



15th WORLD WUSHU CHAMPIONSHIPS
第十五届世界武术锦标赛

WUSHU
CHAMPIONSHIPS
SHANGHAI

16th World Wushu Championships

Partnership Opportunities

Dallas-Fort Worth, Texas | November 2023

INTRO TO WUSHU KUNGFU

Wushu kungfu is the collective term for the martial art practices which originated and developed in China. The sport is categorized into two main disciplines: **Taolu** (routines) and **Sanda** (free fighting).

Taolu routines are amazing displays of artistry and choreography, while Sanda is a modern combat sport featuring punching, kicking, throwing, wrestling and defensive techniques. Both disciplines require balance, focus and power as athletes push their bodies to the limit.



WHY WUSHU KUNGFU

Greatness can only be achieved through extensive patience and practice, which underpins the very meaning of the fast-growing sport of wushu kungfu. These universal qualities can be very powerful for a brand seeking to rise above their competitors.

Dallas-Fort Worth was awarded the first World Championships in the U.S. in 28 years due to Team USA's success and the sport's growth in this market. Now is the time for YOUR BRAND to take advantage of this tremendous opportunity to help achieve your business objectives.



LEGACY OF WUSHU KUNGFU

The modern sport of wushu kungfu has been forged by generations of icons such as **Bruce Lee**, **Jackie Chan**, **Jet Li**, and **Michelle Yeoh** serving as a cultural touchstone from **Fist of Fury** to **The Matrix** to **Marvel's Shang-Chi**.



WUSHU KUNGFU LEADERSHIP



The **International Wushu Federation (IWUF)** is the international federation that governs wushu kungfu in all its forms worldwide. Currently, the IWUF has 158 national/territorial members, across 5 continents. The IWUF is recognized by the International Olympic Committee as the sole worldwide governing authority for the sport in all its forms.



The **United States of America Wushu Kungfu Federation (USAWKF)** is the official U.S. representative to the IWUF. The USAWKF is the first and only organization in the U.S. to successfully develop regional and national competitions, and its formation has tremendously improved the way wushu kungfu events are managed and conducted in the U.S.

