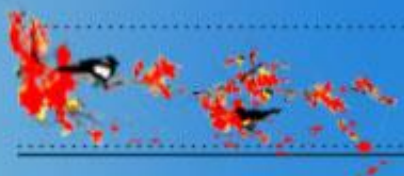


2019.8.7-2019.8.12

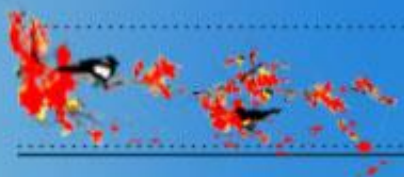
**The Eighth World Health Qigong Exchange & Tournament
The Fourth Health Qigong World Scientific Symposium
第8届世界健身气功交流比赛大会暨第4届世界健身气功科学论坛**



INVESTMENT PROGRAM
招商方案



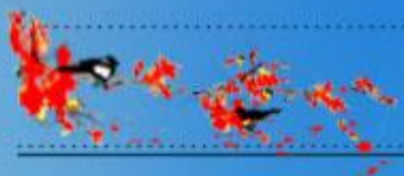
- The World Health Qigong Tournament and Exchange, and the World Health Qigong Scientific Symposium, hosted every two years by IHQF, are the highest standard, and highest level of professionalism of the global Health Qigong activities.
- 国际健身气功联合会每两年举办一届的世界健身气功交流比赛大会和世界健身气功科学论坛，是全世界健身气功爱好者的盛会，也是健身气功界规格最高、专业水准最强的全球性活动。



- Since 2006, the World Health Qigong Tournament and Exchange, and the World Health Qigong Scientific Symposium have held **7** sessions and **3** sessions respectively.
- 自2006年开始，世界健身气功交流比赛大会和世界科学论坛已分别举办了7届和3届。

Tournament and Exchange
交流比赛大会2006/2007/2009/2011/
2013/2015/2017Scientific Symposium
科学论坛

2013/2015/2017





Tai Chi Australia won the bid for the 8th World Health Qigong Exchange and Tournament & the 4th Health Qigong World Scientific Symposium, **2019**.

澳大利亚太极学院成功申办2019年第8届世界健身气功交流比赛大会暨第4届世界健身气功科学论坛，获得承办权。



Organizations/主承办机构



- **Organizers**
International Health Qigong Federation (IHQF)
Chinese Health Qigong Association (CHQA)
- **Host**
Tai Chi Australia (TCA)
- **主办单位**
国际健身气功联合会
中国健身气功协会
- **承办单位**
澳大利亚太极学院



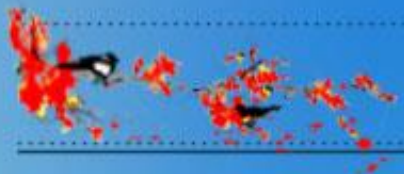
Organizations/主承办机构



- **IHQF:** The only Health Qigong international organization in the world, currently has **98** member organizations in **48** countries and regions.
- **CHQA:** The home organization of Health Qigong, with **millions** of Health Qigong practitioners and the most professional team.
- **TCA:** The local largest and strongest Tai Chi and HQ organization. Over **500** students each week.

- **国际气联:** 全世界唯一的健身气功国际组织，目前在**48**个国家和地区拥有**98**家会员组织。
- **中国气协:** 健身气功发源地组织，拥有数百万的健身气功习练群体及最专业的人才队伍。
- **太极学院:** 本地区规模最大实力最强的太极和健身气功组织，每周超过**500**名学生学习。

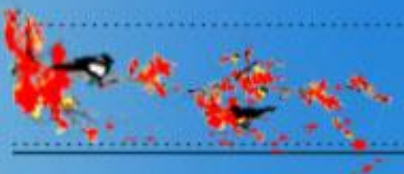
Date/赛事时间



August, 7–12, 2019
2019年8月7日至12日

August 2019							
Week	Su	Mo	Tu	We	Th	Fr	Sa
31					1	2	3
32	4	5	6	<u>7</u>	8	9	10
33	<u>11</u>	<u>12</u>	13	14	15	16	17
34	18	19	20	21	22	23	24
35	25	26	27	28	29	30	31

