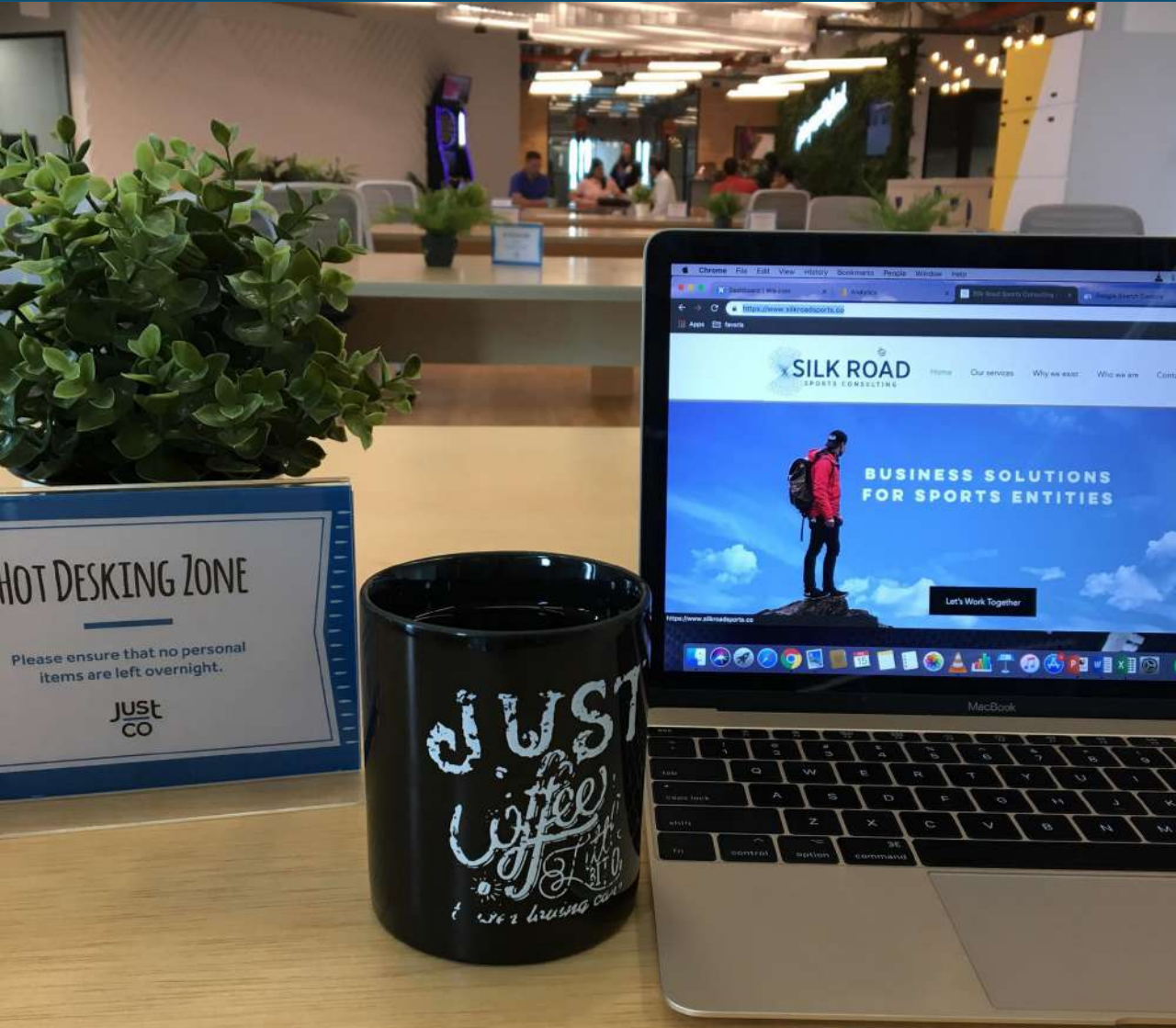




Company Profile

Who we are



Sports – Business - Solutions

Silk Road Sports Consulting is a sports marketing company based in Singapore. From Europe to South East Asia, we are working with world-class athletes, clubs, leagues, Federations, governing bodies, rights holders and brands to create partnerships in sport.

Our Services



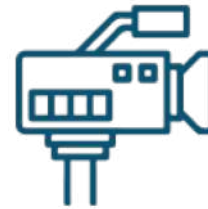
ATHLETES
Management



BRANDS
Activation Strategy
& Sponsorship



MARKETING RIGHTS
Consulting & Sales



VIDEO / TV
Production



EVENTS
Management



PROJECTS
Management &
Consulting

ATHLETES Management



ADVERTISING



DIGITAL INFLUENCER



EVENTS



PUBLIC RELATIONS



Anthony JOSHUA



**British professional boxer
Unified world heavyweight
champion:**

- ✓ IBF World Champion – since 2016
- ✓ WBA World Champion – since 2017
- ✓ WBO World Champion – since 2018
- ✓ Heavyweight Olympic Champion – 2012



Karim BENZEMA

French professional football player. Striker for Real Madrid.

