



6<sup>th</sup> Asian Indoor and Martial Arts Games  
**Bangkok - Chonburi**  
**2021**  
*Garland of Hope*



**6<sup>TH</sup> ASIAN INDOOR AND MARTIAL ARTS GAMES BANGKOK - CHONBURI 2021**  
**17<sup>TH</sup> - 26<sup>TH</sup> NOVEMBER 2023**

The 6<sup>th</sup> Asian Indoor and Martial Arts Games (AIMAG), one of the largest sporting events to take place in Thailand in recent years, will be held in Bangkok and Chonburi provinces between 17<sup>th</sup> - 26<sup>th</sup> November 2023.

Returning to Thailand for the third time, AIMAG is a Pan-Asian, multi-sport event held every 4-years. The 6<sup>th</sup> AIMAG Bangkok - Chonburi 2021 will boast 29 medal sports categories delivered to international standards, the highest number in the history of the games, including several new sports - badminton, BMX cycling, cheerleading, floorball, indoor rowing, netball, shooting and volleyball. The Games will also feature two demonstration sports - air sport and teqball.

Endorsed and organised by the Ministry of Tourism and Sports, Thailand, the Sports Authority of Thailand and the National Olympic Committee of Thailand under the auspices of the Olympic Council of Asia, the 6<sup>th</sup> AIMAG Bangkok - Chonburi 2021 is the second largest Asian multi-sport event after the Asian Games.

*The hosting rights to the 6<sup>th</sup> AIMAG Bangkok - Chonburi 2021 were awarded to Thailand by the Olympic Council of Asia due to the country's strong record in hosting professional sporting events. With a strong reputation for world-class hospitality and logistics, Bangkok, and neighbouring province Chonburi are well positioned to host a successful Games.*

**BE PART OF THE 6TH ASIAN INDOOR AND MARTIAL ARTS GAMES - BECOME AN OFFICIAL SPONSOR / OFFICIAL SUPPLIER**

**6<sup>th</sup> AIMAG Bangkok - Chonburi 2021 will reach millions through its huge footprint, which covers:**

<b>31 SPORTS</b> 29 X MEDAL SPORTS 2 X DEMONSTRATION SPORTS AIR SPORT - FPV RACING & TEQBALL	<b>2 HOST CITIES</b> BANGKOK & CHONBURI	<b>5,000 +</b> ATHLETES	<b>GLOBAL TV AUDIENCE</b> WATCHED IN 45+ COUNTRIES ACROSS PLATFORMS INCLUDING: LIVE, DELAYED & DIGITAL
<b>MIILONS</b> OF FANS	<b>45 COUNTRIES</b> REPRESENTED THROUGH NATIONAL OLYMPIC COMMITTEES	<b>100,000+ SPECTATORS</b> EXPECTED ACROSS ALL SPORTS	<b>25 SPORTING VENUES</b> WITH CAPACITIES BETWEEN 100 - 3,500
<b>290 GOLD MEDALS</b> TO BE WON ACROSS THE 31 SPORTS	<b>1,000+</b> OFFICIALS	<b>16 SPORTS</b> PLAYED IN BANGKOK <b>15 SPORTS</b> PLAYED IN CHONBURI	<b>USD\$ 48 MILLION</b> BUDGET TO BOOST THE LOCAL ECONOMY
<b>139</b> MEN'S EVENTS	<b>114</b> WOMEN'S EVENTS	<b>37</b> MIXED EVENTS	<b>10,000+</b> VOLUNTEERS

*Originally due to take place from 21<sup>st</sup> to 30<sup>th</sup> May 2021, the event was postponed in January 2021 because of the COVID-19 pandemic.*



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## COMMERCIAL PACKAGES

The Games Organising Committee (GOC) of the 6<sup>th</sup> Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 has developed a comprehensive commercial partnership marketing programme allowing business to integrate with this Pan-Asian event...

### TIER 1 - OFFICIAL SPONSORS (MAIN SPONSORS)

Up to 6 x Official Sponsors will receive extensive advertising and promotional rights across the Games, broadcast, and all other platforms

### TIER 2 - OFFICIAL SUPPLIERS (MAIN SUPPLIERS)

10 x Official Suppliers providing goods & services essential to the success of the games with distinctive association and promotional rights related the Games

#### Official Main Supplier categories include:

Airlines	Consulting	Food	Photography	Telecommunications
Apparel	Consumer Electronics	Hotels	Pharmaceuticals	Timing
Automobiles	Courier	Insurance	Professional Services	Transport
Banking	Credit Cards	Legal	Recruitment	Travel
Beverages	Engineering	Logistics	Retail	Tyres
Car Hire	Environment	Manufacturing	Shipping	Utilities
Construction	Finance	Not For Profit	Technology	

### OFFICIAL BROADCAST PARTNER

Packages for Broadcast Partners, covering: TV (live and delayed), live stream / digital coverage, as well as OTT services of the Games.

The Official Broadcaster Partner will cover: All Sports, Opening & Closing & Victory Ceremonies in Thailand, and all participating country territories.





