Events/活动内容



I. The 8th World Health Qigong Tournament and Exchange

- Exchange and competition
- Health Qigong Training
- IHQF Duan Examination
- Instructions for Judges
- Mass demonstration

II. The 4th World Health Qigong Scientific Symposium

III. Meetings of IHQF Executive

(一) 第八届世界健身气功交流比赛大会

1. 交流比赛;
2. 功法培训;
3. 国际段位考试;
4. 裁判员培训;
5. 集体表演展示。

(二) 第四届世界健身气功科学论坛

(三) 国际气联执委会会议

Agenda/活动日程



日期 Date	时间 Time	活动内容 Program
8月6日 (二) 6 Aug Tue	全天 Whole Day	国际气联执委和专项委员会委员报到 Arrival of EC and SC Committee members
8月7日 (三) 7 Aug Wed	上午 Morning	国际气联执委会会议 Meetings of IHQF Executive Board
	下午 Afternoon	国际气联执委会会议 Meetings of IHQF Executive Board
	全天 Whole Day	参会代表队报到 Arrival of participants
8月8日 (四) 8 Aug Thurs	全天 Whole Day	功法培训 (2套功法同时开班授课) Health Qigong Workshop (2 Forms simultaneously)
8月9日 (五) 9 Aug Fri	全天 Whole Day	功法培训 Health Qigong Workshop
	下午 Afternoon	集体表演展示 Mass demonstration of Health Qigong
8月10日 (六) 10 Aug Sat	全天 Whole Day	世界健身气功科学论坛 World Health Qigong Scientific Symposium

Agenda/活动日程



日期 Date	时间 Time	活动内容 Program
8月10日 (六) 10 Aug Sat	下午 Afternoon	国际段位考试 IHQF Duan Examination
	晚上 Evening	技术会议 Competition Technical meeting
8月11日 (日) 11 Aug Sun	全天 Whole Day	交流比赛 Competitions
8月12日 (一) 12 Aug Mon	全天 Whole Day	交流比赛 Competitions
	晚上 Evening	闭幕晚宴 Closing Ceremony and Farewell dinner
8月13日 (二) 13 Aug Tue	上午 Morning	全体人员离会 Departure of all participants

