



振兴杯  
REVITALIZATION CUP

奥美体育  
AOMEI Sports



# 首届“振兴杯”沈阳青少年冰球邀请赛

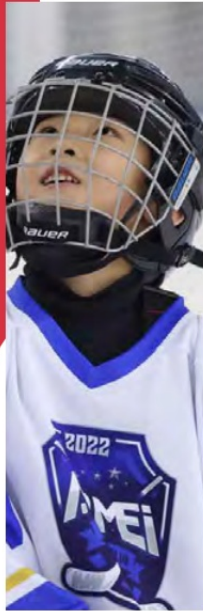
FIRST REVITALIZATION CUP SHENYANG JUVENILE ICE HOCKEY TOURNAMENT

## 赛事报告

### Event report



中国·沈阳  
Shenyang·China  
2023.02



"Zhenxing Cup" is an international brand event independently founded by Shenyang City.

Revitalization Cup is an international brand event independently founded by Shenyang



In order to consolidate and develop the results of "300 million people participating in ice and snow sports" and seize the "post-Winter Olympics era"

"Generation" opportunity to help our province bid for the Tenth National Games, in accordance with the municipal party committee and government's "revitalization of new breakthroughs"

The special action mission of "Broken, I Want to Be a Pioneer" was deployed, and the first "Revitalization Cup" Shenyang Youth

The 2020 Ice Hockey Invitational Tournament will be successfully held in February 2023. "Revitalization Cup" is Shenyang Municipal Government's

An international youth ice hockey brand event founded by the main

serve as an event platform, implement the concept of government guidance and enterprise market-oriented operation, and create a

A new model for national ice hockey events and writing a new chapter for Shenyang ice hockey events.

Supporting unit: Liaoning Provincial Sports Bureau

Sponsor: Shenyang Municipal Sports Bureau, Heping District People's Government

Co-organizer: Shenyang Municipal Culture, Tourism, Radio and Television Bureau

Shenyang People's Association for Friendship with Foreign Countries

Organizer: Shenyang Ogilvy Sports Culture Communication Co., Ltd.

Main sponsor: Shenyang Ogilvy Hockey Club

Revitalization Cup - highly praised and strongly supported by the Chinese Ice Hockey Association

Revitalization Cup-Support from Union of Chinese Ice Hockey Association



Screenshot of the Chinese Ice Hockey Association official website WeChat



Chen Qiang, Director of the National Team Management Department of the Chinese Ice Hockey Association, attended the opening ceremony and kicked off the ball



Chen Qiang, Director of the National Team Management Department of the Chinese Ice Hockey Association, met with Andrei, Secretary General of the Belarusian Ice Hockey Association

Promotion Cup - highly praised and strongly supported by the Belarus Ice Hockey Association

Revitalization Cup-Support from Union of Belarus Ice Hockey Association



Yana Arsen, Vice President of the Belarusian Ice Hockey Association; Andrei Anashchuk, Secretary General of the Belarusian Ice Hockey Association



Wang Daojun, Member of the Standing Committee of the Shenyang Municipal Party Committee and Vice Mayor, met with Mercurius, Vice Chairman of the Belarusian Hockey Association

Thank you letter from Belarus



Promote the development of the ice hockey industry

## Promote The Development Of Ice Hockey Industry

On the morning of February 6, the National Fitness Center in Heping District, Shenyang City Center (Peace Ice Sports Center), Shenyang Ogilvy Sports Company and Belarusian Ice Hockey Club Dinamo Minsk

The signing ceremony of the cooperation memorandum was successfully held.

On the morning of February 6, Wang, Member of the Standing Committee of the Shenyang Municipal Party Committee and Vice Mayor

Shaolin met with Vice Chairman of the Belarusian Ice Hockey Association Mar

Chenko Vetlana Petrovna.

On the afternoon of February 6, the Chinese Ice Hockey Association national team management

Minister Chen Qiang met with the Secretary of the Belarusian Hockey Association

Chief Bashko Andrei Alexandrovich. for promotion

The professionalism of the event, the purchase of a professional timing and scoring system for the event and VHL monitoring system, which can record and count the number of games in real time

According to data, capture the ball speed of 150 kilometers/hour to enhance the professionalism of the game.



