

CORPORATE MEMBER PACKAGE

俱乐部企业会员权益

LUNCHEON PARTICIPATION

- 2 complementary luncheon seats or 1 seat for on-site ambassador solution per month
- Discount applied for additional seats
- Logo exposure on invitation, backdrop and menu

BRAND EXPOSURE

- Chinese social medias: 12 posts per year on the Club's Little Red Book; 1 article per year on the Club's Wechat service account; 1 short-video post provided by the member per year on Horsemanship Magazine's Red, Douyin, Wechat and Bilibili video accounts
- International social medias: 12 posts per year on the Club's LinkedIn and Instagram accounts
- 1 interview with the representative of the corporate member on China Horse Business Podcast
- Logo exposure on the Club's website and hyperlink to company's website
- 2-pages company introduction on the Club's official online magazine which is accessible to all members

BUSINESS CONSULTANCY

- 2 visual calls with the Club's business match-making team to discuss strategy and needs for Chinese market
- Participating in 1 group booth at GCT Shanghai or at Yulong race meeting : logo exposure, products & flyers display, samples & goodies gifting
- Discount applied for tailor-made consulting services
- Priority access to business networking events co-hosted by the Club with its strategic partners

参与商务午餐会

- 每月两个免费商务午餐会席位或一个现场品牌大使席位
- 购买额外席位享受优惠价格
- 在邀请函、现场背景板和菜单上展示企业会员logo

品牌推广

- 在中国社交媒体平台上：每年在俱乐部官方小红书账号上发布12条品牌图文帖；每年在俱乐部官方微信服务号上发布1篇文章；每年在官方合作媒体「马术在线」的小红书、抖音、微信视频和哔哩哔哩账号上发布1条由企业会员提供的短视频
- 在国际社交媒体平台上：每年在俱乐部的领英和IG官方账号上发布12条品牌图文帖
- 1集播客节目专门采访企业会员负责人
- 在俱乐部官方网站上展示企业会员Logo及其官网的超级链接
- 在可供所有会员查阅的俱乐部官方线上电子杂志内展示两页企业会员介绍内容

商业咨询

- 组织两次线上会议与俱乐部商务对接任务组探讨企业会员在中国市场上的发展策略和需求
- 参加一次在上海环球马术冠军赛或玉龙赛马会赛马大奖赛上的俱乐部企业会员联合展位：logo露出、产品和企业宣传册展示、试用品和礼品赠送
- 享受定制商业咨询服务优惠价格
- 优先参与俱乐部及其战略合作伙伴共同举办的其他商务交流活动



TAILOR-MADE CONSULTING SERVICES



- Go to market strategy
- Distribution consultancy
- Brand ambassador program
- Branding strategy
- Brand booth solution in horse fair or events in China or overseas
- Brand's official accounts on Chinese social medias set-up and mangement
- Marketing plan and execution
- Photo and video shooting, production and diffusion
- E-commerce solution in China
- Market research and business anyalsis
- Consumer insights and survey
- Sponsoring
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- 进入中国市场战略咨询
 - 代理商和经销商网络
 - 品牌代言人合作方案
 - 品牌策略和打法
 - 国内外马术赛事、赛马比赛和马展独立展位参展解决方案
 - 在中国社交媒体平台上品牌官方账号的设立和维护

- 营销方案的制定和执行
- 宣传大片和品牌视频的拍摄、制作和投放
- 中国电子商务解决方案
- 市场调研和分析
- 消费者洞察和研访
- 赞助商方案
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