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**SPORTS**










SPORTS	No. Of Events / Medal	Duration	Events
 Aquatics Water Polo (Men) Water Polo (Women) Short Course Swimming	32	6 Days 6 Days 4 Days	Men's Team Women's Team Freestyle - 50m, 100m, 200m Backstroke - 50m, 100m Breaststroke - 50m, 100m Butterfly - 50m, 100m Individual Medley - 100m, 200m Freestyle Relay - 4 x 50m, 4 x 100m Medley Relay - 4 x 50m, 4 x 100m
 3x3 Basketball	2	4 Days	Men's Team, Women's Team
 Badminton	5	6 Days	Singles, Doubles, Mixed Doubles
 Bowling	8	7 Days	Singles, Doubles, Teams of 4
 Cheerleading	4	2 Days	Mixed - Junior Co-ed, Level 6 Co-ed, Performance Cheer Hip Hop, Performance Cheer Pom
 Chess	6	5 Days	Standard, Rapid, Men's ASEAN Standard, Men's ASEAN Rapid
 Climbing	6	4 Days	Speed, Bouldering, Relay

SPORTS	No. Of Events / Medal	Duration	Events
 Cue Sports	15	7 Days	15-Red Snooker Singles & Team, 6-Red Snooker Singles & Team, Men's English Billiards Singles & Doubles, 9 Ball Pool Singles & Doubles, Men's Cushion Carom
 Dance Sports	14	2 Days	Break Dance - Boys & Girls; Latin American Samba, Cacha, Rumba, Pasadouble, Jive Grad A - Mixed; Modern Standard Grade A, Waltz, Tango, Foxtrot, Quick Step, Viennese Waltz - Mixed
 Esports	4	6 Days	Mixed - ROV, Dota 2, Assetto Corsa, Onelap E-Cycling, Legend of Runetera, Taken 7
 Floorball	2	8 Days	Men's Team, Women's Team
 Futsal	2	10 Days	Men's Team, Women's Team
 Indoor Athletics	27	3 Day	60m, 400m, 800m, 1500m, 3000m, 60m Hurdles, 4 x 400m Relay, High Jump, Pole Vault, Long Jump, Shot Putt, Heptathlon
 Indoor Hockey	2	8 Days	Men's Team, Women's Team
 Indoor Rowing	10	2 Days	Men's & Women's - Individual & Pairs Mixed - Mix of Sprint, 500m
 Ju-Jitsu	20	4 Days	Newaza - Men's 62KG, 77KG, 85KG, 94KG; Women's - 48KG, 57KG Fighting - Men's 62KG, 69KG, 77KG, 85KG, 94KG; Women's - 48KG, 52KG, 7KG Duo - Classic (Men, Women, Mix); Show (Men, Women, Mix)



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SPORTS	No. Of Events / Medal	Duration	Events
 <b>Karate</b>	13	3 Days	Kumite – Men's 55KG, 60KG, 67KG, 75KG; 75+KG; Women's – 55KG, 55KG, 61KG, 61+KG Kata – Men's & Women's Individual & Team
 <b>Kickboxing</b>	7	4 Days	Men's 57KG, 67KG, 75KG Women's – 48KG, 52KG, 57KG
 <b>Kurash</b>	10	2 Days	Men's 66KG, 73KG, 81KG, 90KG; 90+KG; Women's – 56KG, 60KG
 <b>Muay Thai</b>	20	7 Days	Men's Fighting – Light Flyweight, Flyweight, Bantamweight, Featherweight, Lightweight, Light Welterweight, Welterweight, Light Middleweight, Middleweight, Light Heavyweight Women's Fighting – Pinweight, Flyweight, Bantamweight, Featherweight, Lightweight, Light Welterweight Waikru – Individual & Double Men's & Women's
 <b>Netball</b>	1	5 Days	Women's Team
 <b>Pencak Silat</b>	11	5 Days	Tanding – Men's Class A, C, D, E, G; Women's Class A, C, D Sani – Tunggal, Men's Regu
 <b>Sambo</b>	8	3 Days	Men's Sport – 58KG, 64KG, 72KG; Women's Sport – 54KG, 80KG; Men's Combat – 58KG; Women's Combat – 54KG, 59KG
 <b>Sepak Takraw</b>	11	8 Days	Men's, Women's, Mixed Team Regu; Mixed Regu; Mixed Double Team; Mixed Double; Mixed Quad Team; Mixed Quad
 <b>Shooting</b>	5	3 Days	10m Air Pistol, 25m Rapid Fire, Mixed 10m Pistol

SPORTS	No. Of Events / Medal	Duration	Events
 <b>Skate</b>	12	4 Days	Men: Roller Freestyle – Park, Park Best Technical, Big Air; Skateboard – Street, Street Best Technical, Games of Skate; Inline – Freestyle Slide, Freestyle Speed Slalom Women: Skateboard – Street, Games of Skate; Inline – Freestyle Speed Slalom
 <b>Taekwondo</b>	20	5 Days	Men's Kyoruki – 54KG, 58KG, 63KG, 68KG, 74KG, 80KG, 87KG; Women's Kyoruki – 46KG, 49KG, 53KG, 57KG, 62KG, 67KG, 73KG; Poomsae – Individual & Men's & Women's Team; Poomsae Freestyle – Men's & Women's Team
 <b>Volleyball</b>	2	9 Days	Men's Team, Women's Team
 <b>Wrestling</b>	18	3 Days	Freestyle – Men's 74KG, 86KG; Women's 53KG Greco Roman – Men's 67KG; Traditional – Men's Freestyle, 62KG; Women's 57KG, 68KG; Classic – Women's 52KG, 58KG, 63KG

Both Men and Women events if not stated.

## DEMONSTRATION SPORTS

SPORTS	No. Of Events / Medal	Duration	Events
 <b>Air Sport – FPV Racing</b>	3	3 Days	Individual Battle A – Men's, Women's Individual Battle B – Men's, Women's Individual Combined – Men's, Women's, Mixed
 <b>Teqball</b>	5	4 Days	Individual – Men's, Women's Doubles – Men's, Women's, Mixed



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## VENUES & CAPACITIES

### BANGKOK & SURROUNDING VENUES

Sports events will take place at 13 venues in and around Bangkok for 14 sports and 2 demonstration sports...