Wang Shaolin, Member of the Standing Committee of the Shenyang Municipal Party Committee and Vice Mayor, met with Marchenko, Vice Chairman of the Belarusian Hockey Association



Chen Qiang, Director of the National Team Management Department of the Chinese Ice Hockey Association, met with Andrei, Secretary General of the Belarusian Ice Hockey Association



signing ceremony

# Revitalization Cup — Mission

- Build an international platform for young people in China and the world to show themselves, enjoy sports and open communication.
- Let Chinese teenagers who love ice hockey communicate and learn with international ice hockey teams without going abroad.
- Cultivate Chinese youth ice hockey culture, let more young people love ice hockey and share the joy of ice hockey.

# Revitalization Cup—Purpose

- Build an international platform for young people in China and around the world to express themselves, enjoy sports and open communication;
- Enable Chinese teenagers who love ice hockey to communicate and learn with top international ice hockey teams without going abroad;
- Cultivation of Chinese youth ice hockey culture, so that more young people can love ice hockey and share the happiness brought by ice hockey.





# A Wonderful Opening Ceremony

A wonderful opening ceremony

At the opening ceremony, flags from 30 participating teams from 8 cities across the country were displayed

Entering the venue energetically with some participating teams, it was full of action. Live big screen broadcast

The "Shenyang Ice and Snow Promotional Video" is shocking and shows the world the Shenyang Ice and Snow Promotional Video.

The unique charm of snow. After the kick-off ceremony, the opening match started immediately. The first

The "Revitalization Cup" kicked off. The opening ceremony was fully broadcast through the professional ice hockey live broadcast platform

Cheng's live broadcast has a total viewing volume of over 570,000.



# Event data

## Event Data

Participating countries

**China Belarus**

Event Category

**U6/U8  
U10/U12**

Number of participants

**576 people**

Participating cities

**Beijing,  
Shenyang and  
Shanghai, Chengdu  
Yantai, Harbin Jiamusi, Jilin City**

Participating teams

**32 pieces**

Games

**86 games**





## High level referee team

### High-level Referee Team



In order to ensure the openness, fairness and impartiality of the competition, Yes, Zeng Siming, an international referee recommended by the Chinese Ice Hockey Association, is invited to serve as the chief referee. Both on-field and off-field referees are composed of international, national and national referees. The first-level referees serve as referees from Beijing, Tianjin, Chongqing, Shandong, Jiamusi, Qiqi 7 cities including Harbin and Shenyang.

#### Referee

Zeng Siming

#### On-field referees

Wang Zhihong, Dai Liping, Cao Jian, Cui Zhanan, Chu Xuemei,

Cang Zhanan, Chu Jinbiao, Liu Yanxing

#### Off-field referees

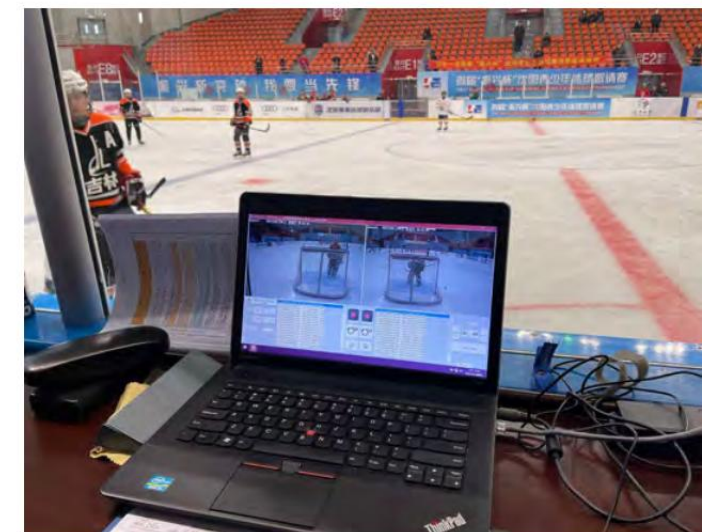
Bi Weiyang and Yang Shuyu

## Professional competition system

### Professional Competition System

#### Professional ice hockey game timing and scoring system:

In order to enhance the professionalism of the event, a professional event equipment was purchased. Timing and scoring system and VHL monitoring system can provide real-time input and collect game data, capture photos 150 kilometers/hour. The speed of the ball increases the professionalism of the game.



