



Competition Proposal



Organizer



Official Animation
Partner



Main Sponsor



Official Bookstore



Official Partner





THE CHARACTER



THE STORY

The action packed comedic story takes place on a bird-filled island called Rocky Perch, which tells a story of Chuck who turns into 'Kung Fu Chicken', providing Kung Fu style security and protection to the citizens of the island.

When Chuck inherits a very special amulet in the shape of a golden egg with amazing powers, Chuck goes bizarre utilizing his powerful new abilities.

On-Air
Target Market
Age 7-11

Core Essence
Humor
Adventure
Action

Merchandize
Target Market
80% - Boy
20% - Girl

Consumer Products
Positioning
Age group from
toddler to teenagers



Master Sifu

WING



The **'Dreamer'** -
Outgoing, Inventor and
Friendly Hornbill

CHUCK



The Team **'Leader'** -
The hero within the group,
which is also the clumsiest!

FLICK



The **'Brain'** -
Beautiful white dove
with attitude

TV Network Coverage



TALIT
communications

Xpress
MULTIMEDIA

Streaming
on
NETFLIX
Worldwide



Top rated animated series in China



Nominated “**Best 2D Animation**” at **21st asian
TELEVISION
AWARDS**



Broadcast at China
Top 6 Satellite TV concurrently
during CNY 2017

Release soon on CCTV-4



**1.5 billion
views on**



Republic of China



Key Results in China

One of the highest-rated
2D animation series in China



Ranked #1 on
Prime time slot



Ranked #1



Top 3 show in
animation



Ranked #1 on
Prime time slot



1.4 Billion views
and still counting



Awards and Nominations:-

 **2014 – “Bai Du 91” Award (China)**
First Prize in Innovative Telecommunication Category

 **2015 – 3rd Prize in “National Premium Quality Children Production Category”** at CHINA

 **2015 – The 3rd Youth China Excellent Children’s Work** - Animated TV series (Gold Award)

 **2015 – “Best Animated Series”** on China New Media Award

 **2016 – The Greatest China TV Animation Series** (3rd Prize Winner)

 **2016 – Best New Animation Series** on Jia Jia TV, China





Spin off from the TV series



Subscribe Now!

Over 11mil views
More than 55k subscribers



Exclusive Animated Shorts on
Chuck Chicken Official Channel

COMPETITION MECHANISM





Organizer:
SAMBILL PARK (M) SDN. BHD.

CHUCK CHICKEN JUNIOR WARRIOR DETAILS



EVENT SHOUT!

Participant Categories: Under 8, under 10, under 12 years old students

Entrance Fees : RM50 included merchandise (T-shirt, Medal, Goodies bag) inclusive one entry pass to Inflatable

Size : Approximately 4,000 - 6,000 sq ft area (150ft x 30ft)

Activities : Inflatable Chuck Chicken Junior Warrior competition, Chuck Chicken activities

Duration : 4 Days

Time : 10.00am – 10.00pm (Saturday & Sunday for competition)

Date : TBC

Competition format : By the fastest time (during Qualification round).

Prizes : All challengers will obtain e-certificate upon successfully finishing the challenge and all participants will win the medal.

Champion will be award RM500

CCJW COMPETITION VENUE

KL Venue

Mall:	Sunway Velocity Mall
Date:	13th-22nd April 2018
Competitions durations:	10 days
Participants per day:	500 per day

Regional Venues –

Mall:	Gurney Paragon Mall
Date:	TBC
Competitions durations:	8 days (One Month)
Total capacity per venue:	750 participants
Participants per day:	375 per day
Qualification round:	TBC
Finale:	TBC

A large, multi-pointed yellow starburst graphic is positioned on the right side of the slide, containing the text about the reward for the champion.