VENUE	SPORTS	CAPACITY
Chulalongkorn University (Chaloem Rajasuda Sport Complex, 4th Floor)	3X3 BASKETBALL	1,000
Nimitbutr Stadium	BADMINTON	1,500
Major Ratchayothin, Bangkok (4 <sup>th</sup> Floor)	BOWLING	240
SAT Indoor Stadium Huamark	CHEERLEADING FUTSAL MEN	1,000
Rajamangala National Stadium	CLIMBING	
Thai-Japan Bangkok Youth Centre (Gym 2)	FLOORBALL	3,500
Bangkok Arena	FUTSAL MEN (Simi Final)	3,000
Thammasat University Rangsit Campus (Gymnasium 4)	FUTSAL WOMEN	1,000
Thai-Japan Bangkok Youth Centre (Gym 1)	INDOOR HOCKEY	3,500
Chantana Yingyong Stadium, Chulalongkorn University	NETBALL	500
Assumption University Gymnasium	PENCAK SILAT	1,000
Fashion Island Shopping Mall (Island Hall, 3rd Floor)	SEPAK TAKRAW	3,000
SAT Shooting Range	SHOOTING	500
Assumption University Suvarnabhumi Campus -Aquatic Centre	SHORT COURSE SWIMMING	1,500
SAT Extreme Sport Arena	SKATE	400
Rangsit University	AIRSPORT-FPV RACING TEQBALL	500

### CHONBURI VENUES

Sports events will take place at 7 venues in and around Chonburi for 15 sports...

VENUE	SPORTS	CAPACITY
Ambassador City Jomtien Hotel Pattaya (Convention B-C RM, Ground Floor)	BILLIARDS	480
Ambassador City Jomtien Hotel Pattaya (Chonburi / Chanthaburi Meeting Room)	CHESS	100
Nong Nooch Garden Pattaya (Garden in the Sky Hall 2, Ground Floor)	DANCE SPORTS	500
Terminal 21 Pattaya (Ground Floor)	ESPORTS	100
Eastern National Sports Training Centre Pattaya Chonburi (Indoor Athletics Stadium)	INDOOR ATHLETICS	1,500
Ambassador City Jomtien Hotel Pattaya (Diamond Hall, 3rd Floor)	INDOOR ROWING KURASH	650
Nongnooch Pattaya International Convention and Exhibition Centre (Tradition Hall 1)	JU-JITSU	200
Nongnooch Pattaya International Convention and Exhibition Centre (Hall 1)	KARATE TAEKWONDO	250
Sripatum University Chonburi Campus (Gymnasium 6th Building, 2nd Floor)	KICKBOXING	500
Nongnooch Pattaya Boxing Stadium Building, Pattaya, Chonburi	MUAY THAI	250
Nongnooch Pattaya International Convention and Exhibition Centre (Hall 3)	SAMBO WRESTLING	2,000
National Sport University Chonburi Campus (Multi Purpose Building, 2nd - 3rd Floor)	VOLLEYBALL MEN	1,000
Multi Function Sports Stadium Chonburi Town Municipality	VOLLEYBALL WOMEN	1,500



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## SCHEDULE

TENTATIVE PROGRAMME  
6th Asian Indoor and Martial Arts Games, Bangkok-Chonburi 2021 (17 - 26 November 2021)

No.	Sports	Code	November 2021														Venue		
			13	14	15	16	17	18	19	20	21	22	23	24	25	26			
1	Aquatics																		Assumption University Sornratthum Campus (Aquatic Center)
	- Water Polo (Men)	WP 32																	Chulalongkorn University (Chabom Rajavidyalay Sport Center)
	- Water Polo (Women)																		
	- Short Course Swimming	SW																	
2	3x3 Basketball	BK 2																	
3	Badminton	BD 5																	
4	Billiard Sports	BS 15																	
5	Bowling	BW 8																	
6	Cheerleading	CL 4																	
7	Chess	CH 6																	
8	Climbing	CB 6																	
9	DanceSport	DS 14																	
10	E-sports	ES 4																	
11	Floorball	FL 2																	
12	Futsal																		
	-Futsal (Men)	FS 2																	
	-Futsal (Women)																		
13	Indoor Athletics	AT 27																	
14	Indoor Hockey	HO 2																	
15	Indoor Rowing	RO 10																	
16	Ju-Jitsu	JJ 20																	
17	Karate	KT 13																	
18	Kickboxing	KB 7																	
19	Kurash	KR 10																	
20	Muaythai	MT 20																	
21	Netsball	NB 1																	
22	Pencak Silat	PS 11																	
23	Sambo	SB 8																	
24	SepakTakraw	SE 11																	
25	Shooting	SH 5																	
26	Skate	SK 12																	
27	Taekwondo	TK 20																	
28	Volleyball																		
	Volleyball (Men)	VO 2																	
	Volleyball (Women)																		
29	Wrestling	WR 18																	
Total			297																
			Demonstration Sports (Below)																
30	Amputee F1V1 Racing	AS 3																	Rangsit University
31	Teqball	TO 5																	Rangsit University
Total			8																

Information updated on 31 August 2021

## COUNTRIES REPRESENTED

PARTICIPATING NATIONAL OLYMPIC COMMITTEES  
45 x National Olympic Committees that make up the Olympic Council of Asia (OCA)

