

# PROJECT 0/1

**ChengDu  
WCFN**

**White Collar Fight Night**





White Collar Boxing is a way the business elite of the city can get together and have a friendly scrap and at the same time network and promote their businesses in the city and most importantly support a meaningful charity.

PROJECT 0/1 owns and hosts the 'White Collar Fight Night' ( WCFN ) for South China and will run two every year in Chengdu city.

PROJECT 0/1 has set a date of **November 18<sup>th</sup>** for Chengdu's first ever White Collar Fight Night at the Intercontinental Chengdu Global Center - The Rumble in the West.

Amateurs are a must as a candidate for this event and we are excited to be offering this challenge to the business community to also inspire and encourage being active and healthy and Fight for Charity!

At PROJECT 0/1 we believe in training for a purpose, for a challenge! Our slogan is 'Choose your mission' and come Nov 18<sup>th</sup> in Chengdu city the mission is the ring!

To help prepare these 'never before fighters' get in the ring, PROJECT 0/1 WCFN would like to recommend the following facilities which have credible coaches and boxing classes.







## Fighters Unite - WKFO

Fighters Unite - WKFO is a martial arts gym and represents fighters from around the world. Boxing, Muay Thai, Brazilian Jiu-Jitsu and MMA. We are very happy to give back to the community in Charity events.





To get involved in this event there are 3 ways:

1. **Fight !** Train up , reserve a table on the night and provide one charity item for auction. **Self Sponsored fighters are responsible for the training fees.** Connect with Project01 for training schedule and sponsor packages.
2. **Sponsor a fighter** on the night and reserve a table and provide one charity item for auction. **Sponsor a fighter means sponsor their training fees.** Connect with PROJECT 0/1 for training schedule and sponsor packages.
3. **Reserve a table** on the night. Connect with PROJECT 0/1 for table options on the night and table sponsor packages. Reserving 3+ tables (Row 1 and 2) and early reservations get sponsorship options.



## Charity: One Foundation



# 壹基金

One Foundation

On the night there will be both a Live Auction and a Silent Auction. Full catalog will be launched to public 1 week before event. Leading up to the Fight Night at each promotion event for each sponsor support and awareness will be raised to showcase the good work One Foundation do for the community and country.

### Founder of One Foundation: Jet Li



In April 2007, Jet Li founded the One Foundation. Evolving from the “Jet Li One Foundation Program under Red Cross Society of China” and “Shanghai Jet Li One Foundation” in succession, Shenzhen One Foundation was formally established in Shenzhen on January 11, 2011 **as the first non-government public fundraising foundation** in China.

