

MUFC x MCFC

OFFLINE EVENTS IN CHINA



Theatre of Dreams South China Exhibition

The event was presented in the form of a flash exhibition, with display installations recreating scenes such as the Old Trafford player tunnel and locker room. Interactive gaming activities were also provided to engage attendees.



ORGANISERS
Harves
Entertainment



LOCATION
Guangzhou



DATES
25th March
- 23rd April



Premier League Champions China Trophy Tour

The tour was led by former player Paul Dickov in both Beijing and Shanghai. Activities included a trophy exhibition, jersey signings, sightseeing at cultural landmarks, public welfare activities and a VIP dinner.



ORGANISERS
City Football
Group



LOCATION
Beijing &
Shanghai



DATES
26th - 30th
March

EVENT SPONSORS



EVENT SPONSORS



MUFC's Xiaohongshu account promoted the activities

SOCIAL MEDIA PROMOTION

MCFC's official Chinese social media platforms posted content throughout the tour

Sports media personalities from Guangdong region, such as Ding Weijie, Chen Xi and Chen Wensen, joined the event and shared relevant content on their social media platforms

GUESTS & KOLS

At the VIP dinner in Shanghai, Duan Xuan (former host of CCTV Sports Channel) and Zhang Lu (former manager of Beijing Guoan football club) were invited as hosts. Additionally, some KOLs were invited, who shared content on their personal accounts

Fans' meeting at the exhibition was broadcast on Guangjiong Sports' WeChat Channel. The organiser promoted the event using their own accounts and followed up on various social media platforms

MEDIA DISTRIBUTION

Migu and iQiyi publicised some of the tour activities through their official websites and social media accounts. Chinese tour activities were promoted during halftime of Manchester City's live match broadcasts

More than 300 people showed up for the Opening Day and the turnout was noticed by many shoppers at the mall

ACTIVITY OUTCOME

Over 100 guests were invited to the VIP dinner and the club gained 5,300+ new followers on their social platforms during the activation