### Participating National Olympic Committees

- Afghanistan
- Bangladesh
- Bhutan
- Bahrain
- Brunei Darussalam
- Cambodia
- People's Republic of China
- Democratic People's Republic of Korea
- Hong Kong, China
- Indonesia
- India
- Islamic Republic of Iran
- Iraq
- Jordan
- Japan
- Kazakhstan
- Kyrgyzstan
- Republic of Korea
- Saudi Arabia
- Kuwait
- Laos People's Democratic Republic
- Lebanon
- Macau, China
- Malaysia
- Maldives
- Mongolia
- Myanmar
- Nepal
- Oman
- Pakistan
- Philippines
- Palestine
- Qatar
- Singapore
- Sri Lanka
- Syrian Arab Republic
- Thailand
- Tajikistan
- Turkmenistan
- Timor Leste
- Chinese Taipei
- United Arab Emirates
- Uzbekistan
- Vietnam
- Yemen





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## ABOUT THE GAMES

This will be the first Asian Indoor and Martial Arts Games, co-hosted by two cities / provinces: the Thai capital city of Bangkok, which will host the Games for the third time after hosting the inaugural edition in 2005 and the martial arts edition in 2009; and the province of Chonburi, located 100km southwest of the capital.

It will be a test event for the joint candidacy from Bangkok and Chonburi Province for hosting 2030 Summer Youth Olympic Games.

In its current format, there has been two previous Asian Indoor and Martial Arts Games...

Year	Host	Nations	Competitors
2013	Incheon, South Korea	43	1,652
2017	Ashgabat, Turkmenistan	63	4,012

Before this, the Asian Indoor Games ran in 2005, 2007 and 2009 and the Asian Martial Arts Games in 2009. The Asian Indoor Games merged with Asian Martial Arts Games in 2013.

### GAMES MISSION & VISION

Thailand has been honored to host many international sporting events due to its readiness in all areas of competition management and operation. Thailand's traditional culture exudes warmth of hospitality, care and service in sports and tourism.

In 2005 Thailand was honored by the OCA to host the 1st Asian Indoor Games. In 2009, Thailand was honored again by the OCA to host the 1st Asian Martial Arts Games and now in 2023 Thailand once again honored to host the 6th Asian Indoor and Martial Arts Games.

### EMBLEM & MOTTO

The Official Emblem of the 6th Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 is inspired by the flower garland called Phuang Malai, symbolising the interconnectedness of all participants from all parts of Asia. The Thai garland represents respect, victory, dignity, and the power of hope.

The Official Slogan of the Games is "Garland of Hope".

### MASCOTS

The Official Mascot depicting a fighting parrot wearing a mongkhon (a type of headgear worn by Muay Thai athletes) who has intelligence, agility, and a fighting spirit, making a gesture of inviting athletes and sports competitors to the victory of friendship.

### PICTOGRAMS

Each of the 31 sports has a specifically designed pictogram depicting that sport...





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## ABOUT THE GAMES

### OPENING & CLOSING CEREMONIES

#### Opening Ceremony

The much-anticipated Opening Ceremony will take place on Friday 17<sup>th</sup> November 2023 in Bangkok and will include a pre-show and main event.

#### Closing Ceremony

The Closing Ceremony will take place on Sunday 26<sup>th</sup> November 2023 in Bangkok.

### VICTORY CEREMONIES

Where possible all winning athletes will be presented with their medals immediately after the completion of the event by either the President of the OCA or other members as delegated by the President of the OCA (or his representative), accompanied by the President of the Asian Sports Federation concerned.

The Opening & Closing Ceremonies will be broadcast live to over 45 countries and a stadium audience of over 3,000 spectators in Bangkok.

### CULTURAL PROGRAMME

The 6th Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 is supported by a Cultural Programme of exhibitions covering architecture, painting, sculpture, music and others. All Sponsors & Suppliers will have the opportunity to attend these events as part of their association. The Cultural Programme is currently being finalised.

### SPONSORS VILLAGE

The Games will feature a Sponsors Village with display areas for all Sponsors & Suppliers to promote and sell their products and services.

### HOSPITALITY VILLAGE

The Games will feature a Hospitality Village for Sponsors & Suppliers, Broadcasters, and the Media to meet.

### ATHLETE'S HOTELS

Home to over 5,000 participating athletes from 45 countries.

### GAMES SOUVENIRS

Sponsors & Suppliers will have access to Official Games Souvenirs, including replica medals, flags, licenced products, decorations, posters, pins, badges, mascots and any other souvenir type items.







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## WHY GET INVOLVED?

**6<sup>th</sup> Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021** will be extensively broadcast via live, delayed, digital and OTT as well as publicised through a varied and diverse mix of marketing methods and print and online outlets.

A Sponsor and / or Supplier's participation in 6th Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 not only strengthens awareness of its brand, products, and services to an audience of important decision-makers but also confirms its position as an industry leader.

### HOW THE GAMES CAN HELP YOUR BUSINESS

Association with 6<sup>th</sup> Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 offers Official Sponsors & Official Suppliers numerous benefits including:

**YOUR BRAND** - be associated with one of Asia's largest multi-sport events, attracting thousands of athletes from 45 countries in Asia and engage with thousands of fans

**YOUR VALUES** - the Games is inspired by the flower garland called Phuang malai, symbolising the interconnectedness of all participants from all parts of Asia. The Thai garland represents respect, victory, dignity, and the power of hope

**YOUR AMBASSADORS** - follow athlete's journeys, engage your staff, clients and customers with their story and the story of the Games

**YOUR CLIENTS AND CUSTOMERS** - entertain at bespoke events including Opening & Closing Ceremonies, inspire with iconic athletes, and engage with competitions and VVIP & VIP sports tickets

**YOUR SALES** - tap into the 31 sports, the Games' commercial family and network of contacts can help enhance your sales and B2B development through its promotional programme and Sponsors Village

**YOUR STAFF** - inspire with athletes and performance coaches, advice and leadership training, reward with ticketing, involve through volunteering

**YOUR REPUTATION** - the Games provides the ideal platform for marketing activity. The Official Mascot depicts a fighting parrot wearing a mongkhon (a type of headgear worn by Muay Thai athletes) who has intelligence, agility, and a fighting spirit, making a gesture of inviting athletes and sports competitors to the victory of friendship





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## WHY GET INVOLVED?

