

The
Eric
Liddell 100

A Legend A Legacy A Lifetime of Inspiration



The
Eric Liddell
100

Exhibition
Sponsorship
Introduction

2024

A Legendary Opportunity

In the year of the 2024 Olympics, we come together to honour the centenary of Eric Liddell, affectionately known as 'the Flying Scot,' who achieved a triumphant gold medal victory during the 1924 Paris Olympics.

Born and passed away in China and having spent most of his life there, many regard Eric as China's first-ever Olympic gold medalist. This historic occasion presents a timely opportunity for people to either revisit or discover the extraordinary story of this legendary figure.

It allows us to extract life-inspiring lessons in determination, commitment, and kindness from his contributions to culture, sports, and philanthropy. Furthermore, it beckons us to embark on a profound journey, delving into the unique historical, cultural, and political landscapes that shaped his life.

Here, we are going to give you a brief introduction to Eric Liddell and why you and your business should not miss this unique partnership opportunity to be part of the legendary programme of Eric Liddell 100, a programme of events and activities to recognise and celebrate the life, sporting and community service achievements of one of Scotland's and China's iconic figures.



Eric Liddell

“In the dust of defeat as well as the laurels of victory there is a glory to be found if one has done his best.”

Eric Liddell



Eric Liddell
A legend. A legacy.
A lifetime of
inspiration.

Born in China, Eric lived there for the majority of his life. He is remembered and celebrated in China, initially as a teacher and then as an individual who put the needs of others before his own, via his missionary work. He dedicated his life to making his community and the world a better place for others.

Eric Liddell was Scottish, a graduate of Edinburgh University, an international athlete with GB, was capped 7 times with Scottish Rugby and was a resident of Edinburgh.

1924 in Paris Run for the Faith

At the 1924 Olympics, Liddell, a devout Christian, dropped out of the 100-metre run—his strongest event—because the final was scheduled for a Sunday. Instead, he trained for the 200- and 400-metre runs. At the Games, he finished third in the 200-metre run and turned in a remarkable performance to win the 400 metres.



About Eric

The bond between Eric and China

Eric was born in Tianjin, China in 1902 and died and buried in China in Weifang, Shandong, China in 1945. Despite being a Scotsman, China is where he lived most of his life.

1925

Soon after his Olympic triumph, Liddell finished his studies and returned to China to become a missionary. As well as religious duties, he worked as a science and sports teacher at the Anglo/Chinese College in Tianjin.

Eric's first job as a missionary was as a teacher at an Anglo-Chinese College where he used his athletic experience to train boys in a number of different sports.

One of his many responsibilities was that of leading the Sunday school at Union Church where his father was pastor. Eric lived at 38 Chongqing Dao (formerly known as Cambridge Road) in Tianjin, where a plaque now commemorates his residence.

Eric also helped build the Minyuan Stadium in Tianjin which was modelled on London's Stamford Bridge, his favourite sports ground.

1937

After the Japanese invasion in 1937, Liddell carried on his missionary work even when it became dangerous to do so. Liddell's wife and children left China for Canada in 1941 but he stayed to help in any way he could.

1943

In 1943, he was interned at the Weihsien Internment Camp (in the modern city of Weifang) with the members of the China Inland Mission, Chefoo School (in the city now known as Yantai), and many others.

Eric became a leader and organiser at the camp and busied himself by helping the elderly, teaching Bible classes at the camp school, arranging games, and teaching science to the children, who referred to him as Uncle Eric.

1932 & 1939

Eric returned to Scotland only twice, in 1932 and again in 1939. On one occasion he was asked if he ever regretted his decision to leave behind the fame and glory of athletics.

"It's natural for a chap to think over all that sometimes, but I'm glad I'm at the work I'm engaged in now. A fellow's life counts for far more at this than the other."

Eric Liddell

Braving the dangers of war to help the Chinese people

Eric Liddell at Xiaochang, China during World War 2 where he was crossing Japanese lines to bring aid to the Chinese.

Eric and China



1945

He had an inoperable brain tumour and over-work and malnourishment may have hastened his death. Eric died on 21 February 1945, five months before liberation.

Eric was buried in the garden behind the Japanese officers' quarters, his grave marked by a small wooden cross. The site was forgotten until it was rediscovered in 1989, in the grounds of what is now Weifeng Middle School in Shandong.



The Eric Liddell 100

A Unique Partnership Opportunity



The Eric Liddell 100 is a programme of events and activities to recognise and celebrate the life, sporting and community service achievements of one of Scotland's and China's iconic figures. It is being planned around 2024, the centenary of Eric Liddell's historic success at the 1924 Olympic Games in Paris.