First class competition venue

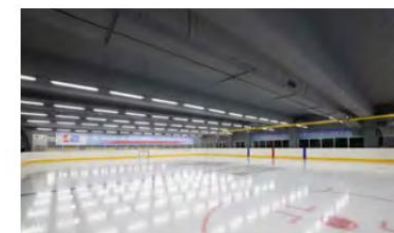
### Competition Arena

A venue that can host international triathlon ice events



Shenyang Heping District National Fitness Center

Located at No. 55 Hunnan West Road, Heping District, Shenyang City, it covers a total area of 47,000 square meters, with an ice surface area of 1,800 square meters. It has functional rooms such as athlete lounges, shower rooms, equipment rooms, lighting, audio, and display control rooms<sup>34</sup> It has 3,264 grandstand seats and a 608-square-meter physical training hall. It is an ice comprehensive gymnasium that integrates grandstands, lighting, and supporting function rooms. It can host international-level short track speed skating, ice hockey, figure skating and other events.



Ogilvy & Mather Ice and Snow Wulihe Pavilion

Located on the second floor of Wulihe Cultural and Sports Center at the intersection of Qingnian Street and Wencui Road, it has a strategic location and convenient transportation. The total area is 1,500 square meters, including 800 square meters of ice rink and more than 600 square meters of functional facilities such as physical training area, locker room, reception area, and toilets. Equipped with training equipment such as skates and helmets, and a national-level professional coaching team, it can hold ice hockey, speed skating, figure skating competitions, ice performances, ice fun games, ice carnivals and other activities.



Snapshot of the game

GLIMPSE OF MATCHES



## Event service guarantee

### Event Service Guarantee



#### 1. Medical aid Medical Care

During the competition, the organizing committee purchased insurance for the contestants, set up medical rescue stations within the competition venue, arranged for ambulances to be stationed outside the competition venue for treatment, used Shengjing Hospital as a designated hospital for medical security, and established a green channel for medical treatment, making every effort to "revitalize the competition." Cup" provides medical security services to all staff.



#### 2. Reception service Reception Service

Comfort Hotel: Selected high-standard and conveniently located hotels in the city center provide food and accommodation services for participating teams. High-end hotels: Provide three meals for participating teams. The meals are buffet style. The dishes are a combination of meat and vegetables, which are nutritious and healthy.



## Enthusiastic volunteer service

### Enthusiastic Volunteer Teams

The Zhenxing Cup Organizing Committee will allocate volunteers to the participating teams to provide warm and thoughtful services to the participating teams. Volunteers will be stationed at the stadium, hotel, airport, bus, etc.

Provide guidance, reception, translation and other services at stations, conference venues and other places.



#### 3. Transportation services Transportation Services

During the event, each participating team will be provided with event pick-up and drop-off services (between accommodation and the event), and the participating teams will be provided with one-time pick-up and drop-off services from Shenyang Taoxian Airport and Railway Station to the resident station.



#### 4. Security services Security Services

In order to ensure the safety of young players in the venue, security personnel are located in various venues. Pay full attention and devote yourself to your duties every day, so that the young players can play with peace of mind.





An award ceremony full of honor  
An Honorable Award ceremony

# REVITALIZATION CUP



international ice hockey training camp

## International Hockey Training Camp

The first "Revitalization Cup" Shenyang Youth Hockey Invitational Tournament has just concluded with glory, and another international ice hockey event has begun. The "2023 Ogilvy Dynamo International Ice Hockey Training Camp" has begun!

This training camp is jointly launched by Shenyang Ogilvy Sports and Dynamo Ice Hockey School from Belarus, a powerful ice hockey country. This training camp will be taught personally by the champion coach of the Belarusian Dynamo Club, with the latest European training concepts and teaching plans, professional technical guidance and course arrangements.

Dynamo Club champion players performed action demonstrations, technical exchanges, and in-depth discussions on the spot.