Location/赛事地点



Venues/赛事场馆



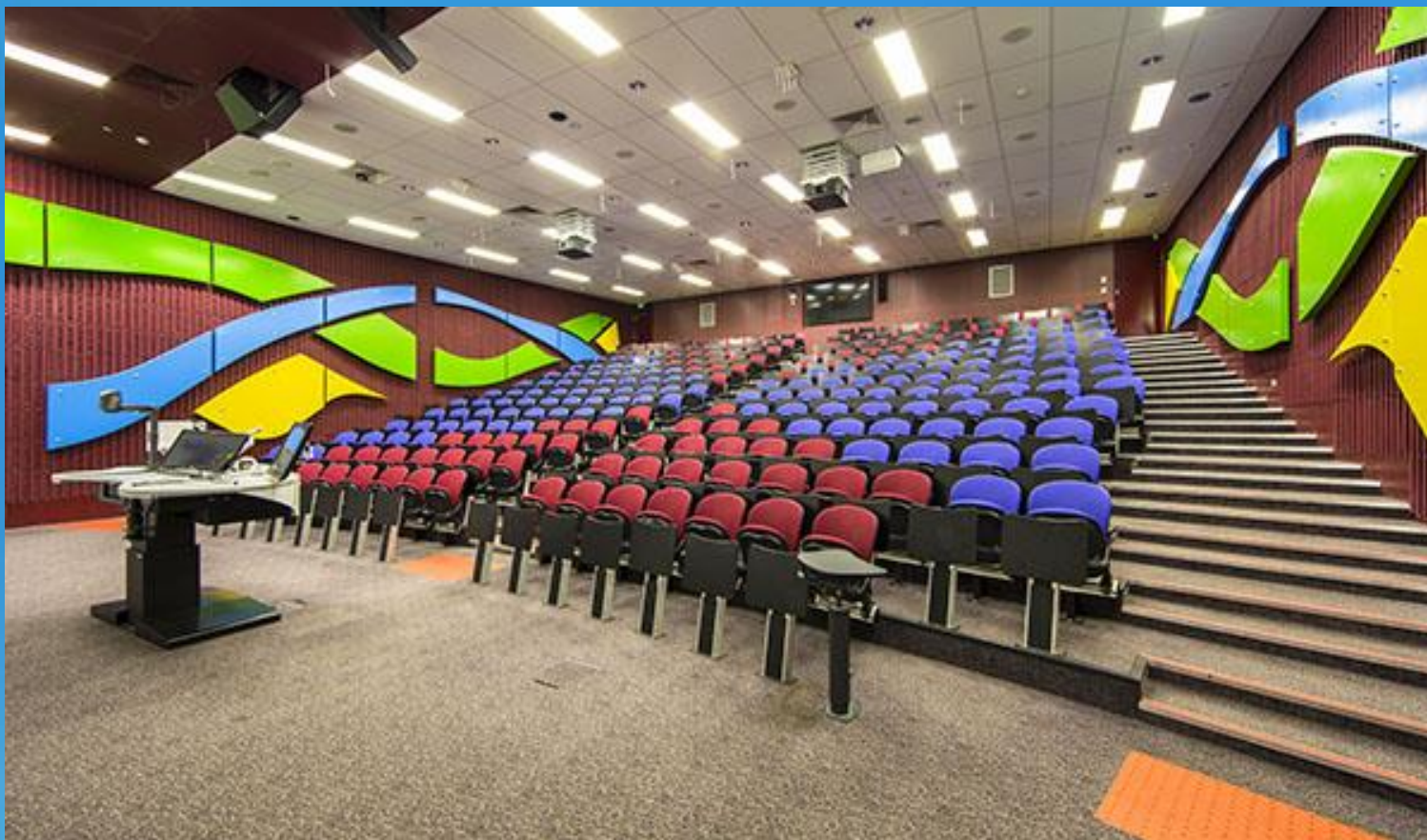
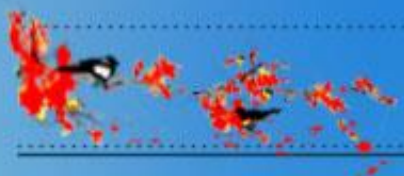
- The Forum and the Competition will be held at the **Monash University** which is Australia's largest university. It is located about 20km from the CBD, South East of Melbourne.
- 论坛及比赛将在**莫纳什大学**举行。该大学是澳大利亚最大的大学，位于墨尔本的东南边，距市中心大约20公里。



Venues/赛事场馆

The Forum will be held at a Lecture Theatre with a capacity of 250 people.

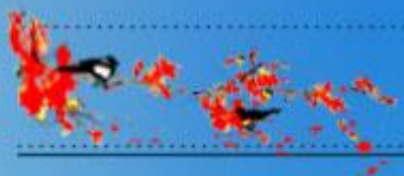
论坛在一个可容纳250人的阶梯教室内举行。



Venues/赛事场馆

The Competition will be held in a double sized basketball court at the Sports Centre.

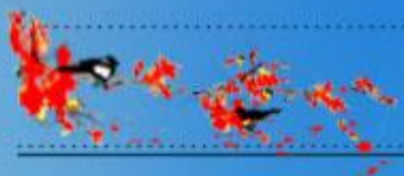
比赛将在体育中心内的篮球场地举行，场地面积是两个大篮球场。



Venues/赛事场馆

The Competition will be held in a double sized basketball court at the Sports Centre.

比赛将在体育中心内的篮球场地举行，场地面积是两个大篮球场。



Scale/赛事规模

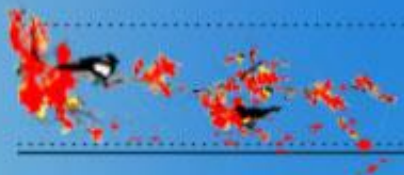


Competition Teams 比赛队伍每队8人, 30个队	240
Competition Officials and Teachers 比赛仲裁、裁判和培训教师	20
Symposium Speakers 论坛发言专家	10
Officials and Staff 官员、工作人员	20
Volunteers 志愿者	30
Spectators 观众	若干

Platform/平台优势

IHQF/CHAQ: Years of experience in the successful operation of large international events, and close contact with members around the world..

