



《黄金七十二小时之友情岁月》Golden Job 商务合作推介 Sponsorship Proposal

Prepared by Sparkle Roll Media Corporation &
The Entertainer Production Co. Ltd.

《黄金七十二小时之友情岁月》

以炫目的飞车特技 和 打动中国观众的兄弟情谊

打造中文版的 “速度与激情”

With thrilling car stunts and the heart-touching theme of brotherhood,
“Golden Job” will hit the big screen as

the Chinese “The Fast and the Furious”



“速度与激情 *The Fast and the Furious*”

- 以街头赛车及与家人朋友之间的羁绊为主题的荷里活动作电影系列“速度与激情”在中国内地市场空前卖座，仅最新4集之票房收益已高达人民币27亿元

The latest 4 sequels of the Hollywood blockbuster “The Fast and the Furious” amassed an incredible gross of over RMB 2.7 billion

- 第七集更创中国影史首日票房纪录，累计票房超越“变形金钢4”，成为中国最卖座外语片。

Furious 7 topped box office charts in Mainland China, set Opening Day Record of the country and the final gross beat the previous PRC record holder, “Transformers 4”, by a wide margin

- 电影在网上录得超过5.5亿次点击观赏率

Hit rate of the seven sequels reached over 55,000,000



强劲演员阵容 *Star-studded lineup*

“古惑仔”重出江湖 原班人马20年后再聚首

**Starring the leading actors of the legendary
“Young and Dangerous”**

超过1千3百万粉丝于微博追综五位演员

**Over 13,000,000 fans follow the five leading actors on Weibo,
the most popular social media platform in China**

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期待已久的全员回归 引爆银幕 再造经典

《古惑仔》系列电影已成为一代人心中对热血青春的深深烙印，出生入死共患难的兄弟情谊也曾让无数观众为之激动向往。全员回归的古惑仔成为2017年最期待的完美阵容，《黄金七十二小时之友情岁月》势将燃爆银幕

A Classic Reloaded

“Young and Dangerous”, a Chinese action and crime movie series depicting the brotherhood of a group of young gangsters was an immensely popular classic among the younger generation of Asia in the 1990s. The “Golden Job” will see a return of the five stars from “Young and Dangerous” with brand new story and is set to be another big hit of China and Asia in 2017.

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项目介绍 / Project introduction

电影类型 Genres:

动作 Action , 友情 Friendship

出品公司 Presented by:

北京耀莱影视文化传媒有限公司 Sparkle Roll Media Corporation

影艺人娱乐制作有限公司 The Entertainer Production Company Limited

制作公司 Production Co.:

演艺人娱乐制作有限公司 The Artists Company Limited

监制 Producer:

曾志伟 Eric Tsang Chi-wai



虽然大家走不同的路

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项目介绍 / Project introduction

导演 Director:

钱嘉乐 Ka-lok Chin

主演 Main cast:

郑伊健 Ekin Cheng、陈小春 Jordan Chan、谢天华 Michael Tse 、钱嘉乐 Ka-lok Chin、林晓峰 Jerry Lam

拍摄地点 Shooting locations:

日本、欧洲或北美洲、东南亚多个地点及香港 Japan, Europe/ North America, Southeast Asia and Hong Kong



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导演/主演 钱嘉乐 *Ka-lok Chin*
Director/Leading Actor

- 香港电影及电视演员、节目主持、武术指导及导演。2013年凭借《车手》获第四十九届台湾金马奖最佳动作设计。
 - 导演作品：《无问题》《最佳拍档之醉街拍挡》等
 - 武术指导作品：《寒战》《港囧》等
- Actor, TV host, action choreographer and director in HK
 - Awarded “The Best Action Choreographer (Motorway)” in 49th Taipei Golden Horse Awards in 2013
 - Director of “No Problem 2”, “97 Aces Go Places” , etc.
 - Action choreographer of “Cold War”, “Lost in Hong Kong”, etc



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主演 郑伊健 Ekin Cheng

Leading Actor

- 曾获金像奖，金马奖多次提名
- 因主演由漫画改编电影，票房口碑皆大热的《风云之雄霸天下》和《华英雄》人气骤升。
- 代表作：《古惑仔》《风云》《双雄》《干机变》等

- A frequent nominee in Hong Kong Films Awards and The Golden Horse Awards
- Rose to fame as the main cast of the comedy-turned-movie blockbuster "The Storm Riders" and "A Man Called Hero"
- Best known for : "Young and Dangerous" , " The Storm Riders" , "Heroic Duo" , "The Twins Effect "etc.



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主演 陈小春 *Jordan Chan* *Leading Actor*

- 第14届金像奖最佳男配角，并获得该奖项5次提名
- 代表作：《刑警兄弟》《树大招风》《好命先生》《孤岛惊魂》
《精武门》等
- “The Best Supporting Actor” at the 14th Golden Horse Awards and five-time nominee of the award
- Best known for : “Buddy Cops”, “Trivisa”, “Mr Lucky” , “Mysterious Island”, “KungFu Hip-Hop ”, etc.