### **Ad** BRAND EXPOSURE

The opportunity to integrate with 6th AIMAG Bangkok - Chonburi 2021.

#### **GAMES BRANDING**

SIGNAGE AT ALL SPORTS & NON-SPORTS VENUES INCLUDING OPENING & CLOSING CEREMONIES, MEDAL PRESENTATIONS

#### **ATHLETES / OFFICIALS / VOLUNTEERS**

LOGO ON ATHLETE BIBS & OFFICIAL & VOLUNTEER UNIFORMS

#### **SPONSORS VILLAGE**

DISPLAY AREA TO PROMOTE & SELL PRODUCTS & SERVICES

#### **HOSPITALITY VILLAGE**

FOR ALL SPONSORS, SUPPLIERS, BROADCASTERS AND MEDIA

Branding displayed at all Games venues, including: Sports Venues; Airports; Official Hotels; Athletes Hotels; Hospitality Village, Sponsors Village; prominent places throughout Bangkok and Chonburi as part of the Games Promotional Campaign; as well as all other Games related sites.

#### **MEDIA CENTRES**

AT INTERNATIONAL BROADCAST CENTRE, MAIN PRESS CENTRE, PRESS CONFERENCES & PRESS INTERVIEW BACKDROPS

#### **ATHLETES' HOTELS**

HOME TO 5,000+ ATHLETES, COACHES AND OFFICIALS

#### **GAMES PROMOTIONAL CAMPAIGN**

WORKSHOP / SEMINAR BRANDING

#### **TICKET BRANDING**

LOGO ON REVERSE OF TICKETS

### **TV** BROADCAST EXPOSURE

In camera signage advertising with Sponsor & Supplier logos clearly visible at all Games Venues, where appropriate.

Opportunities for product placement and advertising packages as part of 6<sup>th</sup> AIMAG Bangkok - Chonburi 2021 Broadcast online & OTT programme, which is currently being finalised.

Broadcast coverage, to include: Live and delayed coverage of sports; Opening & Closing Ceremonies; Medal Presentations; Daily News & Highlights; Pre-event Build-up Programmes; Post-event Summary Highlights.

Dedicated social and digital media platforms with live streaming.

*Details to be confirmed by end of 2021.*





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## WHY GET INVOLVED?

### PROMOTION & PR RIGHTS

#### GAMES PROMOTIONAL CAMPAIGN

6<sup>th</sup> AIMAG Bangkok - Chonburi 2021 will be supported by an all-encompassing promotional campaign running in the build-up to the Games, during the Games and post Games. It covers:

#### PR & CONTENT

The PR campaign ensures wide coverage both during and after the Games and will feature:

- Features on the Games
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

#### ADVERTISING

A paid-for media campaign will include the creation of at least three (3) different creative themes, as directed solely by the OCA, with executions in the television, print, radio and internet media. The campaign will be executed to achieve the maximum regional and national impact in the lead up to the Games.

**ONLINE** - 6<sup>th</sup> AIMAG Bangkok - Chonburi 2021 marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

**ALL MEDIA** - a media-wide (TV, RADIO, PRINT & ONLINE) advertising campaign will run in the build-up to the Games, during the Games and post Games. Currently being developed.