国际气联/中国气协: 多年大型国际赛事成功运作经验，与全球各家会员紧密联系。

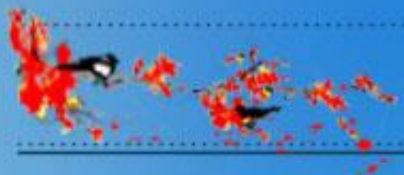


Distribution Layout of IHQF Members 国际气联会员分布图

Brand/行业品牌

The top events in the field of Health Qigong, attracting worldwide attention and cover participants from all continents.

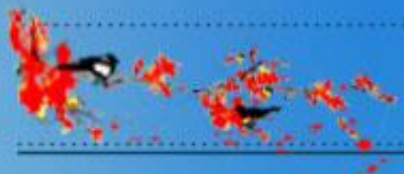
健身气功领域的顶级赛事，全世界瞩目，规模大，吸引全球各大洲爱好者。



“Product” / “产品” 优势

Health Qigong, a distinctive
body-mind exercise method.
Healthy, everyone's needs.

健身气功，独特的身心锻炼
方法。健康，人人所需。



Development/发展空间

The opportunity to become the first person to try tomato -- Health qigong, a virgin land of market development, backed by millions of practitioners, has broad space for expansion.

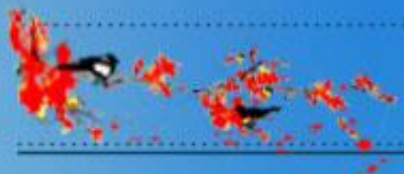
有机会成为第一个吃螃蟹的人——健身气功，市场开发的处女地，背靠数百万的习练人口，具有广阔的拓展空间。



Historical/创造历史

First time in the Southern Hemisphere.

第一次在南半球举办。



Webcast/全球网络直播

The first global webcast for these world Health Qigong events.

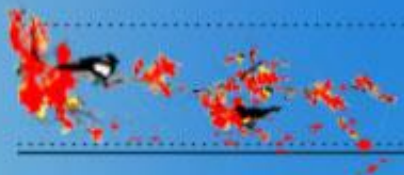
将第一次进行健身气功世界大赛的全球网络直播。



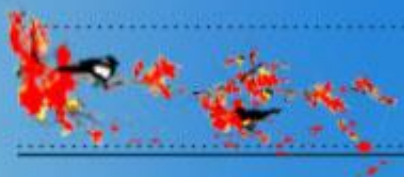
Publicity/多级宣传

IHQF: Global
CHQA: The whole of China
TCA: Australia

国际气联：面向全球
中国气协：面向全中国
太极学院：面向澳洲



Ways/合作方式

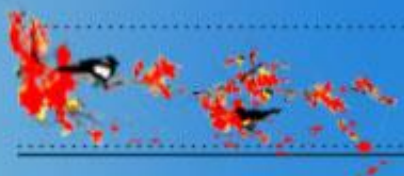


Cooperation Level

赞助层级

Top Title Sponsor
顶级冠名商Official Partner
官方合作伙伴Official Sponsor
官方赞助商Official Supplier
官方供应商Media & Supporter
媒体及支持方

Ways/合作方式



Cooperation Level

赞助层级

Top Title Sponsor
顶级冠名商

1 unit; exclusivity
1名; 排他性

Official Partner
官方合作伙伴

2 units
2名; 排他性

Official Sponsor
官方赞助商

6 units
6名; 排他性

Official Supplier
官方供应商

No limited
不限

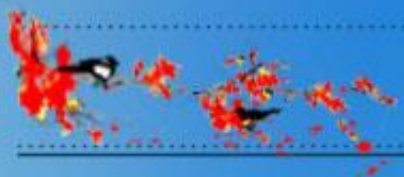
Media & Supporter
媒体及支持方

No limited; Free
不限; 免费

Rights Feedback/权益回报

Top Title Sponsor
顶级冠名商

1 unit; exclusivity
1名; 排他性



- Event naming rights
- IHQF logo and Company logo combined use rights
- Company leader as Deputy President of Organizing Committee
- One company leader can attend the Event free of charge and enjoy VIP treatment, and another person free of charge and enjoy normal treatment
- Company leader as opening speaker and awarding guest
- Exclusive rights to specific product/service categories
- Preference for other thematic activities of IHQF

