

December 8 through December 15, 2007



2007

Stanford University, California, USA

# Championship Event Summary

## Table Tennis

- Fastest growing sport in the US in 2006
- Olympic Sport since 1988
- “Ping-Pong Diplomacy” opened the door to China in 1971

## Seven World Titles:

- Boys & Girls Singles
- Boys & Girls Doubles
- Mixed Doubles
- Boys & Girls Team Events

## Participants:

- Features the best 192 junior players in the world - 96 Boys and 96 Girls from 37 countries including:
  - China, Japan, England, France, Poland, Russia, Germany, Korea Rep, Chinese Taipei, Brazil, Australia, USA, Canada, New Zealand, India, Romania, Hungary

## Duration and Dates:

- 8 days starting with the team events and ending with individual events.
- December 8 through December 15, 2007

## Location:

- Stanford University’s Roscoe Maples Pavilion



## Championship Event Details

### Venue:

- Stanford University's Roscoe Maples Pavilion
- \$30 million renovation completed November 2004 featuring:
  - New state-of-the-art video scoreboard
  - High quality VIP seating
  - Newly constructed 360-degree concourse plaza with 10,000 square feet of space for sponsor sales booths and sponsor signage
  - Seating capacity for event will be 6,000



# Championship Event Details

## Event Organizers:

- **International Table Tennis Federation (ITTF)**
  - Olympic Federation
  - On six continents
  - 195 National Associations
  - More than 160 million players
  - World Junior Championships – Premier Competition of World Junior Program
- **Bay Area Sports Organizing Committee (BASOC)**
  - BASOC was established in 1987
  - Submitted U.S. domestic bids for the 1996 and 2012 Summer Olympic Games
  - 1992 World Figure Skating Championships
  - 1994 FIFA Men's World Cup
  - 1999 FIFA Women's World Cup
  - 2006 FINA Masters World Championships
  - 2009 National Senior Games, the largest multi-sport (18 sports) event in the United States



# Championship Event Details

## Event Organizers Continued:

- **USA Table Tennis**
  - National governing body for table tennis in the United States.
  - Created in 1933 and headquartered in Colorado Springs
  - Group “A” member of the United States Olympic Committee
  - Member of the International Table Tennis Federation (ITTF)



## Supporting Organizations:

- Stanford University Athletic Department
- City of San Francisco
- City of Palo Alto
- City of San Jose
- San Jose Sports Authority
- Bay Area Table Tennis Committee
- World Journal



## Media Partners:

- KGO-810 AM – Bay Area’s #1 Radio Station for 28 straight years
- KTSF-TV – Bay Area’s #1 Asian Broadcast Station

## Championship Event Details

### Television:

- CCTV China – main broadcast partner of ITTF.
  - CCTV China has committed to air two hours of tape-delayed broadcast.
- World Championship Sports Network (WCSN) Has offered to be the Domestic Broadcast and Internet video partner – available in 45 million households.
  - KTSF-TV – Official Media Partner - committed to provide promotional, advertising and Air-time
  - #1 multi-ethnic station in San Francisco bay area.
  - Reaches more than 2,750,000 homes
- Only station in U.S. producing nightly live news in both Cantonese and Mandarin.

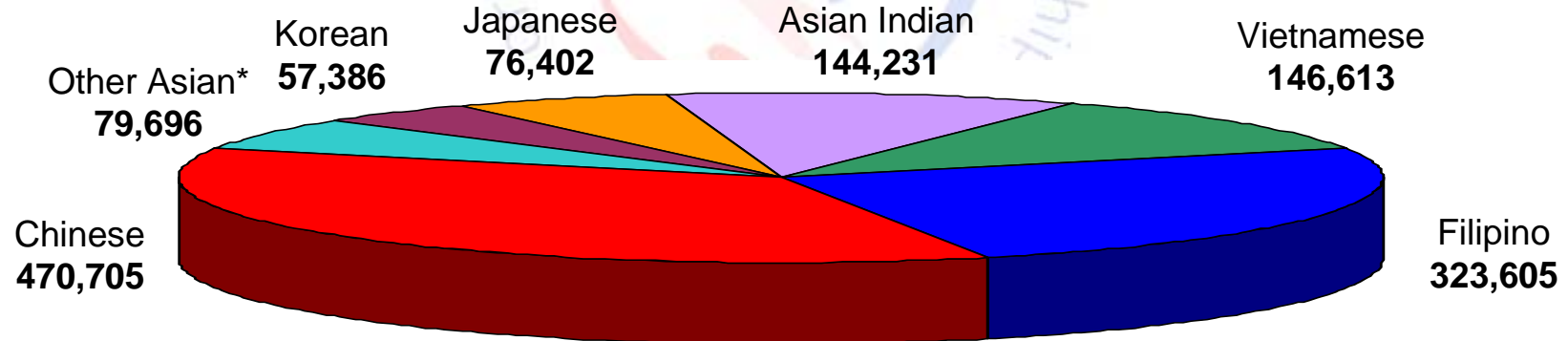


## Championship Event Details

### Television Market:

- San Francisco Bay Area has 1.3 million Asian viewers.
- Brand visibility in relation to broadcast time for table tennis events is 84.3%, creating a very high return of sponsorship investment!
- 532 million television viewers tuned to CCTV China and Eurosport (pan-Europe) to watch the Volkswagen 48<sup>th</sup> World Table Tennis Championships, recently held in Shanghai, China according to IFM Mediaanalysen GmbH of Germany.

### San Francisco – Oakland – San Jose Asian Ethnic Breakout



Total Asian	Chinese	Filipino	Vietnamese	Asian Indian	Japanese	Korean	Other Asian*
1,298,638	470,705	323,605	146,613	144,231	76,402	57,386	79,696

Source: U.S. Census Bureau, Census 2000

\* Other Asian alone, or two or more Asian categories

Data provided by KTSF

## Market Details

### Television Markets:

- Increase communication with Asian consumers via large TV audiences
- Increase market share in Asia and Mainland China
- Reach consumers and clients via table tennis as a fast growing market
- Reach 1.3 million Asian-Americans in the SF bay area through this unique sporting event
- Associate with a clean and healthy (doping free) lifetime sport
- Strong attributes: speed, spin, accuracy, strategy, explosiveness, mental focus and sportsmanship.



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