**OUTDOOR** - The Games will be supported by an outdoor poster campaign. Details currently being finalised.

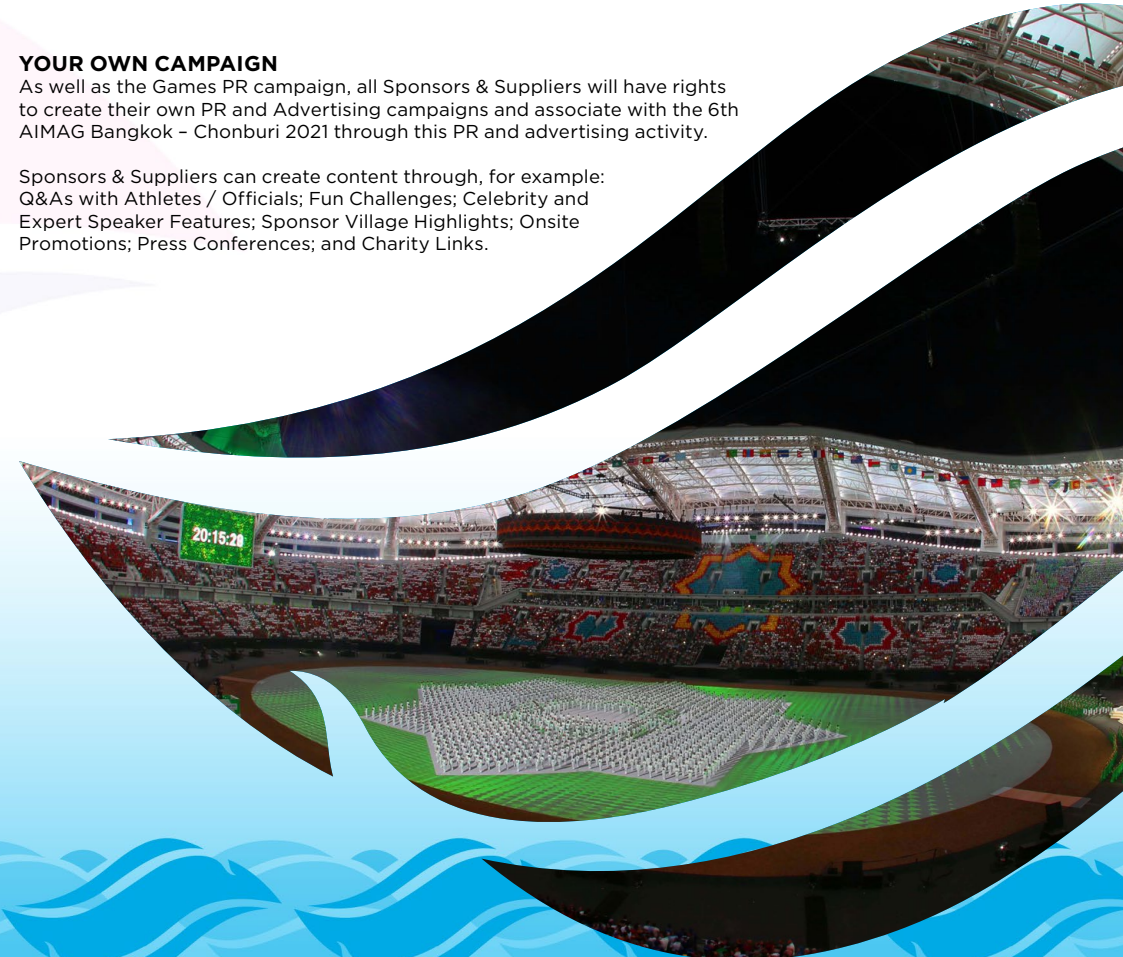
#### OFFICIAL PROGRAMMES

Sponsors & Suppliers will be included in the Official Games Programme - available in hard copy and online.

### YOUR OWN CAMPAIGN

As well as the Games PR campaign, all Sponsors & Suppliers will have rights to create their own PR and Advertising campaigns and associate with the 6th AIMAG Bangkok - Chonburi 2021 through this PR and advertising activity.

Sponsors & Suppliers can create content through, for example: Q&As with Athletes / Officials; Fun Challenges; Celebrity and Expert Speaker Features; Sponsor Village Highlights; Onsite Promotions; Press Conferences; and Charity Links.





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## WHY GET INVOLVED?

### ATHLETE ACCESS RIGHTS

Sponsors & Suppliers will have access to athletes, coaches and officials. This association can be used to develop exclusive content for Games exploitation campaigns, including for example:

- **Content for Digital Outreach** - using athlete and coaches as 'incredible' stories and inspirational role models
- **Motivational Speaking** - what better to inspire your staff or engage your customers than appearances from medal winning athletes and / or inspirational coaches. Behind every medal-winning athlete is a team of experts, performance staff and sports specialists creating the perfect high-performance environment. The overlap between high performance sport and business has been seen time and again. Our partners can access these industry leaders for appearances, training materials or webinars for staff motivation, goal setting and improved performance.






Branding and availability of products / services in the Athlete's Hotels.



### DIGITAL & SOCIAL RIGHTS

The Games and its many social channels allow Sponsors & Suppliers to follow and integrate with the journey digitally, create exclusive engaging content and benefit from the social reach of athletes and participating National Sports Federations, as well as the Olympic Council of Asia and the Sports Authority of Thailand.

Here are some examples of the vast reach of the Games...

-  **TWITTER** - <https://twitter.com/AsianGamesOCA/> - **42.7K Followers**
-  **FACEBOOK** - <https://www.facebook.com/AsianGamesOCA> **187K Followers**
-  **INSTAGRAM** - <https://www.instagram.com/AsianGamesOCA/> - **246K Followers**
-  **YOUTUBE** - <https://www.youtube.com/user/ocasianumber1> - **3.14K Subscribers**
-  **WEB** - [www.aimag2021.com](http://www.aimag2021.com)

### COMMUNITY & SOCIAL RESPONSIBILITY RIGHTS

An association with 6th Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 offers a platform to promote diversity and inclusion and other CSR activity.

The Games supports: women in sport, socially disadvantaged communities, anti-obesity programmes, disabled athletes, young athletes, minor sports and non-funded athletes.

Sponsors & Suppliers will have access to:

- Athlete Ambassadors
- The volunteer programme so their employees can get involved
- A series of visits from AIAMG ambassadors to schools
- Use expert coaches and nutritionists and athletes to inspire health and wellness in the workplace



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**2021**  
*Garland of Hope*



## WHY GET INVOLVED?

### HOSPITALITY & NETWORKING RIGHTS

#### **HOSPITALITY VILLAGE**

The Games has a conveniently located sponsor Hospitality Village, available for all Sponsors, Suppliers, Broadcasters and Media to network and entertain their customers, clients, suppliers, staff and other audiences.

#### **GAMES MARKETING CLUB**

Within the Hospitality Village there will be a Games Marketing Club for Sponsors & Suppliers to meet.

#### **EVENTS & TICKETS**

Sponsors & Suppliers are invited free of charge to any official functions, receptions and other events and occasions hosted by AIMAG in connection with the Games.

Sponsors & Suppliers will be allocated tickets to sports events as well as all official events and functions including the Opening & Closing Ceremonies.

These cover VVIP and VIP tickets and where relevant accommodation, accreditation, and parking.

### EXPERIENTIAL RIGHTS

As well as spectators to the sports events, Bangkok and Chonburi attracts hundreds of thousands of visitors in November and with it huge opportunities for Sponsors & Suppliers to promote their products and services.

### SPONSORS VILLAGE

AIMAG has created a special SPONSORS VILLAGE where all Sponsors & Suppliers can display, promote and sell products and services.