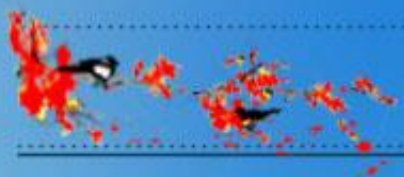
- 赛事冠名权
- 国际气联logo与企业logo组合使用权
- 企业领导担任赛事组委会副主席
- 企业1名领导可免费参会并享受VIP待遇，另享有1个普通参会免费名额
- 企业领导开幕式发言，担任颁奖嘉宾
- 享有特定产品/服务类别的排他权利
- 享有国际气联其他主题活动的优先选择权

Intangible assets
无形资产

Rights Feedback/权益回报

Top Title Sponsor
顶级冠名商

1 unit; exclusivity
1名; 排他性



- Outstanding name and logo on various background boards
- Advertising board in central places of the Event venue
- Advertising pages in the Event manual
- Exclusively company name and logo above the number bibs
- Name and logo on the Event accreditation card
- Free stand in the venue
- Company name in each Media promotion of the Event
- Name and logo prominently placed on IHQF official website and related media

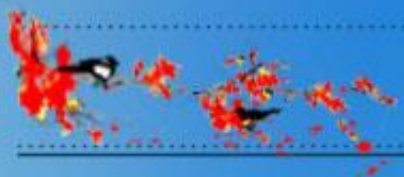
- 各类背景板突出标注企业名称和标识
- 比赛现场显著位置设置企业广告板
- 秩序册刊载企业广告
- 号码布上方独家刊印企业名称和标识
- 证件标注企业名称和标识
- 场馆免费展位
- 媒体赛事宣传均带有企业名称
- 国际气联官网及自媒体等显著位置标注企业名称和标识

Advertisements
设施广告

Rights Feedback/权益回报

Official Partner
官方合作伙伴

2 units; exclusivity
2名; 排他性



- IHQF logo and Company logo combined use rights
- One company leader can attend the Event free of charge and enjoy VIP treatment
- Company leader as awarding guests
- Exclusive rights to specific product/service categories
- Preference for other thematic activities of IHQF

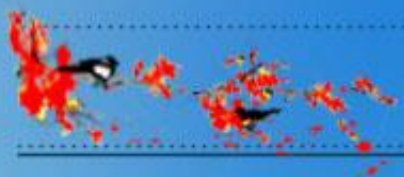
- 国际气联logo与企业logo组合使用权
- 企业1名领导可免费参会并享受VIP待遇
- 企业领导担任颁奖嘉宾
- 享有特定产品/服务类别的排他权利
- 享有国际气联其他主题活动的优先选择权

Intangible assets
无形资产

Rights Feedback/权益回报

Official Partner
官方合作伙伴

2 units; exclusivity
2名; 排他性



- Apparent name and logo on various background boards
- Advertising board in main places of the Event venue
- Advertising pages in the Event manual
- Company name or logo under the number bibs
- Free stand in the venue
- Name and logo placed on IHQF official website and related media

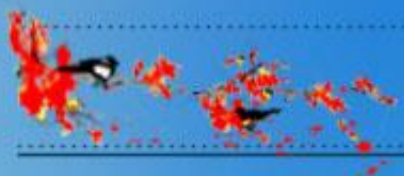
- 各类背景板明显标注企业名称和标识
- 比赛现场主要位置设置企业广告板
- 秩序册刊载企业广告
- 号码布下方刊印企业名称或标识
- 场馆免费展位
- 国际气联官网及自媒体等标注企业名称和标识