REWARD for
CHAMPION
RM500

CCJW COMPETITION FORMAT & MECHANISM



Qualification Round

Age Categories:	Under 8, Under 10 and Under 12 years old.
Round Format:	The top 25 fastest timing to complete from each age categories.
Ave. durations to complete:	1 minute
Timing record:	By official crews and judges
Record time:	Will be display on the LED Panel board
Announcement for qualifers:	Will be made thru social media, and official website
Finale:	TBC

Semi Final & Finale Round

Total Qualifiers:	50 from Under 8, 50 from Under 10 and 50 from Under 12 years old.
Semi Final round:	5 from each age category
Round Format:	Fastest timing to complete from each age categories
Ave. durations to complete:	1 minute
Timing record:	By official crews and judges
Finale:	5 from each age group
Announcement of Champion:	On the stage on Sunday.

CCJW COMPETITION FORMAT & MECHANISM @KL

Bib Number and Schedule

Age Categories:

Bib number:

Average turn per group:

Group Division:

Competition begin:

Under 8

1001 – 1300 (Under 8 boys) and 2001 – 2200 (Under 8 Girls)

5 minutes including arrangement and injury time

60 groups (300 pax) of boys and 40 (200 pax) groups of Girls

Time (TBC)	Bib Number	Group
10:30am – 1:00pm	1001 – 1150	Under 8 – boys
1:00pm – 2:00pm	Lunch Break	
2:00pm – 4:30pm	1151 - 1300	Under 8 – boys
4:30pm – 6:00pm	2001 - 2150	Under 8 – Girls
6:00pm – 7:00pm	Dinner Break	
7:00pm – 8:00pm	2151 - 2200	Under 8 – Girls
8:00pm onwards	Open to public	

Qualifiers:

Top 25 fastest time recorded from each category.

To participate into the finale on Sunday.

CCJW COMPETITION FORMAT & MECHANISM @KL

Bib Number and Schedule

Age Categories:

Bib number:

Average turn per group:

Group Division:

Competition begin:

Under 10

3001 – 3300 (Under 10 boys) and 4001 – 4200 (Under 10 Girls)

5 minutes including arrangement and injury time

60 groups (300 pax) of boys and 40 (200 pax) groups of Girls

Time (TBC)	Bib Number	Group
10:30am – 1:00pm	3001 – 3150	Under 8 – boys
1:00pm – 2:00pm	Lunch Break	
2:00pm – 4:30pm	3151 – 3300	Under 8 – boys
4:30pm – 6:00pm	4001 – 4150	Under 8 – Girls
6:00pm – 7:00pm	Dinner Break	
7:00pm – 8:00pm	4151 - 4200	Under 8 – Girls
8:00pm onwards	Open to public	

Qualifiers:

Top 25 fastest time recorded from each category.

To participate into the finale on Sunday.

CCJW COMPETITION FORMAT & MECHANISM @KL

Bib Number and Schedule

Age Categories:

Bib number:

Average turn per group:

Group Division:

Competition begin:

Under 12

5001 – 5300 (Under 12 boys) and 6001 – 6200 (Under 12 Girls)

5 minutes including arrangement and injury time

60 groups (300 pax) of boys and 40 (200 pax) groups of Girls

Time (TBC)	Bib Number	Group
10:30am – 1:00pm	5001 – 5150	Under 8 – boys
1:00pm – 2:00pm	Lunch Break	
2:00pm – 4:30pm	5151 – 5300	Under 8 – boys
4:30pm – 6:00pm	6001 – 6150	Under 8 – Girls
6:00pm – 7:00pm	Dinner Break	
7:00pm – 8:00pm	6151 - 6200	Under 8 – Girls
8:00pm onwards	Open to public	

Qualifiers:

Top 25 fastest time recorded from each category.

To participate into the finale on Sunday.

CCJW COMPETITION FORMAT & MECHANISM @KL

Finalist

Age Categories:

Number of qualifiers:

Average turn per group:

Group Division:

Competition begin:

