

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



AMAZING FIELD 2019

A unique opportunity to associate your brand with one or more of a series of duathlons, marathons, half marathons and fun runs at some of Thailand's most beautiful and stunning locations including: River Kwai; Hua Hin; Thap Lan; Rayong; and central Bangkok.

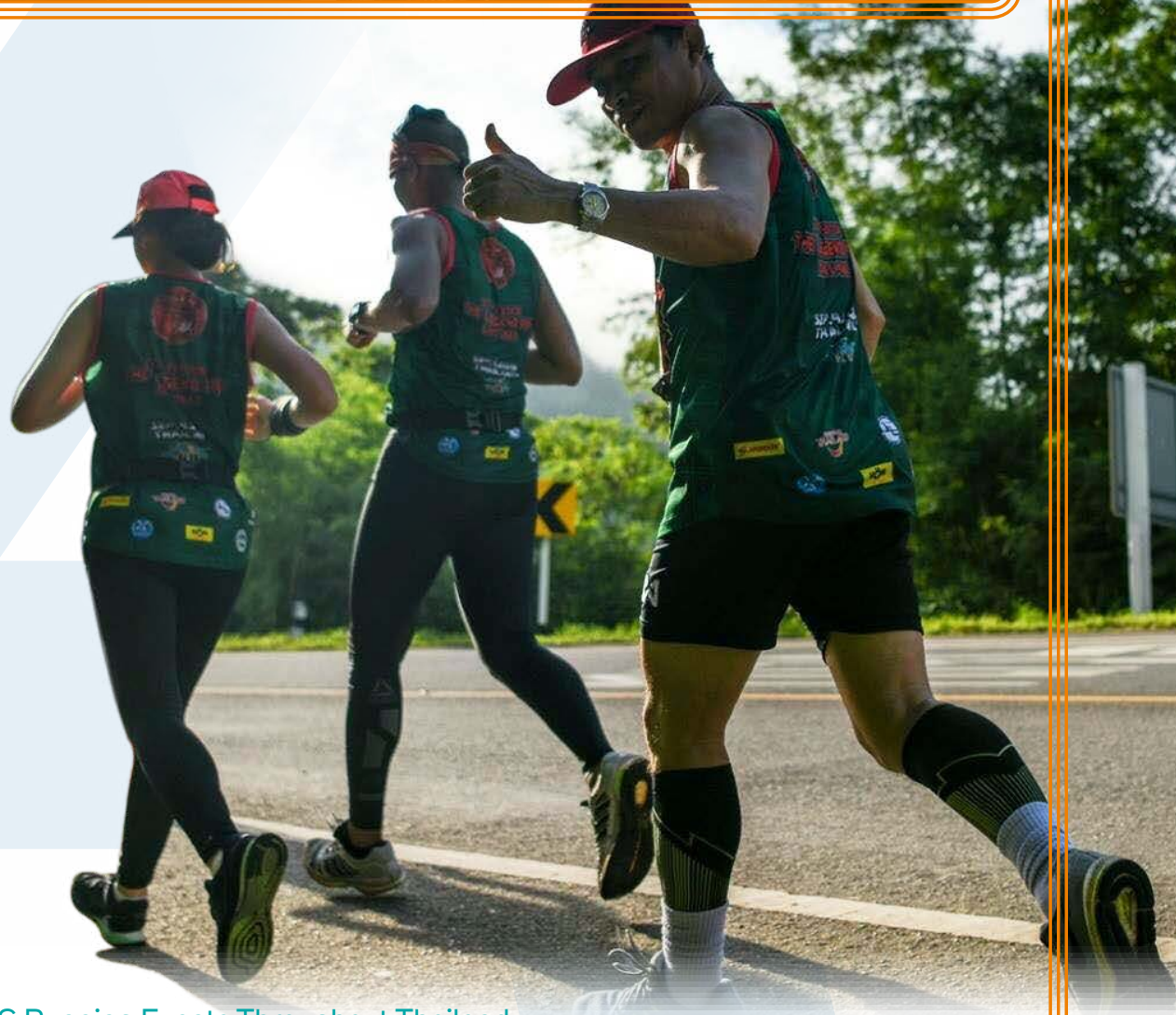
Organised by Thailand's first and pioneering race event specialist company, AMAZING FIELD, the events attract over 25,000 participants each year and include the historic legacy race events: River Kwai International Half Marathon, which started in 1982 and the Bangkok 10KM International Run, which was first held in 1989.

The events offer a plethora of benefits to sponsors and partners, including staff health and well being, experiential marketing, data capture, PR and branding.