Advertisements
设施广告

Rights Feedback/权益回报

Official Sponsor
官方赞助商

6 units; exclusivity
6名; 排他性

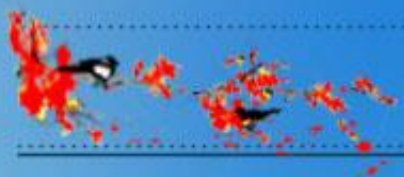


- IHQF logo and Company logo combined use rights
 - Exclusive rights to specific product/service categories
 - Name and logo on various background boards
 - Advertising board in the Event venue
 - Advertising page in the Event manual
 - The Event accreditation card
 - Name and logo placed on IHQF official website and related media
 - Preference for other thematic activities of IHQF
-
- 国际气联logo与企业logo组合使用权
 - 享有特定产品/服务类别的排他权利
 - 各类背景板标注名称和标识
 - 比赛现场广告板
 - 秩序册刊载企业广告
 - 获得赛事证件
 - 国际气联官网及自媒体等标注企业名称和标识
 - 享有国际气联其他主题活动的优先选择权

Rights Feedback/权益回报

Official Supplier
官方供应商

No limited
不限

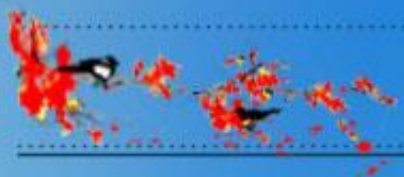


- IHQF logo and Company logo combined use rights
- Name and logo on various background boards
- Advertising board in the Event venue
- Advertising page in the Event manual
- The Event accreditation card
- Name and logo placed on IHQF official website and related media
- Choice for other thematic activities of IHQF
- 国际气联logo与企业logo组合使用权
- 各类背景板标注名称和标识
- 比赛现场广告板
- 秩序册刊载企业广告
- 获得赛事证件
- 国际气联官网及自媒体等标注企业名称和标识
- 享有国际气联其他主题活动的选择权

Rights Feedback/权益回报

Media & Supporter
媒体及支持方

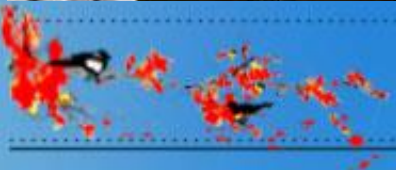
No limited
不限



- IHQF logo and Company logo combined use rights
- Name and logo on various background boards
- Name and logo in the Event manual
- The Event accreditation card
- Name and logo placed on IHQF official website and related media

- 国际气联logo与企业logo组合使用权
- 各类背景板标注名称和标识
- 秩序册登载名称和标识
- 获得赛事证件
- 国际气联官网及自媒体等标注企业名称和标识

Rights Feedback/权益回报



类别	赛事权益	顶级冠名商	官方合作伙伴	官方赞助商	官方供应商	媒体和支持单位
IHQF官网平台	官网首页通栏广告	√	√			
	官网首页logo展示	√	√	√	√	√
运动员装备	号码布上logo	√				
	号码布下logo		√			
	欢迎包/袋	√	√	√	√	√
服装	服装正面/背面	√				
	服装袖标		√			
引导牌	队伍引导牌下logo	√				
	场馆指引牌logo	√	√	√	√	√
背景板	赛事主席台背景板logo	√	√	√	√	√
	赛事颁奖台背景板logo	√	√	√	√	√
	酒店报到背景板logo	√	√	√	√	√
	新闻发布厅背景板logo	√	√	√	√	√
场馆广告	赛场A板广告	4块	2块	1块	1块	
	赛场挂幅大广告	2条	1条	1条		
	地贴广告	√	√	√	√	
赛事印刷品	证件	√	√			
	证书	√				
	秩序册	4页特殊版位	2页特殊版位	1页	1页	标记logo
奖牌	赛事名称	√				
奖杯	赛事名称	√				
赛场展位	提供公司展示及销售	√	√	可认购	可认购	
公关资源	公关接待	2人	1人			

