

Olive Oil Info Spreading

关于 2022-2023 年系统性传播橄榄油知识的活动方案 2022-2023 Campaign for Spreading Olive Oil Info

Slogan: to be for the more details and to challenge the awareness.

To find more business opportunities by one-year spreading olive oil knowledge, and the producers and traders will benefit from this campaign naturally.

To face the uncertain situation caused by the COVID-19 continually, we need to hold 2022-2023 campaign for spreading olive oil knowledge to spread the full series of olive oil knowledge and info for one year, to enlarge the scale of olive oil consumption in China, to make more and more Chinese people learn more about olive oil and to improve the right awareness of olive oil.

We would like to invite you or your Chinese partners to sponsor this campaign, which will provide more and more business opportunities **for you or your Chinese partners to promote your brands and sell your olive oils in China for over 1 year.**

This campaign is officially organized by Beijing Regalland that is the organizer of China international olive oil competition (Oil China Competition), China international olive oil & edible oil expo (Oil China) and the training course of olive oil tasters since 2004. The tool of this campaign is the Wechat which is the biggest platform in China to connect a billion Chinese people with calls, chats, news and more, Beijing Regalland has got the certified public account from Wechat: “**olive oil life**”, which is permitted to post the articles and news about olive and olive oils, so Beijing Regalland will post over 180+ articles and news about the full series of the knowledge and info of olive oil in one year, and each article (news) will contain the topics, photos and the sponsors' advertisement.

each article (news) will be shared and forwarded by each subscriber in the circle of his/her friends who will share and forward it to their friends again and again by Wechat, so more

and more Chinese people will see this article (news) and will become the subscribers of **“olive oil life” public account**, and this method will make more and more Chinese people learn more about olive oil and buy olive oils.

To encourage more Chinese people to share and forward the articles (news) posted by **“olive oil life” public account**, every 2 months Beijing Regalland will reward TOP 10 subscribers who share and forward the most articles and news in every 2 months, and they will win 2 bottles of extra virgin olive oil (EVOO) and RMB 88 for each person. In 12 months later, the contest of olive oil knowledge will also be held online.

The Details of this Campaign as follows:

- Event Name: 2022-2023 Olive Oil Info Spreading Campaign
- Event Channel: “Olive Oil Life” public account in Wechat and the website: www.oliveoilife.com
- Event Period: October 2022-October 2023
- The Active User: 1 million Chinese people and more, who are the potential consumers and traders of olive oil
- The Style of the Article/News: headline + content+ photos or video+ sponsors ‘advertisements (linked with sponsor’s online store or account in wechat, sponsor’s website or article and so on) **(the sample will be found from the annex 2.)**



The Topics/ content of the article (news) will involve as follows:

- The origin, history and culture of olive tree and olive oil
- The breeding, nursing, harvesting, varieties of olive tree
- The Procedure of olive oil production
- The Standard and classification of olive oil
- The Tasting and Storage of olive oil
- The ingredients and nutritional value of olive oil
- The usage and by-products of olive oil
- The question of Consumer concerns and other collection
- The news of the VIP sponsors and the world’s latest news of olive oil industry to share remarkably

Photo/Video Sources from: the Sponsors and internet

The Type of the Sponsorship:

Type 1, the Photo Sponsor (Video):

- The number of the sponsor: no limited
- The responsibility: the sponsor will provide the photos/video that are involved with the above-mentioned topics for this campaign
- The reward: the name of the sponsor will be displayed under the photo, for example:



Photo source from: Xiangyang Olive Oil

(Note: the VIP Sponsors will have the priority qualification of the Photo Sponsors.)

Type 2, the VIP Sponsor

- The number of the sponsor: only 10 VIP Sponsors
- The responsibility:
 - 1) The VIP sponsor will provide 18 bottles of extra virgin olive oil for this campaign and also will pay Euro 1000 to the organizer **(if the sponsor has the Chinese partner, who will distribute those 18 bottles of EVOO to the winners directly.)**
 - 2) The VIP sponsor will pay Euro 2000 to the organizer **(if the sponsor does not have any Chinese partner.)**
- The reward: the sponsor's advertisement will be displayed in the end of each article (sponsor's online store or account in wechat, sponsor's banner linked with sponsor's website or article and so on) , and 10 news or articles provided by the sponsor, will posted by "olive oil life" public account.

Note: you may sponsor this campaign as the photo sponsor and the VIP sponsor.

The Procedure and Schedule for this campaign

1) To share the articles by "olive oil life" public account

Each two days, an article (news) will be posted by "olive oil life" public account, and the article (news) will be shared or forwarded in the circles of the friends of the subscribers, and the article will be shared and forwarded again and again continually. TOP 10 subscribers that shares or forwards the most articles in every 2 months, will win 2 bottles of EVOO and

RMB 88 cash for each person.

2) to join in the national online contest of olive oil knowledge

In one year later, the national contest of olive oil knowledge will be held online and the full answers will be found from the 180+ articles (news) that are posted by “olive oil life” public account in one year, the 10 subscribers for the TOP scores will win 6 bottles of EVOO and RMB 500 cash for each person.

Extra Promotion and Treatment for the VIP Sponsor

All articles (news) that are posted by “olive oil life” public account, will also be posted in the website: www.oliveoilife.com at the same time, The advertisement banners (300pix x 150 pix) of the 10 VIP Sponsors will be displayed in the first webpage for a year.