- ✓ 4x UEFA Champions League winner
- ✓ 2x Spanish champion
- ✓ 2x Spanish cup winner
- ✓ 4x French champion
- ✓ 1x French cup winner
- ✓ 4x FIFA club world cup winner
- ✓ 4th top scorer of the UCL history



Blaise MATUIDI



French football player
Midfielder for Juventus

- ✓ 2018 FIFA WORLD CUP
- ✓ 4x French champion
- ✓ 3x French cup winner
- ✓ 4x French League cup winner
- ✓ 1x Italian champion
- ✓ 1x Italian cup winner



Nabil FEKIR



**French football player
Midfielder for Lyon**

✓ 2018 FIFA WORLD CUP



BRAND - Sponsorship & Partnerships



- Full sponsorship journey: **Strategy - Activation - Evaluation.**
- Sponsorship selection process in order to offer them the best option.
- We advise brands on how to increase their ROI on sports.
- We activate campaigns around high-potential events or competitions



Sponsorship & Partnerships – F1



F1 in SCHOOLS is a global education programme that drives STEM (science, technology, engineering, mathematics) based action learning.

Developing the next generation of Engineers, Technicians, Scientists, and Entrepreneurs.

Now in its 15th edition, F1 in Schools is the only truly, global educational programme that raises awareness of both STEM and Formula 1 among students and school children in every region, every country, and every continent.



Sponsorship & Partnerships – F1



THE PODIUM LOUNGE 2019

11TH CONSECUTIVE YEAR AT THE RITZ-CARLTON, MILLENIA SINGAPORE

FRIDAY 20, SATURDAY 21 & SUNDAY 22 SEPTEMBER



Singapore's Most Glamorous, Track-Side Celebrity Event

AT THE 2019 FORMULA 1 SINGAPORE GRAND PRIX

MARKETING – AS Monaco (Asia)



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- Monaco Grand Prix, Formula One
- Monte-Carlo Masters 1000, Tennis
- Monaco Diamond League, Athletics

**Living the Monaco dream.
Unique experiences in the unique place!**

- Football: 8 times champion of France
- A launchpad for many outstanding players
- eSports

MARKETING – SSC Napoli (Asia)

One of the **oldest Italian** football clubs, with a **long** and **rich tradition**, which starts its way back in **1926**.

The **most successful** football club from **Southern Italy**, supported by more than **100 million fans** worldwide.

Home of the **most brilliant** football player in history, “El Pibe de Oro” **Diego Armando Maradona**.

Nowadays part of the **European football elite**, SSC Napoli is one of the **most recognized** football Clubs in the world.



Carlo Ancelotti



MARKETING – Portugal (Asia)



The Portugal National Team is known for its world class in the football history. Recently, Portugal won the last 2 of the 3 European championships, Euro 2016 and 2019 UEFA Champions League, led by the team captain, Cristiano Ronaldo. Ronaldo, who holds the team record for most caps and for most goals, is now joined by a super rookie, João Félix, to aim for the top again.

MARKETING – Wellness & Fitness Project



- **Silk Road Sports Consulting** is representing **aQieve** in Asia (Business Development, Marketing).
- **aQieve's** vision is that every person respects and values balance & harmony, and invests in their **Mind, Body and Spirit**.

TV SHOWS



WELLNESS FESTIVAL



AWARDS CEREMONY



EVENTS Management



We create tailored events, from scratch: Concept / Marketing / Sponsorship / Operation.
At Silk Road Sports Consulting, we always aim to encourage people to live a healthy and active lifestyle!



***FITNESS BEST ASIA AWARDS**

<https://bit.ly/2BRPTHb>

***SUPERLIGA FOOTBALL**

<https://bit.ly/2Xn1IUE>

Silk Road Sports Consulting brings to life **UNIQUE** concepts through **MEMORABLE** and engaging sports and lifestyle **EVENTS** for our clients.

**FITNESS BEST ASIA AWARDS and SUPERLIGA FOOTBALL are AMC ASIA's properties.*

Video / TV Production



Pre-Production | Research & Conceptualizing, Scripting & Storyboarding, Production, Coordination Meeting Scheduling, Visual Treatment etc..

Production | Directors & AD's, Directors of Photography and AC's, Line/ UPM and Exec. producers, associate producer etc...

BTL, G&E and tech crew: Production managers and coordinators, continuity, Gaffers, Grips, Sparks, Best boys, wranglers/ DiT, Sound engineers & boom, PA's, runners etc...

On-screen: Talents, models, actors, animals etc...
Equipment, Safety & Security etc.

Post-Production | offline / online Editing, Color Grading, Licensed Music Track, Audio Balance & Mix, Graphics animation 2D/3D subtitles etc.



PROJECTS Management & Consulting



Silk Road Sports Consulting aims to be **a bridge between Asia and other continents.**

We help sports entities from Europe, America, Africa, who wants to open **business structures (APAC Head Quarter, Academies....)**, or organise an event/competition in South East Asia.

Venue/facilities, logistics, sponsors, business partner, marketing strategy, PR...

We are to help you to take the best decision and facilitate your business journey in Asia!



*POWERED ACROSS

7 COUNTRIES



• SOUTH KOREA

• GREATER CHINA

• UAE

• QATAR

• THAILAND

• MALAYSIA

• SINGAPORE

* Silk Road Sports Consulting is partnering with *amc asia!* for operation and creative resources





Thank you!

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