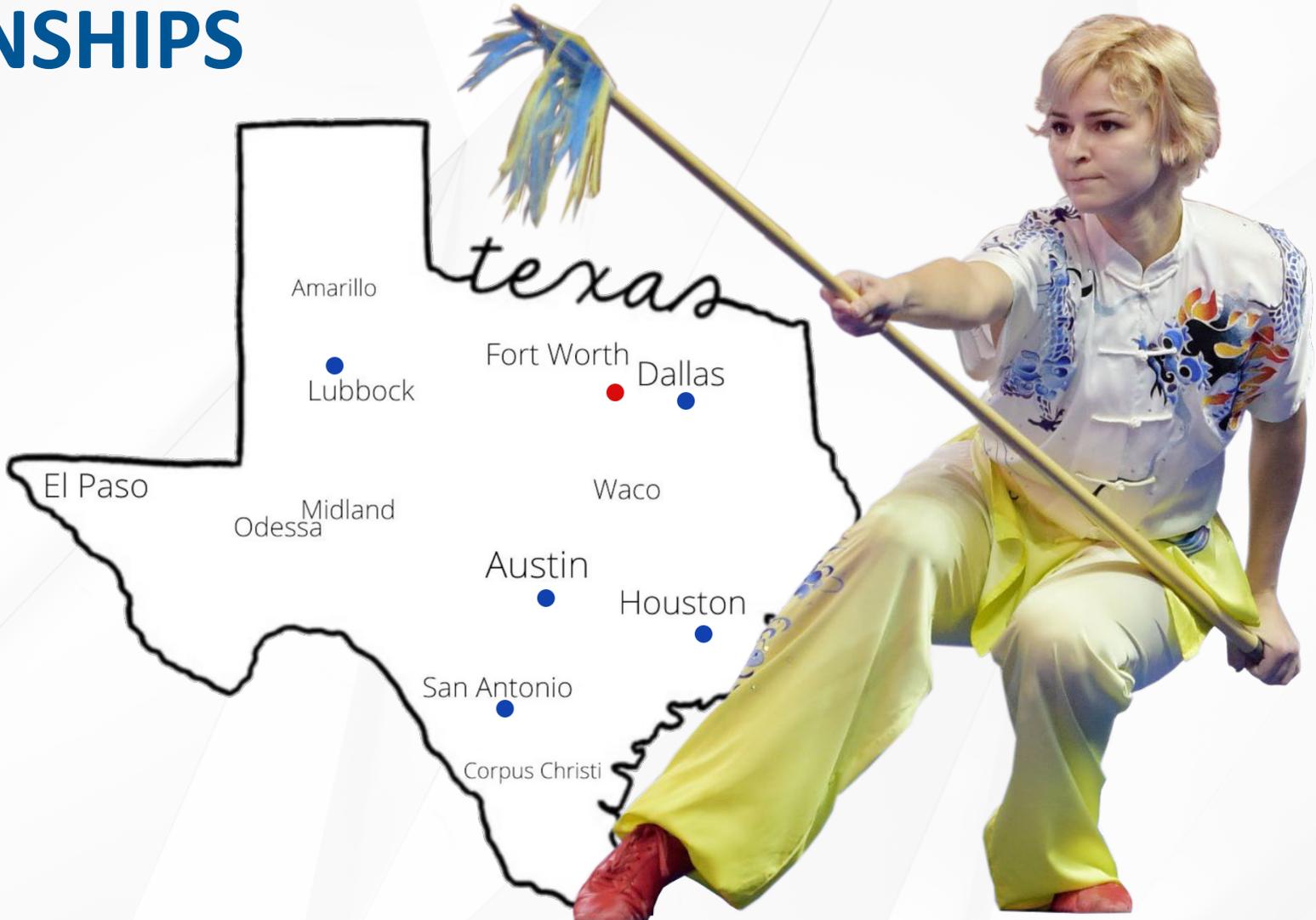
INTRO TO 16TH WORLD WUSHU CHAMPIONSHIPS

The 16th World Wushu Championships is a global event attracting over 80 national teams from all over the world including Australia, France, Ukraine, Brazil, Egypt and China.

Dates: November 16-20, 2023

Location: Fort Worth Convention Center in Fort Worth, Texas

Event Size: 600-800 Athletes, 1,500 participants, and 3,000-5,000 local spectators



WUSHU KUNGFU BY THE NUMBERS



120 million participants around the world - including 70 million youth participants



Over 50,000 martial arts schools in the US. Generate about \$9 billion in revenues per year within the US.



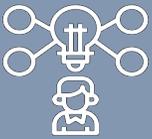
1.24 million views of 2019 World Wushu Championships on YouTube



800K+ views on Weibo

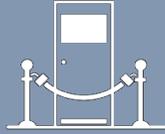
World Wushu Championships Partnership Packages

The USA Wushu Kungfu Federation is inviting a limited number of brands to join this storied event in a first-of-its-kind premium partnership program.



IP

Logos, marks, designations



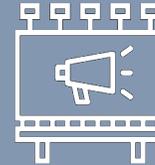
EXCLUSIVES

Branded “franchises” and experiences



ACTIVATION

Brand booths, athlete gifting



BRANDING

In-stadium signage, logo inclusions



DIGITAL & CRM

Social posts, database marketing



TICKETS

Hospitality, general admission, VIP

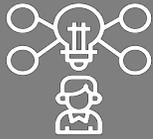
Packages are available in three tiers:

Official Partner

Official Sponsor

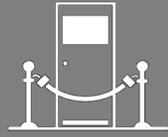
Official Supplier

Rights & Benefits



IP

Logos, marks, designations



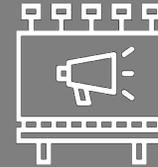
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| | IP | EXCLUSIVES | ACTIVATION | BRANDING | DIGITAL & CRM | TICKETS |
|-------------------|----|------------|------------|----------|---------------|---------|
| OFFICIAL PARTNER | ★ | ★★★ | ★★★ | ★★★ | ★★ | ★★ |
| OFFICIAL SPONSOR | ★ | ★★ | ★★ | ★★ | ★ | ★ |
| OFFICIAL SUPPLIER | ★ | ★ | ★ | ★ | ★ | ★ |

★ LEGEND 3: Significant Assets; 2: Moderate Assets; ≤1: Limited Assets

OFFICIAL MEDALS SPONSOR

Exclusive platform for your brand to own all aspects of the World Wushu Championships medals from the launch event to medal ceremonies to an interactive exhibit for fans