Consult.



## cultural exchange activities Cultural Exchange

The participating teams were organized to visit the Shenyang Forbidden City and Laobei City, tasted special catering, had an unforgettable birthday, and held a variety of sports and cultural exchange activities such as the Lunar New Year 15th Party.



# New media publicity matrix

## Media publicity matrix

Updated daily with the latest news, pictures and related videos



Peace Ice Sports Center Official Account



Peace Ice Sports Center Video Number



Shenyang Ogilvy Sports Video Account



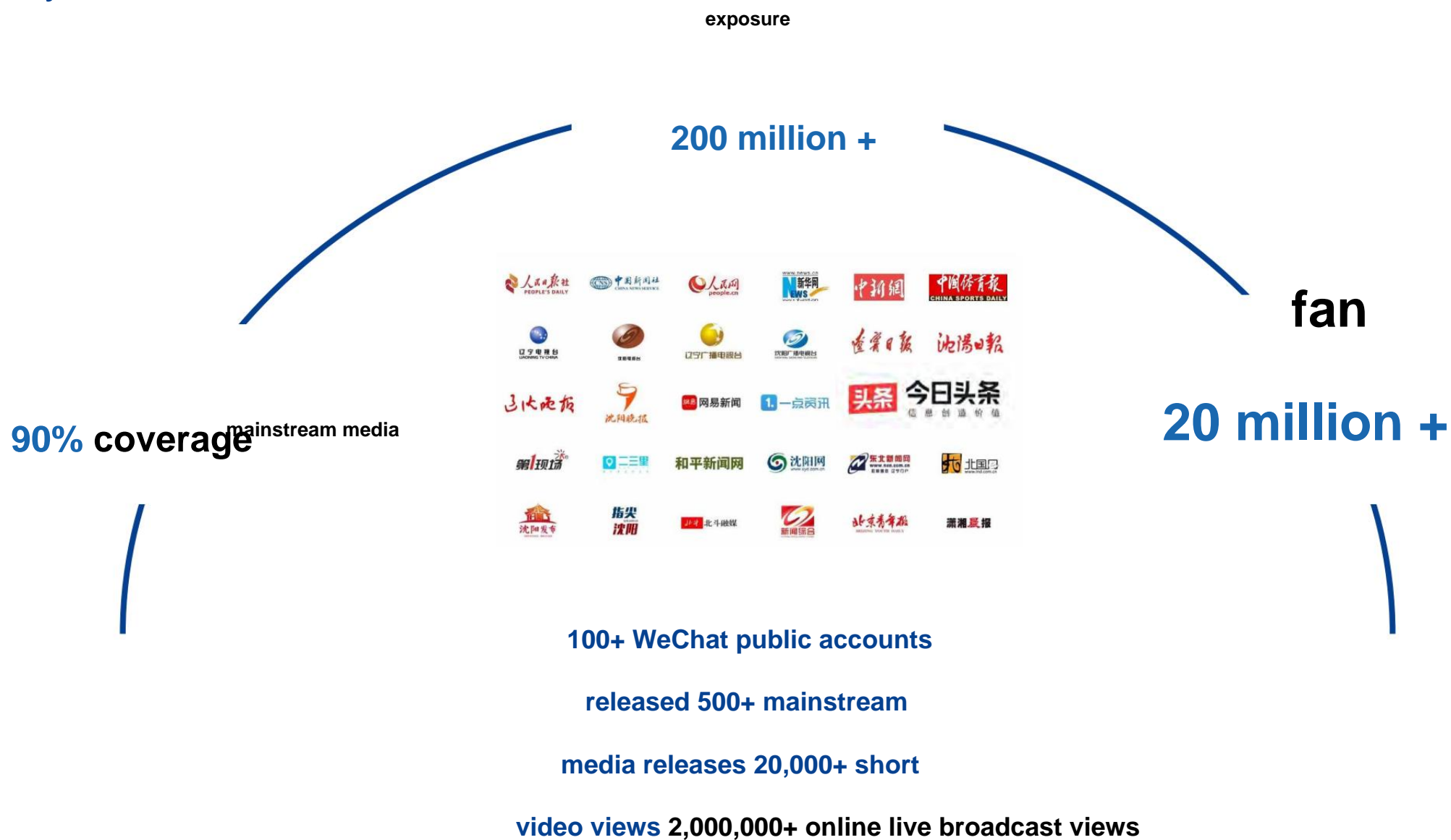
Live broadcast platform



Registration to watch the game

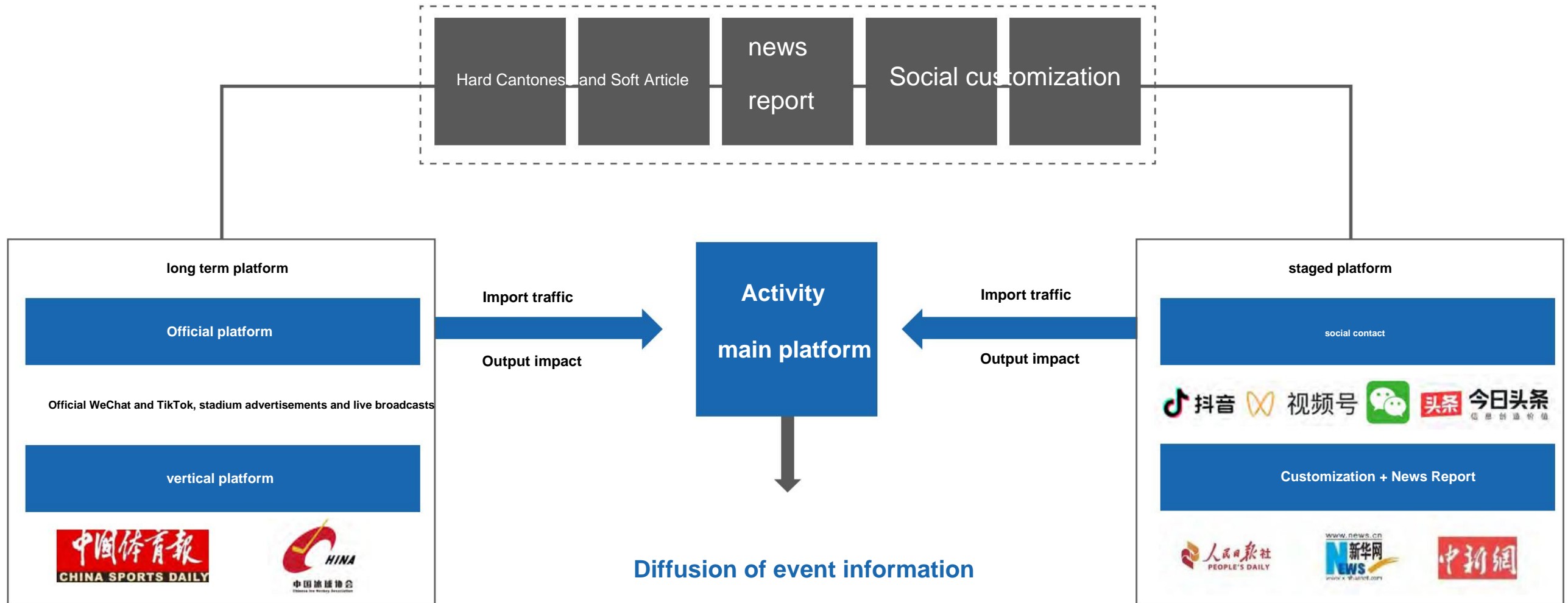


# media publicity effect Media publicity effect



## Media Communication Overview

# Overview of media communication



Increased influence of events

Commercial operation

Commercial Operation



Market Development

Market Development



## Elite teams compete Elite Team



Dinamo Minsk Ice Hockey Club Belarus

Founded in 2005, it has trained hundreds of professional ice hockey players and has been selected for the Belarus national team, national youth team and junior team. Since the 2015-2016 season, Dynamo Hockey School has been leading the national medal table! Dynamo Ice Hockey School has maintained its leading position for six consecutive years in the national medal list of professional sports education institutions that train ice hockey.

