



The Ancient Golf Road

A bicycle trip following the Chuiwan route in
China and discovering its history

What is Chuiwan?



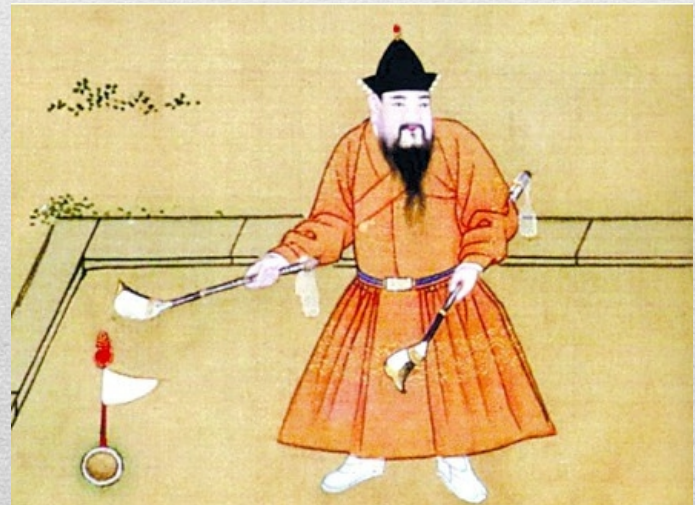
In Chinese, “chui” means “to hit”, while “wan” means “ball” and Chuiwan literally translates to “to hit a ball”.

Chuiwan, known also as “Chinese golf”, was formed in the Northern Song Dynasty, and developed and prevailed in the Yuan and Ming Dynasties in ancient China.

The equipment and rules of this ancient game show a great resemblance to today’s golf, and it is considered to be what was the origin of modern golf.

Comprehensive program by China Central Television (CCTV) on Chuiwan (with English subtitles):

<http://news.cntv.cn/program/guobaodangan/20120731/119308.shtml>





The Ancient Golf Road - a bicycle trip following the Chuiwan route and discovering its history.

Proposed by Danielle Dan, a passionate researcher and writer of the history of golf in China and David Barrionuevo, a Spanish golfer and avid cyclist/bike traveller. Together they want to show how Chuiwan evolved and traveled from Ancient China to the modern day Western world.

The Project

Danielle Dan, General Manager of CheersWoods Shanghai and HappyGolf Global Golfers Club.

Shanghai CheersWoods Co.,Ltd. is authorized by the Chinese Government as the Chinese Heritage Culture Promoter, in which the Chinese Heritage Golf is an important part.



About the Organizers

Danielle was the first person to apply Chinese Heritage Golf into the China Intangible Heritage Culture successfully in 2016. She is also the author of the book: “From the Art of War to the Art of Golf”, which is due to publish in 2017 with English version coming out soon as well.



Danielle Dan (middle) with other teammates from the Confucius Research Institute and top national Chinese culture organizations.

David Barrionuevo, Founder of DBGOLF



DBGOLF was established with the objective of creating a fusion between the world of golf and the Chinese culture. Based in Shanghai, DBGOLF is acting as a bridge between Spanish and Chinese golfers, also enhancing the growing link between the classic continental European golf and the new wave of Asian golfers.

Apart from also being a golf coach, David is an avid cyclist with years of experience in long-distance bike travels around the world: over 50000 kms in 18 countries (of which more than 20000 kms where traveled in China)



For more information on
David's travel please visit
www.ruedascuadradas.com



Golf & Cycling

The aim of the project is to retrace the route of Chuiwan and to learn more about modern golf from its origins.

Planned route:

Cycling from Dai Temple in Shandong Province to Taiyuan and finishing in Hothhot (Inner Mongolia). In total 1099 kms following the route of golf in ancient times that made its way to Europe.

Chuiwan balls from
the Song Dynasty



Project Prospective

Along the route we will film the journey, people and places, conduct interviews in historic sites and museums to collect facts and footage about Chuiwan from the researchers and specialists.

The video will be edited and presented as a documentary about the road of golf from China to the Western world.

Child playing golf in Song Dynasty, 11th Century. Chinese heritage golf first found in Dai Temple, Shandong Province.




Video

Talks and presentations of the project will take place in the follow events:

- Presentation in China Golf Show, Shanghai, March 2017
- Talk in Dai Temple Festival (China Heritage Culture), Shandong, April 2017
- Presentation in Edinburgh Culture Festival, August 2017

Talks / Presentations



To realize this project, we count on partnerships with different parties, and we hope to unite the interest and resources from organizations and companies along with support from the government.

Different levels of sponsorship opportunities are available. We are happy to negotiate a package that will be of maximum benefit to your organization or company. Open to discuss any new proposals you may wish to put forward.

Acknowledgments and logo of the sponsor will be included on marketing materials, websites and displayed at events.

Support the Project

Leading Sponsor

- Logo at prominent position on all promotional materials of the project.
- Title sponsor of the documentary video to be filmed.
- Acknowledged on all occasions related to the project.
- Customized sponsorship package, content TBC.
- Sponsorship fee: 300,000RMB

Principal Partner

- Logo on all promotional materials of the project.
- Mentioning on all occasions related to the project.
- Customized sponsorship package.
- Sponsorship fee: 200,000RMB

Associate Partner

- Logo on all promotional materials of the project.
- Mentioning on all occasions related to the project.
- Sponsorship fee: 100,000RMB

Sponsorship Opportunities

We will contact golf media in China and Spain for wider dissemination and promotion of the project.

China Golf Show media partners:

Spanish golf media: ElPeriodigolf / EFE Spanish news agency/ Radio Marca (sports) / Todociclismo Radio (cycling)

Media Coverage and Exposure Benefits

For more information on the collaborators in this project please visit the following websites.

To support the project and become an official partner please email David to david@dbgolf.es

www.dbgolf.es

www.happygolf.com.cn

www.elevatupuntodevista.com

Thank You!