### MERCHANDISING RIGHTS

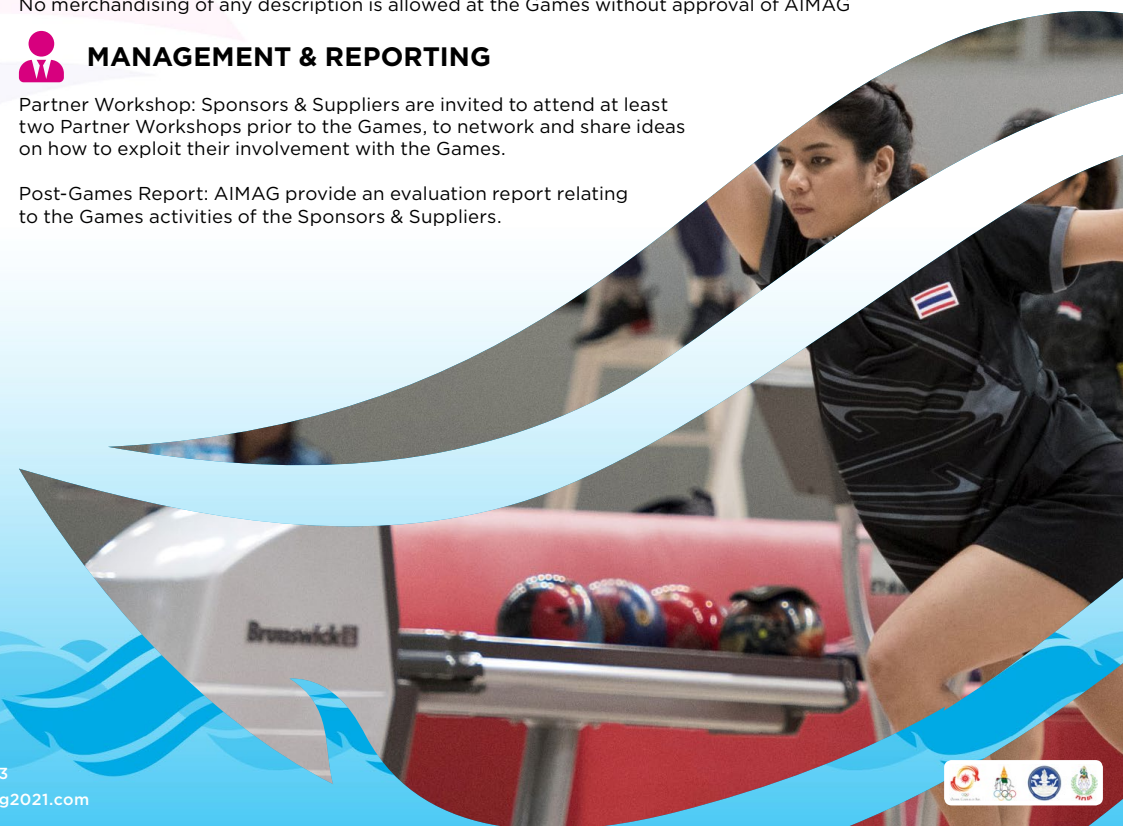
We offer our Sponsors & Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, t-shirts, caps, watches, sunglasses etc.

No merchandising of any description is allowed at the Games without approval of AIMAG

### MANAGEMENT & REPORTING

Partner Workshop: Sponsors & Suppliers are invited to attend at least two Partner Workshops prior to the Games, to network and share ideas on how to exploit their involvement with the Games.

Post-Games Report: AIMAG provide an evaluation report relating to the Games activities of the Sponsors & Suppliers.





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SPONSORS & SUPPLIERS INVENTORIES	PARTNER LEVEL	
	TIER 1 OFFICIAL SPONSOR	TIER 2 OFFICIAL SUPPLIERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>		
Right to title for advertising & PR use Official Sponsor - 6 <sup>th</sup> Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 in the host country and worldwide	Yes	
Right to title for advertising & PR use Official Supplier - 6 <sup>th</sup> Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 in the host country and worldwide		Yes
Opportunity to supply products or services exclusively to be used by AIMAG	Yes	Yes
Protection against Ambush Marketing, provided by AIMAG	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>		
<b>LOGO &amp; IMAGE RIGHTS</b>		
Right to use - 6 <sup>th</sup> Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes
Right to commercial use of the Games Official: Slogan, Emblems, Mascot and Mascot Postures, Sports Pictograms and any Team Designation related to the 6 <sup>th</sup> Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021 in the host country and worldwide	Yes	Yes
<b>BRAND EXPOSURE - GENERAL</b>		
Total branding area available will be allocated in the following ratios: 6 x Tier 1 Sponsors: 50% - split equally amongst Tier 1 Sponsors 10 x Tier 2 Suppliers: 50% - split equally amongst Tier 2 Suppliers		
<b>BRAND EXPOSURE - GAMES BRANDING</b>		
Advertising on Static / LED Video Boards (where available) at all Sports venues - boards in camera and clearly visible on coverage. Where size of venue allows, Tier 1 Sponsor Boards immediately around the sport stage, Tier 2 Suppliers Boards second row behind Tier 1 Boards	Yes	Yes
Advertising on Static / LED Video Boards (where available) at all non-Sports venues including: Airports; Official Hotels; Athletes Hotels; Hospitality Village; Sponsors Village; prominent places throughout Bangkok and Chonburi as part of the Games Promotional Campaign; as well as all other Games related sites	Yes	Yes
Logo on reverse of Games tickets	Yes	
<b>BRAND EXPOSURE - MEDIA CENTRES</b>		
Logo presence at International Broadcast Centre, Main Press Centre and other Media specific venues	Yes	Yes
Logo on interview media backdrop boards - all interviews to take place in front of media backdrop boards	Yes	Yes

