



www.g-prc.com

2025 G-PRC

Global Pro Robot Championship

ROBOT CHAMPIONSHIP - 2025

ALUX

2025 Global Pro Robot Championship

1. Overview

1 Overview



The wonderland of choice for digital natives around the world

" G-PRC "

Hosted



Total Student Count



Participating Elementary School



2,500 개

Participating Foreign Nations

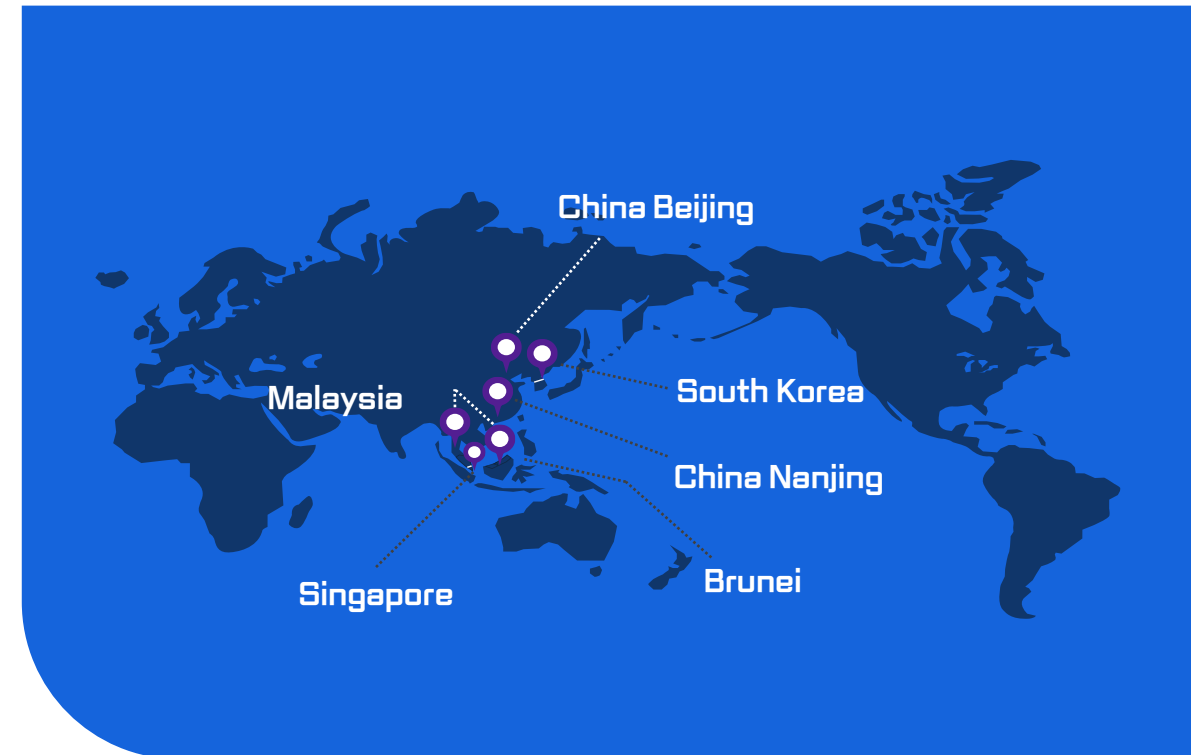


8 개

Total Visitor

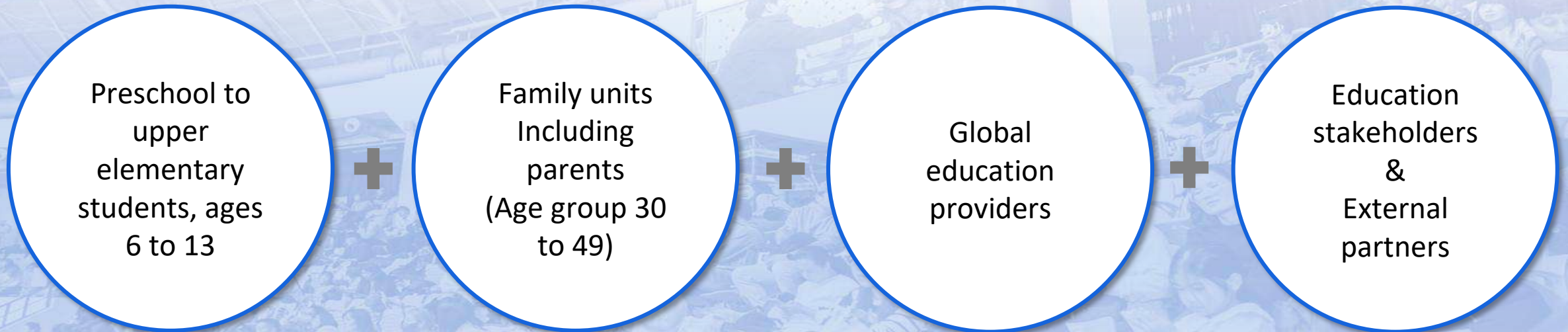


380,000 명



TARGET

Preschool to elementary school students and the 30-49 age group (parents/families)



“Strategic event planning that considers family units in the 30-49 age group, as well as the actual competition participants, including students and education providers”

Overview



- **Competition Name** 2025 G-PRC (Global -Pro Robot Championship)
- **Date/Time** 7 December 2025 9:00-18:00 Seoul Sumsung Coex A hall
- **Eligibility** Elementary school students in 8 countries + Korea
- **Attendance** Approximately 700 (main event)
- **Competition Methods** Live simulcast on and off YouTube

- **Host**  

- **Sponsors**    
   
 

1 Overview



ELIGIBILITY

Students from over 8 countries around the world and 2500 elementary schools in Korea.