FINALE

25 from each 6 Categories

5 minutes including arrangement and injury time

5 groups from each categories

Time (TBC)	Group	Group	Time (TBC)	Group	Group
10:30am – 11:30am	Under 8 – boys	Semi Final	4:00pm – 5:00am	Under 10 – Girls	Semi Final
11:30pm – 12:00pm	Under 8 - boys	Champion and Prize presentation	5:00pm – 5:30pm	Under 10– Girls	Champion and Prize presentation
12:00pm – 1:00pm	Under 8 - Girls	Semi Final	5:30pm – 6:30pm	Under 12 – Boys	Semi Final
1:00pm – 1:30pm	Under 8 - Girls	Champion and Prize presentation	6:30pm – 7:00pm	Under 12 – Boys	Champion and Prize presentation
1:30pm – 2:30pm	Break		7:00pm – 8:00pm	Break	
2:30pm – 3:30pm	Under 10 - Boys	Semi Final	8:00pm – 9:00pm	Under 12 – Girls	Semi Final
3:30pm – 4:00pm	Under 10 - Boys	Champion and Prize Presentation	9:00pm – 9:30pm	Under 12 – Girls	Champion and Prize Presentation

Champion:

Fastest time recorded

CCJW COMPETITION FORMAT & MECHANISM

*2 Inflatable Obstacle Challenges + 3 Mysteries
Challenges*

Mysteries Challenge place at the start point, middle and the finishing point

- 1- The Puzzle
- 2- Bubble Hunt
- 3- Cup Castle

CCJW COMPETITION FORMAT & MECHANISM

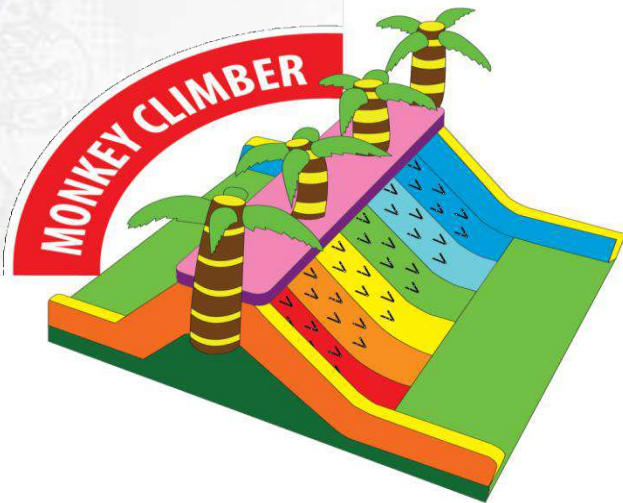
Mysteries Challenges 1



- Begin at the start point
- A4 size puzzles will be provided to Each participant. Participant must complete the puzzle in order to move to next obstacle

CCJW COMPETITION FORMAT & MECHANISM

First Obstacle-Monkey Climb



- Juniors will begin their race with the *Monkey Climber Course*, with their starting lane.
- The inflatable hill will test their *muscular fitness* as they climb using the aid of V harnesses sewn unto the inflatable.
- Their *footwork and upper body strength* is also tested at the peak of the inflatable, as there is a bump that makes reaching the top no easy matter.
- They will then slide down on the other side

CCJW COMPETITION FORMAT & MECHANISM

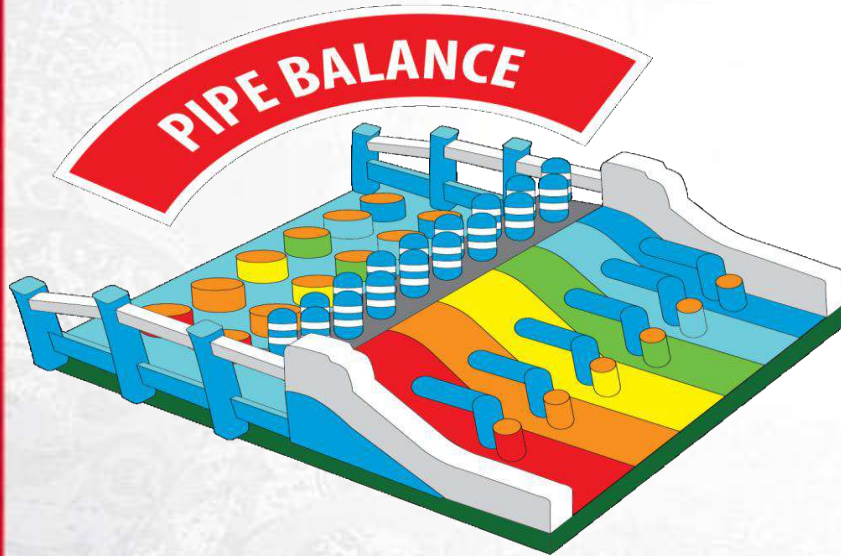
Mysteries Challenges 2



- Begin at the middle point
- Each participant have to find 3 objects that hidden in the pool to qualify.
- To pass next level on semi final, you must find 5 the hidden objects.
- Through final, you need to find all the hidden object