Rights Feedback/权益回报



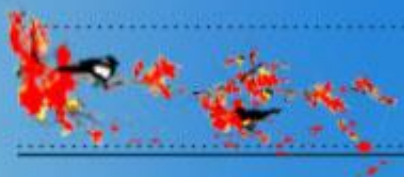
Category	Rights Feedback	Top Title Sponsor	Official Partner	Official Sponsor	Official Supplier	Media & Supporter
IHQF Website	Column advertisement	√	√			
	Logo display	√	√	√	√	√
Athletes Equipment	Logo on top of bibs	√				
	Logo on bottom of bibs		√			
	Welcome bags	√	√	√	√	√
Clothes	Logo on Front/back	√				
	Logo on Sleeve		√			
Guide Board	Logo on bottom of Team board	√				
	Logo on guides	√	√	√	√	√
Background Boards	Podium Board	√	√	√	√	√
	Awarding Board	√	√	√	√	√
	Registration Board in hotels	√	√	√	√	√
	Press conference Board	√	√	√	√	√
Venue Advertising	A-character boards	4	2	1	1	
	Big advertisements on the stadium wall	2	1	1		
	Ground advertisements	√	√	√	√	
Prints	Accreditation cards	√	√			
	Certificates	√				
	Event manual	4 Pages	2 Pages	1 Page	1 Page	Logo printed
Medals	Event name	√				
Trophies	Event name	√				
Stands in Venue	Presentation and sale	√	√	Offer to buy	Offer to buy	
Public relations resources	Reception	2 Persons	1 Person			

Range/合作范围



- **High-level brands:** Aviation, Automobile, Insurance, Real estate, Communications, Internet, Green energy
- **Sports series:** Sportswear, Sports drinks
- **Others:** Travel services, Express logistics, Health food, Hotel services, Traditional Chinese medicine, Traditional culture, etc.
- **高端品牌:** 航空、汽车、保险、地产、通信、互联网、绿色能源
- **运动系列:** 运动服装、运动饮料
- **其他:** 旅游服务、快递物流、健康食品、饭店服务、中医药、传统文化等

On-site publicity/赛事现场宣传



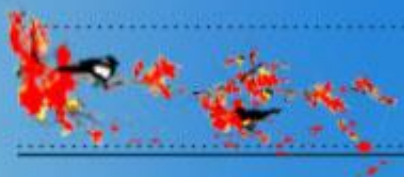
Press Conference/新闻发布会

- Before, during and after the Events
- 赛前、赛中、赛后



Expense/网络平台广告

- IHQF website/
WeChat/ Facebook/
Twitter, etc.
- 官网、微信公众号、脸
书、推特等



Traditional modes/传统模式

- IHQF global members
- TV media
- Print Media
- 国际气联全球会员网络
- 电视媒体
- 平面媒体



The 1st Event

第一届

2006.10.13-18
Beijing, China
中国北京



The 2nd Event 第二届

2007.8.25-29

Beijing, China
中国北京



The 3rd Event 第三届

2009.8.10-19

Shanghai, China
中国上海



The 4th Event 第四届

2011.9.16-21

Vancouver, Canada
加拿大温哥华



The 5th Event 第五届

2013.8.18-24

New York & New Jersey,
USA

美国纽约、新泽西



The 6th Event

第六届

2015.8.22-25

Paris, France

法国巴黎

2015.8.30-31

Porton, Portugal

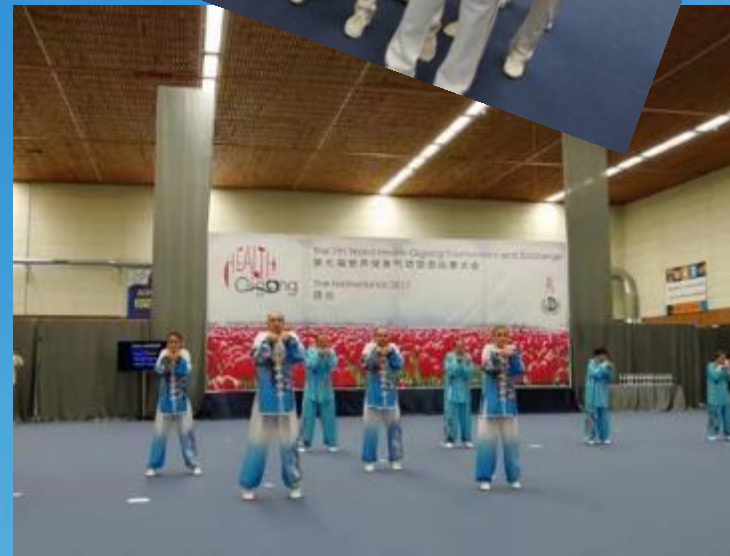
葡萄牙波尔图



The 7th Event 第七届

2017.9.8-13

The Hague,
The Netherlands
荷兰海牙





更多细节，欢迎联系：

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