

武汉

苏州

上海

上海

珠海

# BADMINTON

2018群众普及度和参与性最高的运动之一  
2018 Most popularity and interests to indulge in for participants

羽毛球

亚洲羽毛球锦标赛

Badminton Asia  
Championships

世界羽联  
世界巡回赛总决赛

BWF World  
Superseries Finals

世界羽毛球锦标赛

BWF World  
Championships

中国羽毛球公开赛

BWF China Open

中国羽毛球大师赛

CHINA MASTERS

南京

常州

武汉

福州

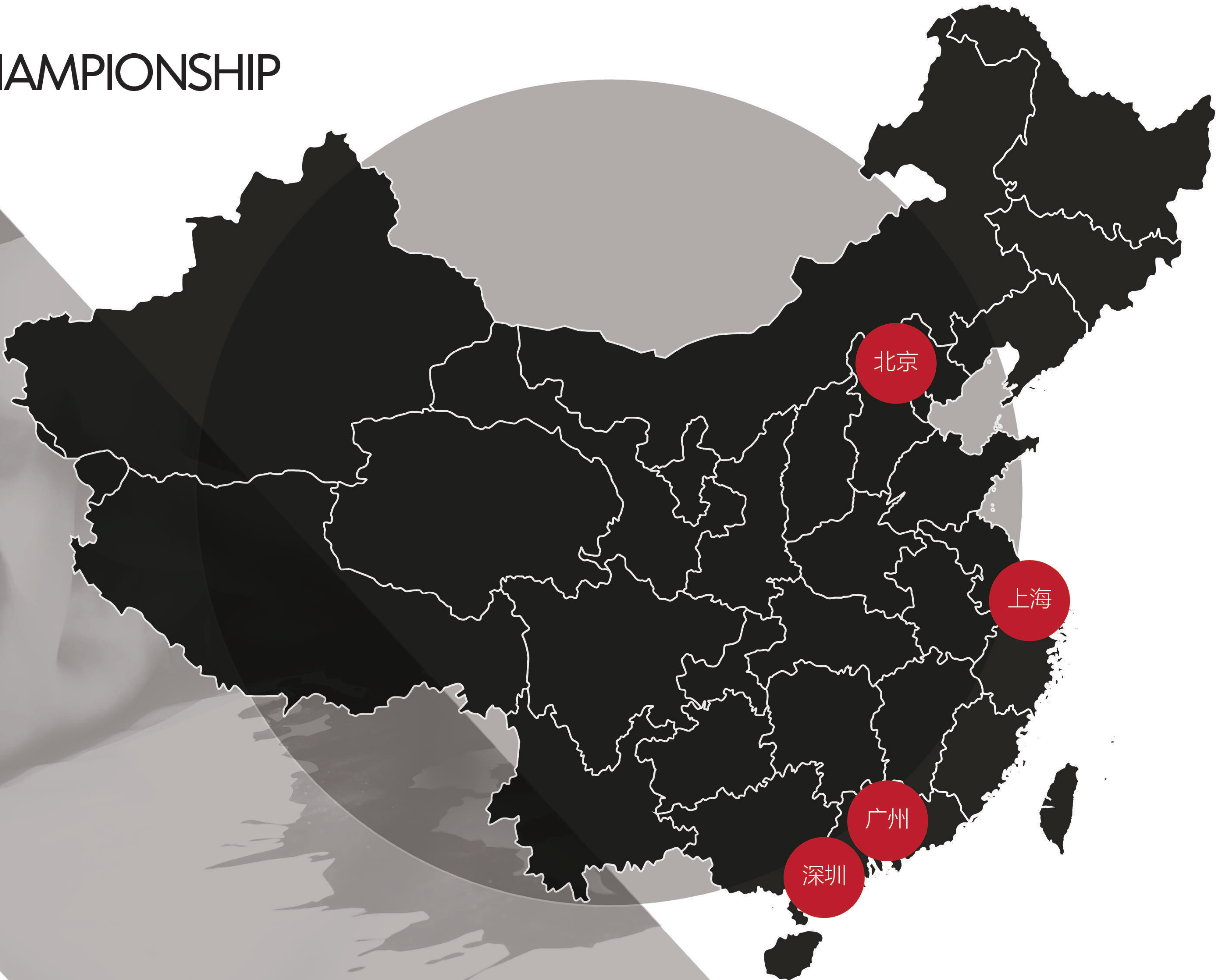
广州

# REBEL FIGHTING CHAMPIONSHIP

## 锐力搏冠军赛

将体育和娱乐有机结合的  
亚洲顶级综合格斗赛事

Most Exciting sport of mixed martial  
arts and entertainment in Asian



2018  
全年8站赛事  
8 EVENTS IN 2018

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