Inquiry for the Sponsor:

Contact Person: Mr. Robert Woo

Beijing Regalland

Tel: 0086 10 64416542

E-mail: regalland@163.com / info@eoliveoil.com

Wechat: wsz799533416



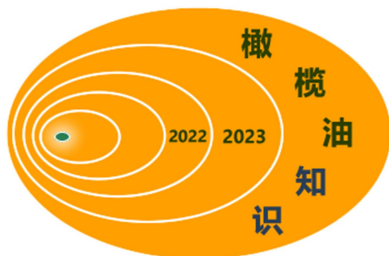
(Scan it to connect me!!)

Tips:

The Wechat account will be helpful for you to contact and do business with Chinese people easily and timely. To apply for the Wechat account for you or your company, please visit www.wechat.com to download the wechat App likes WhatsApp. The Wechat public account will be additionally applied by the company and will be officially certified by the Wechat each year.

Note:

- annex 1: the sponsor application form or click this link: [Online Application form](#)
- annex 2: the example of the article



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**2022-2023 Campaign for Spreading Olive Oil Info
Application form for the Sponsor**

Company Name of Sponsor: _____

Contact Person: _____ Position: _____

Address: _____ State/Region: _____

City: _____ Post Code: _____ Country: _____

Telephone: _____ Wechat Account: _____

E-mail: _____ Http:// _____

Brand Name: _____

The Type of Sponsorship: (please tick , Type 1 and 2 are all available for the choice)

Type 1, the Photo Sponsor ()

The photo sponsor needs to provide the photos or videos for this campaign and the zip file of photos/video will be sent to **799533416@qq.com** or will be sent by wetransfer.com.

Note: the photo sponsor must declare that those photos or videos for this campaign are legal and belong to the photo sponsor. If the photos or videos are involved with any legal disputes, the photo sponsor shall bear the corresponding legal responsibility.

Type 2, the VIP Sponsor ()

The VIP sponsor needs to provide 18 bottles of EVOO and Euro 1000 or Euro 200 without EVOO for this campaign.

Note: the VIP sponsor must declare that 18 bottles of EVOO for this campaign are produced or distributed by the VIP sponsor, and their valid for use must be more than 1 year and their labels are recognized in China. The VIP sponsor must pay for the freight for those bottles of EVOO that will be sent to the winners of this campaign. If those sponsored 18 bottles of EVOO are involved with any legal disputes and violation of food safety laws, the VIP sponsor shall bear the corresponding legal responsibility.

The sponsor clearly understands and accepts the relevant instructions and regulations of this event, and agrees to sponsor this event and negotiates with the event organizer on relevant cooperation matters.

Date

Stamp or Signature

Note: please send the application form by **EMAIL** to **Beijing Regalland**

Tel: 0086-10-64416542 E-mail:info@eoliveoil.com <http://www.eoliveoil.com/>

橄榄油知识分享

分享有奖 橄榄油信息网olive oil life 2022-07-18 21:10

橄榄油相对于其他食用油的区别在于，橄榄油有2个标准才能确定其品质，其他油1个标准就可以确定品质。

1个是理化标准，1个是感官标准，特别是感官标准，其他食用油几乎没有单独的感官标准。



Source from: Regalland (Photo Sponsor)

分享转发有大奖

鼓励分享转发橄榄油知识，让更多的你我他她能够获取更多橄榄油的知识，知道如何挑选，辨别，食用橄榄油获得身体所需的营养成分，从而提高我们的生活品质，促进我们身体更健康 and 长寿。

记住橄榄油能够让我们身心愉悦和健康。在分享知识的同时也能够有机会每月分享和转发排名前10的订阅者将每人免费获得2瓶获奖的特级初榨橄榄油，最后365天后还有年终大奖（1箱6瓶获奖橄榄油+500元红包）。

让我们转起来！让我们健康快乐起来！！

感谢以下企业赞助的橄榄油：

VIP赞助商1：祥宇橄榄油



午光食色 国产好油

全心全意为小伙伴提供最优质的橄榄油和陇南特色农产品！愿生活常有美食与美事相... >

20篇原创内容

VIP Sponsor's Advertisement

公众号

VIP赞助商2: 祥宇橄榄油

 **祥宇橄榄油**
祥宇公司成立于1997年, 注册资金1200万元, 是一家集油橄榄优种育苗、规模种植、... >
22篇原创内容

VIP Sponsor's Advertisement

公众号

VIP赞助商3: 祥宇橄榄油

 **祥宇庄园有机橄榄油**
中国原产橄榄油开创品牌, 产自甘肃陇南 >

VIP Sponsor's Advertisement

公众号

VIP赞助商4: 祥宇橄榄油

 **午光食色好生活**
午光食色致力于为身处现代都市的您提供来自陇南深山的高品质、无污染农产品! 好... >
28篇原创内容

VIP Sponsor's Advertisement

公众号

VIP赞助商5: 祥宇橄榄油

 **祥宇橄榄油地中海膳食科普**
在吃的法则里, 风味重于一切。从来没有把自己束缚在一张乏味的食品清单上。人们... >

VIP Sponsor's Advertisement

公众号

VIP赞助商6: 祥宇橄榄油

 **午光食色好生活**
午光食色致力于为身处现代都市的您提供来自陇南深山的高品质、无污染农产品! 好... >
28篇原创内容

VIP Sponsor's Advertisement

公众号


VIP赞助商7: 祥宇橄榄油

 **祥宇庄园有机橄榄油**
中国原产橄榄油开创品牌, 产自甘肃陇南 >

VIP Sponsor's Advertisement

公众号

VIP赞助商8: 祥宇橄榄油

 **甘肃祥宇橄榄油**
甘肃祥宇橄榄油 >

VIP Sponsor's Advertisement

公众号

VIP赞助商9: 祥宇橄榄油