## Elite teams compete Elite Team



Shenyang Ogilvy Hockey Club

Shenyang Ogilvy Youth Hockey Club is the vice-president unit of the Shenyang Ice Hockey Association. It has a strong coaching team. The ice hockey coaching team is headed by Wu Xing, the former national team coach. During the period of representing the national team, he won the first championship in 1986. The Asian Games champion, after serving as a coach, led the team to win the national championship in 1989, and is the Chinese women's ice hockey coach at the 2020 World Championships; in terms of teaching, it has internationally advanced teaching concepts and a high-quality and distinctive training system, especially professional ice hockey land training. The system is a major feature of the club; the club's training relies on the Peace Ice Sports Center and the Ogilvy Ice and Snow Wulihe Stadium, and the venue conditions are excellent.

## Elite teams compete

### Elite Team



Beijing Tus12 Red Team

The Beijing Tus-12 Red Ice Hockey Team led by coach Dong Liang was established in 2017. It has won the U8 competitive group championship of the Beijing Youth Hockey League, as well as the championship and runner-up in many domestic youth ice hockey competitions.

## Elite teams compete

### Elite Team



Shanghai Black Dragons Falcons

Founded in 2019, the participating team consists of 6 girls and 8 boys. The team's style is courageous to challenge and fight hard. It has won honors such as the runner-up in the U8 group of the 2021 China Youth Hockey League Shanghai Division and the U8 group championship in the 2022 "Moule Cup" Shanghai Youth Hockey Invitational Tournament.



Beijing Capitals 13 Red Team

Founded in 2020, head coach Li Ning has led the team to achieve excellent results many times. Won the 2021 Beijing Youth Club League U8 Group Champion; the 2021 China Youth Hockey League National Finals U8 Group Champion; the 2021 "Bank of China Cup" Beijing Ice Hockey Grand Prix U8 Competitive Group Runner-up; the 2022 China Youth Hockey League Beijing Division U10 Group runner up.



Jilin Xuesong Ice Hockey Club

Jilin Xuesong Ice Hockey Club is a formalized and professional ice hockey club established under the leadership of Jilin Municipal Sports Bureau. He won the overall championship of the U10 group of the first "Northern Region Ice Hockey League" in November 2021; the champion of the men's group C of the 19th Jilin Provincial Games ice hockey competition from March to September 2022; the champion of the U12 group of the Jilin Ice Hockey Open in October 2022.

### Elite teams compete Elite Team



Beijing Dream Miracle Team

From the Beijing Dream Defenders Club, this team has won the runner-up in the U6 group of the Beijing Youth Hockey Club League and The runner-up result of the U8 group in the 2022 China Youth Hockey League (Beijing Division).

### Elite teams compete Elite Team



Shenyang Wanxiang Weilong Team

Founded in 2022, the team is tenacious, positive, and dedicated. The team works together and is a cohesive team. Achieved third place in the "2022 Qiqihar Feihe Cup".



Beijing Coyotes

Founded in February 2006, it has developed into the largest junior ice hockey club in Beijing, with the most championships and the largest number of registered players. It now has more than 200 young athletes and is a member of the Beijing Youth Hockey Association and the Beijing Youth Hockey League.



Shenyang Hurricanes

It will be officially established in Shenyang in 2021. Has achieved excellent results many times. 2022 "Xiwang Cup" Hockey League Champion; 2022 The runner-up in the Harbin "Celebrity Cup" Youth Hockey City Classic; a team that is young but has great potential.

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Winning teams in each category

### Award-winning Teams Of Each Group

U6 group champion, second and third place



No. 1 Beijing

Coyotes



Second place

Shenyang Weilong Team



Third place

Shenyang Hurricanes

U10 group champion, second and third place



First place

Ogilvy Dynamo United



Second

place Beijing Tus12 Red Team



Third place

Capitals 13 red team

U8 group champion, second and third place



First place

Shanghai Black Dragon Falcons



Second

place Beijing Dream Miracle Team



Third place

Beijing Dream Galaxy

Elite Dream Catchers

U12 group champion, second and third place



First place

Belarus team



Second

place Shenyang Ogilvy Kirin Team



Third place

Jilin U12 team