Green Earth Duathlon	- 3rd March 2019
Classic Run Ultra Half Marathon	- May 2019
Classic Run X-Ultra Half Marathon	- June 2019
Classic Run Marathon	- August 2019
River Kwai International Half Marathon	- 8th September 2019
Bangkok 10KM International Run	- 27th October 2019

AMAZING FIELD 2019 has a comprehensive commercial sponsorship and partnership marketing programme with packages developed to suit differing levels of needs.

**Integrate your marketing with
AMAZING FIELD 2019...**



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



PACKAGES

AMAZING FIELD EVENTS 2019: ALL EVENTS

TIER 1 - Title Sponsor - all events

One Title Sponsor with naming rights to AMAZING FIELD 2019 - all events

TIER 2 - Co-sponsors - all events

Co-sponsors from non-competing categories of AMAZING FIELD 2019 - all events

TIER 3 - Official Suppliers & Media Partners - all events

Official Suppliers providing goods & services essential for AMAZING FIELD 2019 - all events

Media Partners for AMAZING FIELD 2019 - all events

TIER 4 - Race Entry & Exhibitor Only Packages - all events

Packages for businesses to enter runners at all AMAZING FIELD 2019 events

Packages for businesses to exhibit only at all AMAZING FIELD 2019 events

AMAZING FIELD EVENTS 2019: EVENT SPECIFIC

TIER 1 - Presenting Sponsors & Host Sponsors - specific events

Presenting Sponsors & Host Sponsors for AMAZING FIELD 2019 - specific events

TIER 2 Co-sponsors - specific events

Co-sponsors from non-competing categories for AMAZING FIELD 2019 - specific events

TIER 3 - Official Suppliers & Media Partners - specific events

Official Suppliers providing goods & services essential for AMAZING FIELD 2019 - specific events

Media Partners for AMAZING FIELD 2019 - specific events

TIER 4 - Race Entry & Exhibitor Only Packages

Packages for businesses to enter runners at AMAZING FIELD 2019 specific events

Packages for businesses to exhibit only AMAZING FIELD 2019 specific events

WHY GET INVOLVED?

Association with AMAZING FIELD 2019 offers sponsors numerous benefits including:

Image Enhancement - with a series of duathlons, marathons, half marathons & fun runs at Thailand's most beautiful & stunning locations

Brand Exposure - raising brand awareness of products and services and association with leading events

CSR - promoting a healthy lifestyle through running

Hospitality Opportunities - entertaining target audiences both internal and external

Experiential Marketing - exposure to over 25,000 participants and attendees at events throughout the year

Integrated Marketing - worldwide media exposure

Networking - with business leaders

Companies associating with AMAZING FIELD 2019 tie in with the following values: Aspirational; Major Historical & Pioneering Events; Excitement; Competition; Professionalism; Escapism; and Sport.

Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



THE ORGANISERS

Based in Bangkok, AMAZING FIELD has established an international reputation for professionally organised events, solid logistics and safe challenging race-courses.

The company organises more than 10 running events each year with between 3,000 and 40,000 runners.

AMAZING FIELD is run by its President Songkram Kraisonthi and Managing Director Asst. Prof. Mallika Polanan Ph.D.

Songkram has run in marathons around the world for over 40 years and brings his vast experience to AMAZING FIELD making its offer second to none in the business of running.

His first and foremost vision is to ensure that all events organised by AMAZING FIELD meet the International Amateur Athletics Federation (IAAF) and Association of International Marathons and Distance Races (AIMS) standards.

As a professional mass sports organiser, the most important thing for AMAZING FIELD is making sure that its sponsors and runners get the most out of the events – high satisfaction and great impressions. Attention to detail is core covering event promotion, athlete registration and payments to event organisation.