CCJW COMPETITION FORMAT & MECHANISM

Second Obstacle – Pipe Balance



- Juniors will be tested on their ability to *balance themselves on a slightly shaky inflatable pipe beam.*
- Upon reaching the end of the beam, they will
- need to *stabilize themselves as they attempt to stand on beam in order to reach the top.*
- Juniors will then squeeze through inflatable pipes obscuring their path on the top
- Juniors will choose to climb down / jump unto wide cylinder base below and hop their to the next cylinders until reaching the end of the obstacle

CCJW COMPETITION FORMAT & MECHANISM

Mysteries Challenges 3



- Begin at the end point
- The aim of the game is to make pyramids out of cups as quickly and neatly as you can.
- To qualify, 9 cups will be given in semi-final and final 12 cup will be provided

CCJW COMPETITION MERCHANDISE

**LIMITED
EDITION**



Medal and T-shirt Design

CCJW PAPER BAG, BIB NUMBER & E-CERTIFICATES



KITS COLLECTION DATE AND BIB NUMBERS



Kits Collection Date:

Participants or guardian can collect the kits before the competition begin.

Kids will also be given a free ticket to play on the ready inflatable as for their trial. They just required to bring MYKID ID in order to redeem their kits.

Collection Schedule

KL Venue: **Sunway Velocity Mall**

Date: **14 April 2018**

Time: **10:00am -1:00pm**

Regional Venue: **Gurney Paragon Mall**

Date: **TBC**

Time: **TBC**



PRIZE PRESENTATION



Prize Presentation on Stage

Prize presentation on stage for each category on Sunday, the last day of the competition. Mock up Rm500 will be presented to champion

Trophy Sample

Trophies are given to every category champions.

Size:
23CMX14CMX8CM



SAFETY AND INSURANCE



Cimco
Test Lab

EC Declaration of Conformity

No. CE/ZR14090597 01

Test Report No:	ES1056140543 01
Licence Holder:	Sambill Park (M) Sdn. Bhd.
Address:	No.19 Jalan Halia Bara 1, Taman Cheras, 56100 Cheras, Kuala Lumpur, Malaysia.
Test according to:	EN 14990, 2013
Product:	Inflatable obstacle
Model No.:	AQ14171
Ratings:	Maximum height of the user: 2.5m; Maximum weight of each user: 100kg; Maximum number of users: 0.5 user for each m ² ; the power output of blower (or pump): 220-240V~, 50Hz, Min.350W; Max.1500W

The following products have been tested by us with the listed standards and found in compliance with the European Council Directive 2006/45/EC. The statement is based on a single evaluation of one sample of above mentioned products. It does not imply an assessment of the whole production and does not permit the use of the test lab. Logo. The manufacturer should ensure that all products in series production are in conformity with the product sample detailed in this report. The applicant should hold the whole technical report at disposal of the competent at the right.

CE After preparation of the necessary technical documentation as well as the conformity declaration the required CE marking can be affixed on the product. Other relevant directives have to be observed.

David L.
Issued Date: 2014-10-10

Approved by: Cimco Electronic Technology Co., Ltd
Website: www.cimco.net.cn

Cimco
Test Lab

Declaration of Conformity

/ ZR14090597 01

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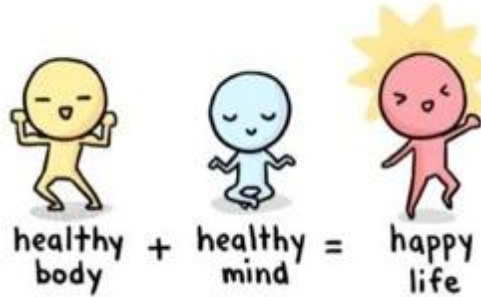
David L.
Issued Date: 2014-10-10

Approved by: Cimco Electronic Technology Co., Ltd
Website: www.cimco.net.cn

PROMOTIONAL STRATEGY



REASON TO PARTICIPATE



Breakthrough Physical Limit

Children are able to explore and test **their physical limits**, **express** themselves **and building self-confidence**.