Japan



Singapore



China Beijing



South Korea



Malaysia



Thailand



Mongolia



Brunei



ROBOT CHAMPIONSHIP - 2025

2025 PRC Sponsors



1 Overview



PRC Partners



2025 GLOBAL PRO ROBOT CHAMPIONSHIP

2. Program : CATEGORY

2 Program



G-PRC Qualifiers



- Dates: August -September 2024 Location: Varies by region/country
- Competition Method : Offline event (in each region/country)
- Participating Countries :
Korea/China/Malaysia/Brunei/Singapore/Mongolia
- Number of participants : 400 or more per region

G-PRC Main Round



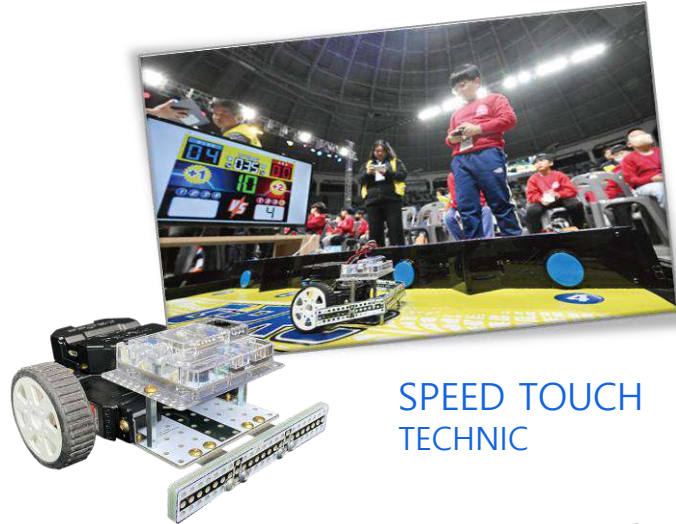
- Date : December 7th 2025
- Venue : Seoul Samsung Coex A hall
- Competition Method : Online and offline YouTube streaming
- Participating Countries :
Korea/China/Malaysia/Brunei/Singapore/Mongolia
- Participants : Approximately 700 people

2 Program

Categories



SPEED TOUCH
CONNECT



SPEED TOUCH
TECHNIC



LED TOUCH
TECHNIC



DRONE : ITS MINE

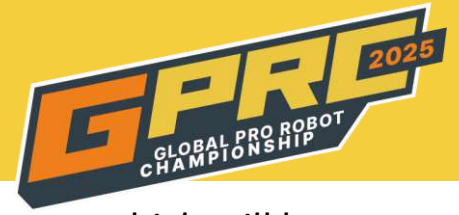


PUSH & RUN VINU



MISSION CODING

2 Program



FINAL timeline

The entire competition will consist of six events, which will be held simultaneously domestically and internationally and may be rescheduled based on progress.