## One Big Family

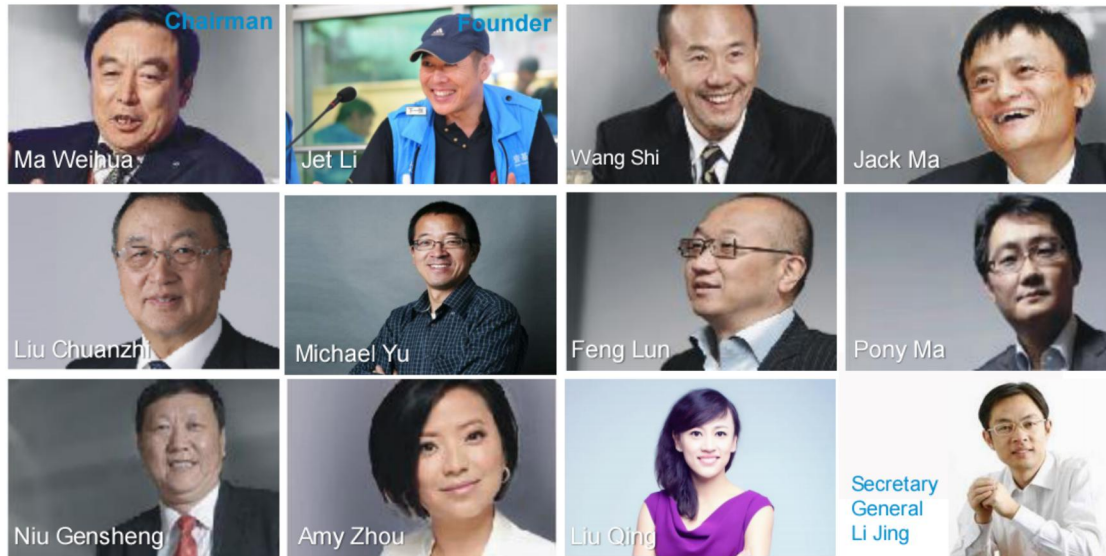


## Jet Li , the Founder and the Ambassador of One Foundation





## The Board: the tycoons of China united by the same mission



One Foundation's 11 Board members

## Strategy Model: “One Platform + Three Areas”

Vision: It Starts with ONE



## Tables and early reservation

Tables will have an assortment of Bubbly, Wine and Beer, depending on package ordered with table. Dinner will be a 5 star Buffet. Exact details of Menu and Drink packages along with floor plan will be released soon. Each table will have a set dinner meal with wine pairing. Row 1, 2 and 3 will be 10 seat tables.



## Prices :

Row 1 VIP - 8,000rmb ( Food included )

Row 1 - 6,000rmb

Row 2 VIP - 6,500rmb ( Food included )

Row 2 - 4,000rmb

Row 3 VIP- 5,500rmb ( Food included )

Row 3 - 3,000rmb

Reserving tables (3+ of Row 1 or Row 2) early and also the number of tables allows you access to sponsor promotion options both for the lead up and on the night.





## Sponsored Lead up Events for Fight Night--- ( Dates and location to be decided soon )

1. Launch party
2. Ring Girl Audition Party
2. Pre fight press conference
3. Weigh ins
4. After party
5. Fight Recap party

The location of these events are determined by sponsored fighters, early table reservation and number of tables reserved.

- Sponsors reserve 3 tables to earn an event (Row 1 or 2)
- Sponsor a fighter and reserve 2 tables to earn an event
- PROJECT 0/1 reserves final say for each event location.

- Each party event will be held to showcase the fighters, the charity and relative sponsors.
- Dates may change slightly.
- Connect with PROJECT 0/1 to plan the event. Each event must have drink special.



## Sponsorship Items On the Night - Items below are available for all sponsors---

1. Three + table reservation
2. Sponsored fighters.

Item	Available Amount
Table display stand	All tables
Ring girls	Only 3 available
Boxing Round signs	Only 3 available
Charity Bidding paddles	One for each guest
LED display during fight	Depending on fight card
Booth on the night	Sponsor responsible for setup, no selling allowed on Fight Night)
Head gear	Depending on fight card
Boxing Gloves	Depending on fight card



# Media Partners



## 1. Media Coverage Appearances

All media are responsible for combination of or either 2 lead up , 1 on the night and 1 post fight night broadcast. Below is example of previous event.



## **2. Five Awards On the Night presented by Top Sponsors**

1. Fight of the Night
2. Top Sponsor of the Night
3. Top Supporting Sponsor of the Night
4. Most Charitable of the Night
5. White Collar of the Night

## **3. Logo display and appearances**

- Official Banner
- Match up Card
- Lead up Events
- Wechat and media postings
- Fighter profile card

## **4. Verbal promo On the Night**

- Announcer on the night X2
- Media interviews on the night x 1
- Live Feed on the night





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## Registration

### ● Fighter

Name :		Gender :		Birth :	
Country :		Height :		Weight :	
Cell :		E-mail :			
Walk out song :					
*Charity item for auction :					

### ● Sponsor's information

Company's name :	
Contact person :	
Cell :	
E-mail :	
Charity item for auction :	

- Table reserve Row 1 ☐
- Row 2 ☐

Date :

Name of Signatory :

Signature

Stamp

\*All fighters must provide charity item for auction sponsored or otherwise.