Healthy Lifestyles

Children will probably have **more space** and **freedom** for big movements, like running, jumping, kicking and throwing. Physical activities like these are good for **health, fitness and physical development**.



PROMOTION & MARKETING

Event promotional pamphlet & giant poster will be distributed thru school channels and **Roadshow** to 10 selected school from Klang Valley and 5 selected schools from Regional and free trial on the inflatable to promote CCJW to promote and create awareness of the event and in order to sell the tickets **online**.

TARGET MARKET :

10 SCHOOLS IN KLANG VALLEY

5 SCHOOLS IN NORTHERN REGION

5 SCHOOLS IN SOUTHERN REGION

With each schools average **1,000 students**,
Sponsors will receive **1.5 million eyeballs**.

During the match day,
If each student bringing 2 companions,
We will have **3,000 visitors** on the event area excluding the existing shoppers in the mall



PAMPHLET, POSTER & BUNTING DESIGN

Prize Presentation on Stage

Physical pamphlet will be distributed through Sasbadi outlets at 1,500 schools and more.

Pamphlet

Quality of paper: **80gsm**
Quantity: **200,000 pieces / region**
Size: **A5**

Poster

Quality of Paper: **80 gsm**
Quantity: **1,500 Pieces / region**
Size: **A2**

Bunting

Quality of Paper: **Tarpaulin**
Quantity: **60 / region**
Size: **6ft X 2.5ft**

Standing Banner

Quality of Paper: **Tarpaulin**
Quantity: **20 standard for all region**
Size: **6ft X 3ft**



chuck JUNIOR WARRIORS

INFLATABLE CHALLENGE COMPETITION

13TH APRIL - 22ND APRIL 2018
MAIN ATRIUM, SUNWAY VELOCITY MALL

ENTRY PASS
RM 15 per entry (weekday only)

OBJECTIVES

- Breakthrough Physical Limit -**
Children are able to explore and test their physical limits, express themselves and building self-confidence.
- Healthy Lifestyles -**
Children will probably have more space and freedom for big movements, like running, jumping, kicking and throwing. Physical activities like these are good for health, fitness and physical development.
- Fun -**
"To have fun with other children is an integral part of a child's development based on the need to belong or have something in common." National Institute for Play. Playing for the sheer joy of it nourishes the soul and lightens the heart.

FOR COMPETITION (SAT & SUN)

Register Fees: **RM50**
Included merchandise and one entry pass to inflatable

AGE CATEGORIES

- Group Under 8: 7-8 years old**
Qualification Round: 14th APR 2018 (SAT)
- Group Under 10: 9-10 years old**
Qualification Round: 15th APR 2018 (SUN)
- Group Under 12: 11-12 years old**
Qualification Round: 21st APR 2018 (SAT)

Semi Final & Finale round for ALL Groups:
22nd APR 2018 (SUN)

REWARD
RM 500 CASH

WACHA!!

Precautions

1. **Qualification Round:** The top 25 fastest timing to complete from each age categories. Timing record by official crews and judges.
2. **Semi Final:** The top 5 fastest timing to complete from each age categories. Timing record by official crews and judges.
3. **Finale Round:** The champion from each age group. Timing record by official crews and judges. Prize presentation on stage for each category on 22nd April 2018 SUNDAY.
4. **Registration method:** Online register at www.ccjuniorwarriors.com
5. Any information and updates will be announced at our website and official Facebook page.
6. The Organizer reserves the right to change the rules, awards and other details at any time.
7. The Organizer reserves the right to disqualify and confiscate rewards and prizes if the contestant violates the rules of the competition.