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主演 谢天华 *Michael Tse* *Leading Actor*

- 获得TVB42周年万千星辉颁奖礼最佳男配角奖
- 出演电影《Laughing Gor 之变节》，该片位列香港电影年度票房第三
- 代表作：《暴走兄弟》《王牌情敌》《变节-潜逃犯》《精武门2》等

- “The Best Supporting Actor” at 42th TVB Anniversary Awards
- Leading actor of “Turning Point” , ranked the 3rd on the Hong Kong box office in 2009
- Best known for: “I Love Hong Kong”, “Turning Point 2”, “Kung fu pop” , etc



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主演 林晓峰 Jerry Lam

Leading Actor

- 著名香港艺人, 除参与电视及电影演出外, 更是一名出色的电台及综艺节目主持
 - 曾获金像奖最佳男配角提名
 - 代表作 : 《古惑仔》《三个受伤的警察》《港囧》等
- Famous artist in HK and participating in many TV dramas and movies. He is also an outstanding host of radio programmes and TV variety shows
 - Nominee for Best Supporting Actor at Hong Kong Film Awards
 - Best known for: "Young and Dangerous", "The Log", "Lost in Hong Kong" , etc.



合作方案 - 赞助效益 Sponsorship Benefits

成为本片的“特邀汽车品牌”，赞助商将可为品牌创造以下效益：

Audi will be entitled to a number of benefits as the “Official Automobile Brand” :

- 于电影中重要的场口，配合剧情推展，展现由主角驾驶的不同车型奥迪，画面清楚自然地拍摄到奥迪品牌标志，让品牌在数以亿计的观众前广泛曝光；

Features a number of Audi vehicles as the main cast's cars in the key scenes as the story develops, giving the brand extensive exposure among a diverse consumer base with prominent display of the brand logo;

- 片中炫目的特技飞车动作场面将充分展示奥迪汽车的超卓性能，以及时尚的设计、流丽的线条；

Showcasing the stylish design and superb performance of Audi cars in thrilling car stunts and captivating car chase scenes of the film;

合作方案 - 赞助效益 Sponsorship Benefits

3. 本片可加插演员驾驶品牌的概念车或新车款，让汽车的外型清晰映入观众眼帘，配合演员帅气的演绎，诱发潜在客户和媒体兴趣；

The film can show an Audi concept car or provide a scene for official debut of new Audi model with the cast if the brand considers appropriate;



合作方案 - 赞助效益 Sponsorship Benefits

4. 除了五位主角的主要用车外，影片多个场口均有车辆出现，所需车种及车款不同，有机会使用品牌以外的车辆，如品牌有这些车种，欢迎提供，透过本片向广大观众推广品牌多样化的车系。

On top of the five cars of the main cast, different types of vehicles other than Audi cars will appear in the film. Audi is most welcome to sponsor these vehicles to further enhance its brand exposure;



合作方案 - 赞助效益 Sponsorship Benefits

赞助商也可:

Audi will also :

1. 在主视觉海报、电影宣传品(例如：公共交通灯箱、户外广告牌宣传...等)与片尾等展示品牌标志;

Be acknowledged in promotional materials (including poster, lightbox at public transport stations, outdoor billboards, etc.) and roller credit of the film with Audi's logo appearance, reaching mass audience;



合作方案 - 赞助效益 Sponsorship Benefits

2. 配合电影推出，品牌可考虑与电影公司携手宣传，于电影发布会、首映礼、路演等同时宣传汽车品牌，凭借一众当红主角的号召力，势必创造更广更强大的宣传效益

Benefit from the mass publicity that the film will provide through its extensive promotion campaign such as press launch, premiere, road shows, and joint promotion activities, etc.



合作方案 - 赞助内容 Sponsorship Items

建议赞助包括 Proposed sponsorship items:

1. 现金赞助 Cash sponsorship;
2. 品牌车辆5辆(主角用车) 及飞车特技替身车(数量待定);
5 Audi cars for the main casts and back up vehicles of the same models for stuntman and standin
(exact quantity to be confirmed);
3. 因电影将有紧张刺激的汽车追逐及碰撞场面，部分车辆会于拍摄期间损毁，需汽车后备零件作维修用;
Spare parts for repair and replacement as some vehicles will be damaged during the shooting
of car chasing and crushing scenes;
4. 办理汽车运送往返拍摄地点及出口地的出入口手续、支付所需费用、税项及安排所需保险等;
Handle the delivery of the vehicles to/from the shooting locations, the import and export
procedures and all relevant costs including but not limited to transportation, tax, insurance;
5. 主角用车以外，由主角或其他演员驾驶的其他车辆, 亦欢迎赞助商提供赞助。
Other than the 5 vehicles for the main casts, the sponsor is also welcome to provide other
vehicles appearing in the film.

Thank you

感谢阅读 (中国大陆&香港)

实现
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仅供奥迪传阅
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