The Eric Liddell 100 is led by The Eric Liddell Community, a registered care charity based in Edinburgh, close to where Eric lived and taught. The organisation was established in 1980, and our work is inspired by Eric's values to deliver positive change in our community. We invite you to become involved and

support the delivery of The Eric Liddell 100, to help secure, cherish and celebrate the legacy of Eric Liddell for future generations across the world, and to inspire people to make a positive impact on the lives of others.

This document provides information on one particular initiative, The Eric Liddell 100 Exhibition, with further background to our work and details of how you can get involved.

A World Tour of Love and Faith: The Eric Liddell 100 Exhibiton

The Eric Liddell 100 Exhibition is central to The EL100's cultural workstream and to realising the aims of this vital initiative and secure our namesake's legacy.

We are working with a range of expert exhibition partners, to create an interactive, engaging and portable exhibition that will spotlight Eric Liddell, his life, values and achievements for a global and inter-generational audience.

The Eric Liddell 100 Exhibition will comprise of five individual rooms, including the following themes: Biography and Timeline, Sports—Athletics & Rugby, Faith, Legacy and The Eric Liddell Community. It will form a 75-80 m2 set and will include a wide range of images, physical memorabilia and music from Eric's life.

From Edinburgh, Beijing, Tianjin to HongKong..

Physical resources include:

- Eric's Olympic medals (gold 400m, bronze 200m and participation medal)
- Eric Liddell oil on canvas portrait painted by Eileen Soper in 1925
- Sevres porcelain vase issued to Eric and all 1924 Paris Olympic gold medal winners
- Reissued rugby cap, Scottish Rugby shirt worn by Eric, Hall of Fame trophies, Chinese bowl gifted by a friend and fellow missionary of Eric
- A range of photographs, letters and archive materials relating to Eric's life, travels and work
- Music relevant to Eric's life including from the iconic, Oscar winning film, Chariots of Fire

Our Great Supporters

The Eric Liddell 100 programme is supported by a range of business and organisations across culture, sports and education sections, including: the Scottish Government Office in Beijing, China-Britian Business Council, Hong Kong China Rugby, National Galleries of Scotland, The University of Edinburgh, Heriot-Watt University, Scottish Rugby, Scottish Athletics, Nomad Exhibitions and Time Machine + Folks Design Consultancy. **Her Royal Highness The Princess Royal, is the Patron of The Eric Liddell 100.**



Exhibition Concept

We are working with a number of expert partners to support the design, development and management of this exciting project. The Exhibition will be developed with a focus on sustainability, with a commitment to be carbon neutral, offsetting any and all transport emissions whilst also adopting a modular approach to design to ensure every exhibition is zero waste, with nothing going to landfill.

We want to raise the profile and understanding of Eric Liddell across a range of audiences, and so will design the exhibition to be as accessible and inclusive as possible. Young

people will be a particular focus as awareness of Eric Liddell tends to be lower amongst those born after the success of 'Chariots of Fire'.

Below are the digital concept images of The Eric Liddell 100 Exhibition, that we aim to launch in the Scottish Parliament in July 2024 and be present throughout August, to coincide with the Paris Olympics and the centenary of Eric Liddell's gold medal win in the 1924 Olympics before touring to mainland China and Hong Kong.



Designed by Nomad Exhibitions

Why to invest?

01

Be part of a meaningful initiative to educate the next generation and inspire people to do good.

04

3 Exhibitions in China to showcase your brands

Show your company's commitment to social impact internally and externally.

02

05

3 Exhibitions receptions to connect with your audiences

03

Expose your brand to a broad national audience in China - local and foreign.

06

Online Media & PR Package for quality exposure

07

Sport and cultural Influencers & community engagement to boost outreach



Designed by Nomad Exhibitions

Invest in our mainland China and Hong Kong Exhibitions



Options

Benefits

Gold Exhibition Sponsor

£50,000 x 1

- Featured as the headline sponsor in the exhibition: "Brought to you by..." on the title across the entire exhibition.
- Speaking opportunity at all three reception events, with verbal acknowledgment throughout the reception events.
- Brand exposure in all of our ONLINE/DIGITAL marketing and PR content (Logo display and short intro).
- Three pages of brand introduction in reception event collateral and acknowledgment at the event.

Silver Exhibition Sponsors

£25,000 x 2

- Featured as a silver sponsor in the exhibition (Logo display).
- Brand exposure in all of our ONLINE/DIGITAL marketing and PR content (Logo display and short intro).
- Two pages of brand introduction in reception event collaterals and acknowledgment at the event.

Bronze Exhibition Sponsors

£10,000 x 3

- Featured as a bronze sponsor in the exhibition (Logo display).
- Brand exposure in all of our ONLINE/DIGITAL marketing and PR content (Logo display and short intro).
- One-page ads in reception event collateral, along with acknowledgment at the event.





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With sincere thanks to our dedicated exhibition partners



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