FOR MORE INFORMATION
FB : Chuck Chicken Junior Warriors
TEL: 03 - 9171 8228

LINK FOR REGISTRATION
www.ccjuniorwarriors.com

SPONSORS: 

ROADSHOW

Organizing **Mini School Carnival** for event promotion and direct subscription for **TWENTY Selected school**. Inflatable trial during **WEEKDAYS** of normal school days, inflatable rides will be ready as part of the promotion.

Student who subscribe to CCJW:

Size:

Capacity one time:

Number of day:

Schools Roadshow:

Schools per region:

Terms: **Selected school has to open to other school to visit.**

Free trial for participant

1 to 2 inflatables

20 pax

1 day

20 schools

10 + 5 + 5 schools



With each venue average **1,000 students**,
We direct reaching **20,000 students**

ROADSHOW SCHEDULE

KLANG VALLEY

13th March 2018 - SJK (C) LAI MENG

14th March 2018 - SJK(C) Bandar Sungai Long

15th March 2018 – SJK(C) Tsun Jin

16th March 2018 – SJK(C) Serdang Baru 2

4th April 2018 – SK Puchong Perdana

REGIONAL

TBC

MALL APPEARANCE



Organizing **10 Days Carnival** with open to public during the weekdays event.

CCJW participants will get free ticket for pre-training session and test run.



MALL AVERAGE FOOTFALL

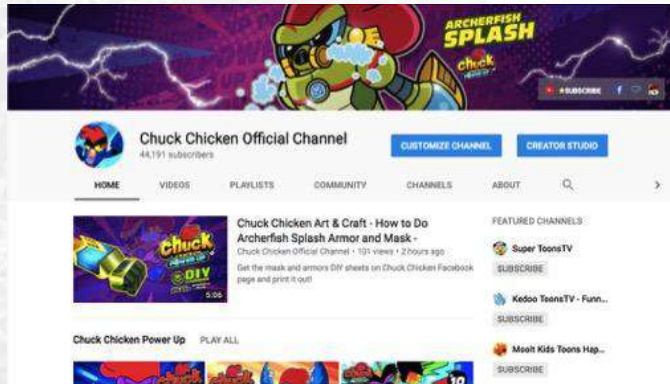
Weekday: 10,000 – 15,000

Weekend: 20,000 – 25,000

Duration: 10 days

**With weekdays average of 12,500 x 6 days, and 22,500 x 4days
Sponsors will receive 165,000pax eyeballs and potential sales**

FACTS AND FIGURE ON SOCIAL MEDIA



**Launched on
end of July 2017**

Total viewers over 11mil of overall episodes
Subscriber over 55k till to-date and still counting



Over 20k follower / likes with
and average of 13k people
reached on every post

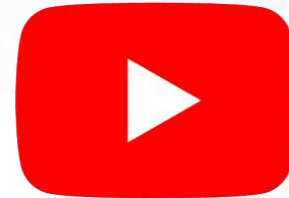


Over 400 follower / likes with
and average of 100 people
reached on every post

WEBSITES AND SOCIAL MEDIA

More than **50,000 Impressions**

More than **5,000 Reach**



More than **200,000 Impressions**

More than **20,000 Reach**



MEDIA APPARENCES



▲“功夫鸡之小勇士挑战”活动将于本月10日开始接受报名，有意参赛者请立即报名，以免向隅。左起为李美玲、张苑妃、黄瀚祥、黄伟杰及李端敬。

**“功夫雞”競賽413舉行
10日起接受報名**

(吉隆坡6日讯) 体育竞赛“功夫鸡之小勇士挑战”活动将从2月10日开放报名, 欢迎7至12岁的小朋友报名参加!