SPONSORS & SUPPLIERS INVENTORIES	PARTNER LEVEL	
	TIER 1 OFFICIAL SPONSOR	TIER 2 OFFICIAL SUPPLIERS
Invites to all Press Conferences	Yes	Yes
Rights to hold own Press Conferences	Yes	Yes
<b>BRAND EXPOSURE - SPONSORS VILLAGE</b>		
Display area to promote and sell products and services at Sponsors Village	Yes	Yes
<b>BRAND EXPOSURE - ATHLETES / ATHLETES HOTELS / OFFICIALS / VOLUNTEERS</b>		
Logo on Athlete Bibs, Officials and Volunteer uniforms, where applicable and appropriate (Tier 1 only)	Yes	
Signage at Athletes Hotels	Yes	Yes
Display area to promote and sell products and services at Athletes Hotels	Yes	Yes
<b>BRAND EXPOSURE - HOSPITALITY VILLAGE</b>		
Display area to promote and sell products and services at Hospitality Village	Yes	Yes
<b>BRANDING EXPOSURE - OTHER</b>		
Included in the Games Promotional Plan - see below	Yes	Yes
<b>BROADCAST RIGHTS</b>		
In camera signage advertising with Sponsor & Supplier logos clearly visible at all Games Venues, where appropriate. Broadcast coverage, to include: Live and delayed coverage of sports; Opening & Closing Ceremonies; Medal Presentations; Daily News & Highlights; Pre-event build-up programmes; Post-event summary highlights	Yes	Yes
Opportunities for product placement and advertising packages as part of 6 <sup>th</sup> AIMAG Bangkok - Chonburi 2021 Broadcast online & OTT programme, which will be finalised in 2021	Yes	Yes
<b>PROMOTION, ADVERTISING &amp; PR RIGHTS</b>		
Inclusion in the all-encompassing promotional campaign running in the build-up to the Games, during the Games and post Games, including PR, advertising campaigns and all print materials, including Outdoor	Yes	
Logo and advertising in Official Games Programme / Booklet / Brochure	Yes	Yes
Logo on Official Games Website (banners, click through, link)	Yes	Yes
Right to obtain outdoor advertising locations in Host Cities	Yes	Yes
Promotion to AIMGOC Database	Yes	Yes
Website / other digital media advertising / promotion opportunities	Yes	Yes



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SPONSORS & SUPPLIERS INVENTORIES	PARTNER LEVEL	
	TIER 1 OFFICIAL SPONSOR	TIER 2 OFFICIAL SUPPLIERS
<b>ATHLETE ACCESS RIGHTS</b>		
Access to athletes, coaches and officials. Exact numbers to be agreed	Yes	Yes
<b>DIGITAL &amp; SOCIAL RIGHTS</b>		
Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube and other digital channels	Yes	Yes
<b>COMMUNITY &amp; SOCIAL RESPONSIBILITY RIGHTS</b>		
Access to: athlete ambassadors; the volunteer programme; visits from AIMAG ambassadors to schools; expert coaches and nutritionists and athletes	Yes	Yes
<b>HOSPITALITY, NETWORKING &amp; TICKETING RIGHTS</b>		
Total hospitality available to Sponsors & Suppliers will be allocated in the following ratios: 6 x Tier 1 Sponsors: 50% - split equally amongst Tier 1 10 x Tier 2 Suppliers: 50% - split equally amongst Tier 2		
Private area / suite / box at Hospitality Village	Yes	Yes
Access to the Games Marketing Club	Yes	Yes
Priority Access to Games tickets including all sports events and Opening & Closing Ceremonies	Yes	Yes
Access to Games tickets including all sports events and Opening & Closing Ceremonies	Yes	Yes
Access to Cultural Programme tickets	Yes	Yes
Access to all AIMAGOC hosted events and functions	Yes	Yes
Access to VIP accreditation	Yes	Yes
Access to Games accreditation: marketing accreditation and workforce accreditation	Yes	Yes
Access to accommodation, accreditation, and parking	Yes	Yes

SPONSORS & SUPPLIERS INVENTORIES	PARTNER LEVEL	
	TIER 1 OFFICIAL SPONSOR	TIER 2 OFFICIAL SUPPLIERS
<b>EXPERIENTIAL RIGHTS</b>		
Area in Sponsors Village to display, promote and sell products and services	Yes	Yes
Right to conduct Athletes Hotel tours	Yes	
Right to conducts Games venue tours	Yes	
Right to participate in Games volunteers programme	Yes	Yes
Right to participate in Medal Ceremony presentations	Yes	
<b>MERCHANDISING RIGHTS</b>		
Right to produce joint branded premium merchandise	Yes	Yes
Access to Official Games souvenirs	Yes	Yes
<b>ACCOUNT MANAGEMENT &amp; REPORTING RIGHTS</b>		
Provision of account manager to manage sponsorship	Yes	Yes
Post event report on sponsorship effectiveness	Yes	Yes





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*Fighting Parrot*  
อุ้มเท่งอุ้มเต็ง



## ORGANISING COMMITTEE

The Organising Committee to deliver the Games comprises the Sports Authority of Thailand, Ministry of Tourism and Sports, Thailand, the Thailand National Olympic Committee, Royal Thai Police, Ministry of Health under the auspices of the Olympic Council of Asia.

### EXCLUSIVE COMMERCIAL AGENCY

The Sports Authority of Thailand (SAT) has signed a full-service agreement with The Sponsorship Experts / Paul Poole (South East Asia) Co., Ltd. for the 6th Asian Indoor and Martial Arts Games Bangkok - Chonburi 2021. The Sponsorship Experts are providing full service commercial sponsorship and partnership marketing support.



## CONTACT

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