Time		Content	
09:00 ~ 11:30	150 Minutes	Registration & Robotics booths	
11:30 ~ 12:30	60 Minutes	Admission & Robotics booths	
12:30 ~ 12:45	15 Minutes	Competition overview and preparation schedule	
12:45 ~ 13:00	15 Minutes	PRC parade	
13:00 ~ 13:15	15 Minutes	Opening ceremonies and toasts	
13:15 ~ 16:30	175 Minutes	Competition	Robotics booths
16:30 ~ 17:00	30 Minutes	Judging & Award Ceremony	
17:00 ~ 17:30	30 Minutes	Closing speech	

2 Program

Events

- Participants are encouraged to participate in the full schedule, but side events are offered to those who are eliminated before the main event to keep them engaged until the end
- *Side events are subject to change based on time and availability

1) Drone & Robotics Experience Zone



2) Gift Zones & Concessions



3) Sponsor booth experience



4) Post-It Events & Photo Zones

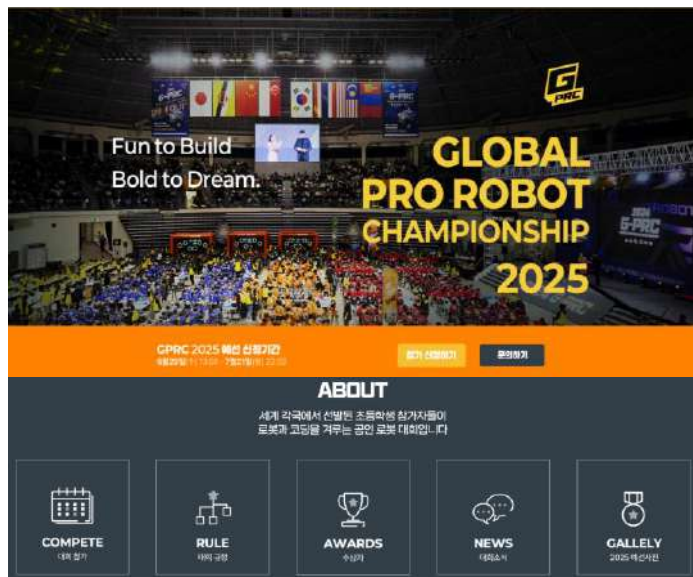


2025 GLOBAL PRO ROBOT CHAMPIONSHIP

3. Promotion : Marketing Plan & Anticipated Benefits

KEY POINT

[PRC website]



- Introduce the competition rules and its development history
- Promote sponsor activities
- Registration for domestic and international students

[Press coverage and social media]



- Establish official SNS channels for the competition and promote it through various online platforms
- Participate in event-day activities and promote the brand

[Online/offline platform sharing]



- Activities utilizing promotional resources from sponsors and organizers
- Post-event promotion through videos, photos, and articles after the competition

3 Promotion

[PR PLAN : Utilize various online and offline platforms]

Publicity using the promotional platforms of organizers, partners, and sponsors, along with professional media coverage

Item	Details
Promotion through schools and local branches	Promotion and application through official letters to kindergartens and elementary schools, utilizing local businesses and branches
Media Promotion	Inviting media journalists, event coverage, and press reporting
online promotion	SNS platform online ad banners and notices
	Online viral marketing using sponsors' SNS channels
	Operation of official SNS and announcements on partners' and sponsors' SNS channels
	SMS and DM promotions to trainees and existing product customers
Printed materials promotion	Distribution of posters and leaflets
Outdoor advertising	Utilizing large banners, electronic billboards, bus advertisements, etc.

3 Promotion



BENEFIT

Direct exposure to over 50,000 people	Targeted exposure through promotional materials and banner installations at key local schools and academies
Indirect exposure to over 100,000 people	Viral effect for the competition and sponsor brands through high-traffic areas, SNS, outdoor poster advertisements, and more
Direct brand exposure	Brand promotion through photo zones, brand logos, brand experiences, banners, and video content at the event venue on the day of the event
Cost reduction	Enhancing branding synergy and target marketing effectiveness through collaboration between the competition brand image and specific target customers
Brand Trial	Increasing exposure of individual brands at the event to global education providers, international students, the press, media journalists, and the general public, supporting sales effectiveness and issue marketing.



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Thank you!