上述活动由森美园有限公司主办,并在4月13至22日期间,于双威伟乐购物广场(Sunway Velocity Mall)进行。活动主要赞助商为万特彼育(SASBADI),双威伟乐购物广场为场地赞助及Animasia Studio有限公司为动

参赛者需通过数个关卡,才能抵达终点;比赛共分为6个小组进行。初赛获得前25名的每组参赛者,即可闯入总决赛一决高下。冠军可获得新加坡机票及环球影城主题公园门票。

这项活动的报名日期为2月10日至3月31日,有兴趣者可透过网上报名 (www.cerjw.com)。人数限制1500名,报名费为50令。

黃煒志盼比賽每年舉辦

森美国有限公司执行董事黄科志希望，这项比赛能够与年复举办，并持续与威威乐购广场一起合作，将这项比赛打造成该广场的一个标志性比赛。

Animasia Studio有限公司市场经理李国恩表示，“功头鸡”是一个享誉国际的动画片，深受孩子们的欢迎，同时

“功夫鸡”的角色性格十分贴近“小勇士挑战”主题，因此选择它作为竞选的代表。

双威伟乐购物广场市场部副经理黄薇表示，该广场位于交通方便的地带，民众也可乘搭捷运来到广场逛街、购物可吸引非常多人关注及参与“功夫鸡之小勇士挑战”。

雪隆2千入场券供索取

另一方面，主办单位也在日前移交“功夫鸡之小勇士挑战赛”活动约4000张入场券给相关媒体集团旗下学员，免费供读者索取，即其中2000张供雪隆区场施，相城和柔佛则有1000张入场券。

读者可致电星洲分
刊《小星》(03-796
8521)、《星星》(03-796
8542)及《学海》(03-796
8549)了解详细情况。

读者包括星洲日报业
促进及开发高级主任李美玲、
双威伟东购物广场市场部主
张苑妮。

NEXT DESTINATIONS

Sambill Park and Ad Glow signed agreement on December 17 for Organizing in Jakarta, Indonesia.



www.adglow.co.id



End of 2018

2019



Press Conference



Three Parties signing in Hong Kong in conjunction of Hong Kong International Licensing Show on **9th January 2018**. Publicity on International media and digital media.

EVENT DETAILS



REGISTRATION PORTAL



www.ccjuniorwarriors.com



Once click on the **"BOOK NOW"** will direct link to www.twentyfirstcenturysportst.com
Registration online portal

MAIN STAGE

Main stage will be filled with activities
For CCJW and prize presentation.

Activities: Mascot Appearance
Meet and Greet with fans
Prize Presentation
Emcee announcement
and Scoring board list

Size: 12ft (length) X 8 ft (width) X 2 ft (height)

Stage Materials: Wooden
Backdrop Materials: Tarpaulin

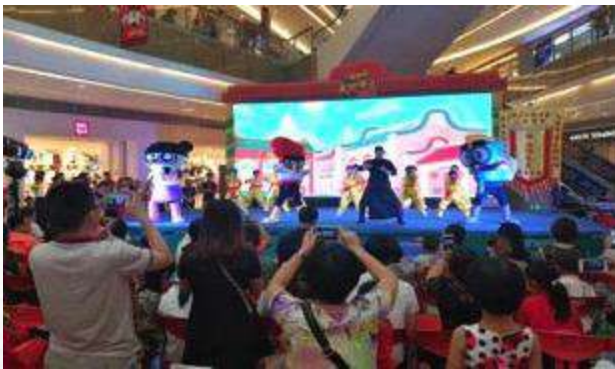


EVENT ENTRANCE

Size: 8ft(H) x 8ft(L) x 1.5ft(W)



EVENT ATTRACTIONS – CHUCK CHICKEN MASCOT



Chuck Chicken
interactivity with
kids, screening of
Chuck Chicken
episode on screen,
Live performance
on stage