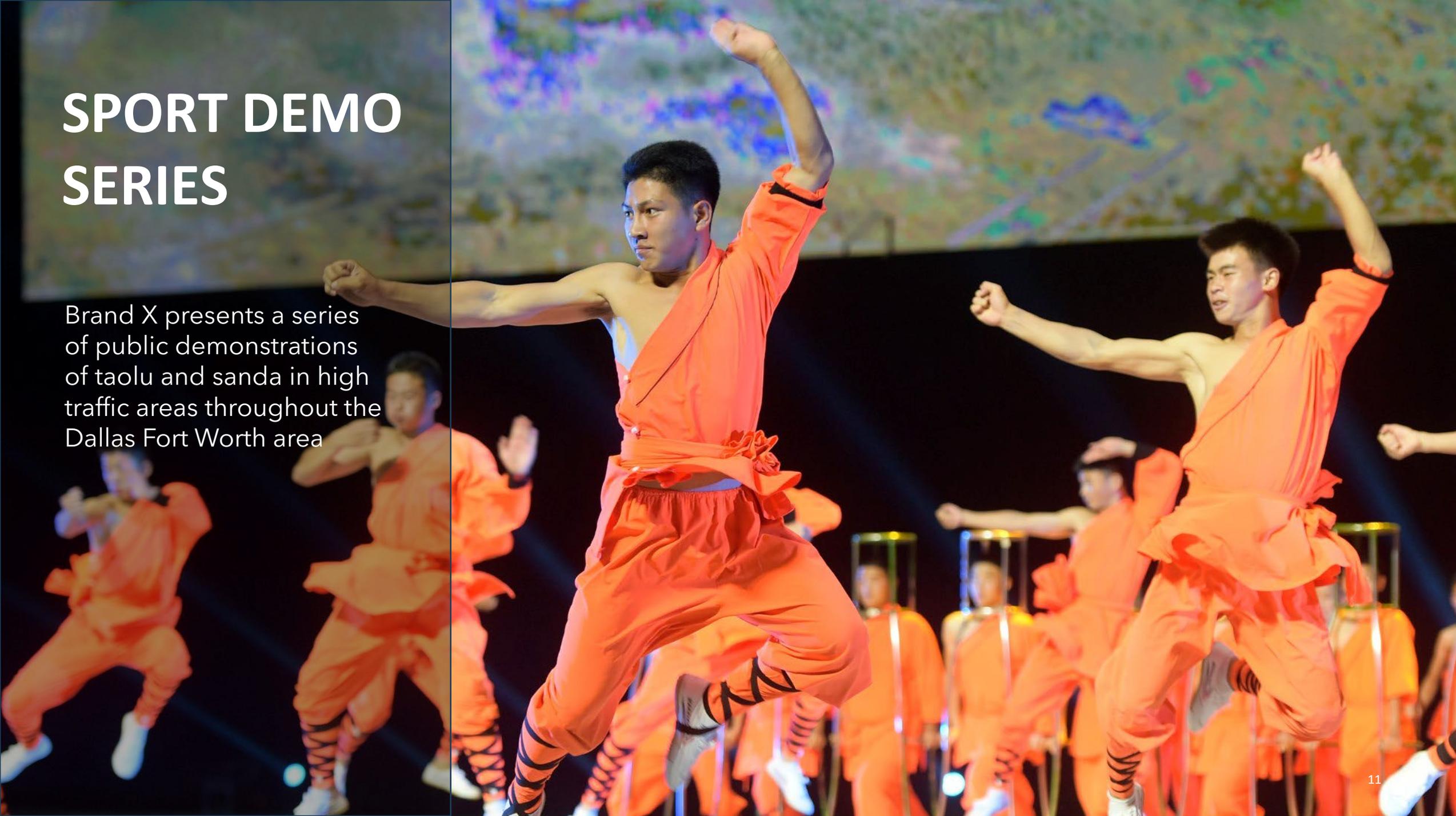
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SPORT DEMO SERIES

Brand X presents a series of public demonstrations of taolu and sanda in high traffic areas throughout the Dallas Fort Worth area



OFFICIAL VOLUNTEER PROGRAM SPONSOR

Volunteers go above and beyond supporting all aspects of global events like the 16th World Wushu Championships. Brand X will return the favor by providing them the training and enhanced experience they deserve



CONTACT@WWC16.ORG

[HTTP://16THWWC.ORG](http://16thWWC.org)

THANK YOU