Chuck Chicken mascot meet & greet, photo opportunity, interactivity with kids



EVENT ATTRACTIONS – DÉCOR & PHOTO BOOTH



Décor concourse area with attractive **Chuck Chicken Characters**



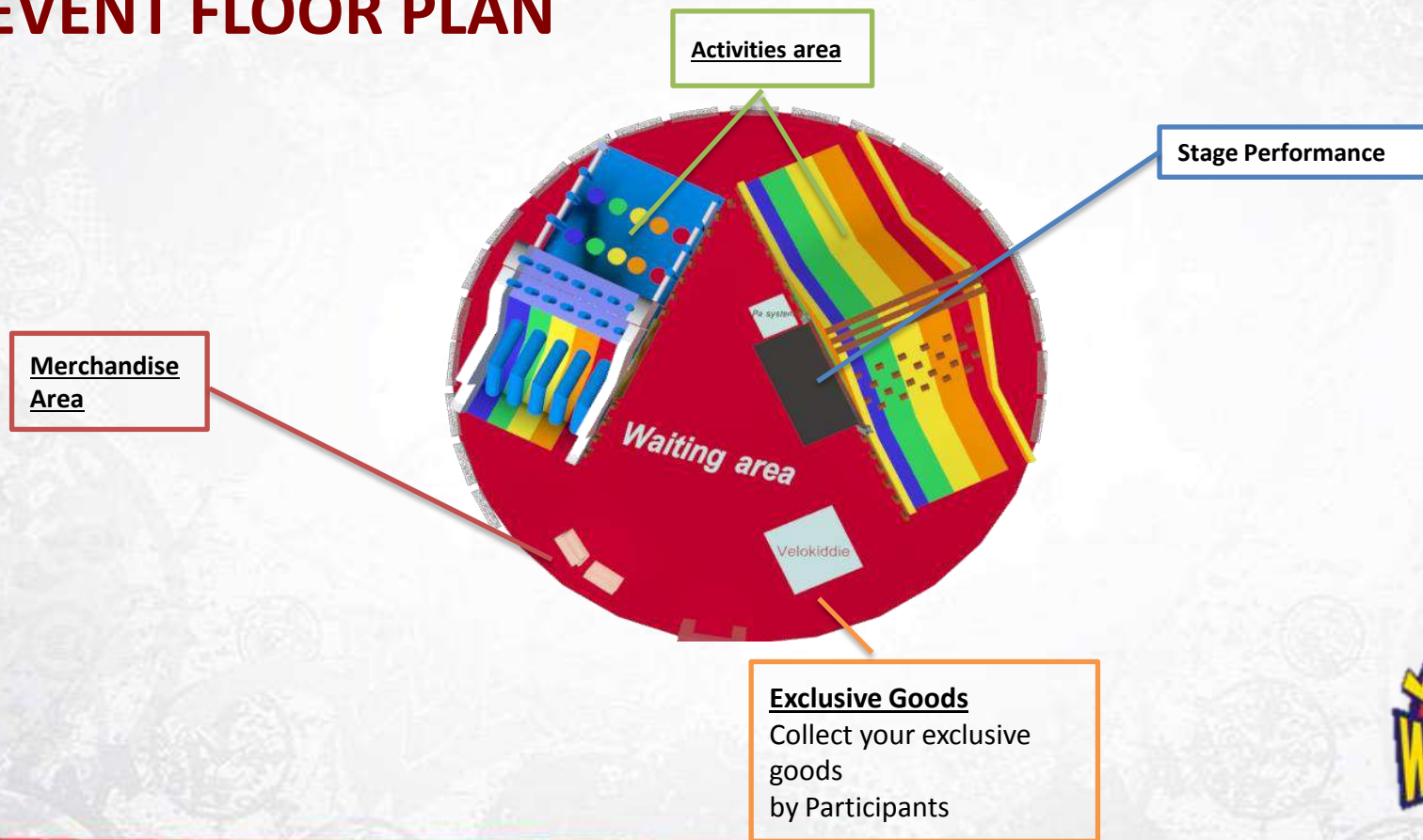
Theme Photo Booth with
Event Sponsors Logo



EVENT ATTRACTIONS – GAME BOOTH (For Regional)



EVENT FLOOR PLAN



EVENT FLOOR PLAN



Side view



Top View



Back View



EVENT LAYOUT@ Sunway Velocity Mall





Thank you



Sambill Park (M) Sdn. Bhd. (co. no. 750 787-M)

Lot 26971, Jalan Cheras Mewah 10,
Cheras Mewah, 56100 Kuala Lumpur.

Website: www.DJ-Events.com

Email: enquiry@dj-events.com

Facebook.com/djinflatable

CONTACT PERSON: DANIEL WONG +6017-3337227