PREVIOUS SPONSORS



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



2019 EVENTS

SCHEDULE SUMMARY

EVENT	RACE DAY	EVENT TYPE	LOCATION
Green Earth Duathlon	3 rd March	Duathlon A: Run 5KM, Bike 60KM, Run (Cross Country) 10KM Duathlon B: Run 5KM, Bike 40KM, Run (Cross Country) 5KM Run (Cross Country) 25KM Run (Cross Country) 10KM Run (Cross Country) 5KM	River Kwai Village, Sai Yok National Park, Kanchanaburi, Thailand
Classic Run Ultra Half Marathon	May	Experienced Runners 25KM Beginners 15KM Fun Run 5KM Extra Division 10KM	Bluport, Hua Hin, Prachuap Khiri Khan Province, Thailand
Classic Run X-Ultra Half Marathon	June	Experienced Runners 32KM Beginners 18KM Fun Run 5KM Extra Division 10KM	The Verona at Thap Lan Hotel & Resort, Thap Lan, Phachinburi Province, Thailand
Classic Run Marathon	August (date tbc)	Full Marathon 42.195KM Half Marathon 21.1KM Fun Run 5KM Extra Division 10KM	Brookside Valley Resort, Rayong Province, Thailand
River Kwai International Half Marathon	8 th September	Ultra Half Marathon 38KM Half Marathon 21.10KM Quarter Marathon 10.55KM	River Kwai Village, Sai Yok National Park, Kanchanaburi, Thailand
Bangkok 10KM International Run	27 th October	Mini Marathon 10.7KM Fun Run 5.5KM Mara Fun For Kids 1KM	Ratchadamnoen Road, Bangkok, Thailand

Subject to change

OTHER ACTIVITIES

PASTA PARTY

AMAZING FIELD 2019 events are held over a weekend. The Saturday includes athlete registration and an evening carb loading party (River Kwai International Marathon only) ahead of the race / run day – where athletes can build up their carb intake for the next day's running.

EXPO

Each event features a sponsor's village, where all sponsors and partners can market and sell their products and services.



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



THE 2019 EVENTS

RIVER KWAI INTERNATIONAL HALF MARATHON THE LEGEND RUN SINCE 1981

River Kwai International Half Marathon in Sai Yok district was the first road race half marathon event ever in Thailand. Starting in 1982 with 80 runners the race, now in its 38th year, attracts thousands of athletes from all over the world. In 2018 the event attracted runners from 32 countries.

The River Kwai International Half Marathon is certified by the Association of International Marathons and Road Races (AIMS).

DATE

8th September 2019

LOCATION

River Kwai Village, Sai Yok, Kanchanaburi, Thailand

EXPECTED ATTENDEES

4,000

EVENTS

There are three race categories covering an Ultra Half Marathon, a Half Marathon and a Quarter Marathon with the top 5 finishers in each age and gender category receiving a trophy.

All participants receive a commemorative medal and a colourful sports t-shirt.



CATEGORIES	DISTANCE	GENDER	AGE GROUPS
Ultra Half Marathon	38KM	Male	16-29, 30-39, 40-49, 50-59, 60+
		Female	16-29, 30-39, 40-49, 50+
Half Marathon	21.10KM	Male	16-29, 30-39, 40-49, 50-59, 60+
		Female	16-29, 30-39, 40-49, 50+
Quarter Marathon	10.55KM	Male	14-39, 40+
		Female	14-34, 35+

SAI YOK NATIONAL PARK

Sai Yok National Park covers an area of 500 square metres and is home to the famous River Kwai, mountains, waterfalls and caves - all part of the Western Forest Complex protected area.

The park's major attractions are its waterfalls, including Sai Yok Yai waterfall, which flows into the River Kwai.

Sai Yok's forest is primarily teak. During the Japanese occupation of Thailand, teak trees were felled for use as railway sleepers on the Burma Railway. The teak forest was replanted in 1954. Within the park are remains of a bridge on the Burma Railway and of a camp used by Japanese troops during World War II.

Animal species include elephants, tiger, barking deer, sambar deer, wild pig, gibbon, Malayan porcupine, slow loris and serow. A species of crab the Rachinee crab, coloured red, white and blue was discovered in the park in 1983.

Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



THE 2019 EVENTS

GREEN EARTH DUATHLON DO YOUR BEST

DATE

3rd March 2019

LOCATION

River Kwai Village, Sai Yok,
Kanchanaburi, Thailand

EXPECTED ATTENDEES

1,000 – 1,500

EVENTS

There are five race categories covering two duathlons and 3 runs with the top 3 finishers in each age and gender category receiving a trophy.

All participants receive a commemorative medal and a colourful sports t-shirt.



CATEGORIES	RACE FORMAT	GENDER	AGE GROUPS
Division A	Duathlon: Run 5KM, Bike 60KM, Run (Cross Country) 10KM	Male	18-39, 40 years and above
		Female	18-34, 35 years and above
Division B	Duathlon: Run 5KM, Bike 40KM, Run (Cross Country) 5KM	Male & Female	16-39, 40-49, 50 years and above
Division C	Run (Cross Country) 25KM	Male	16-29, 30-39, 40-49, 50-59, 60+
		Female	16-29, 30-39, 40-49, 50+
Division D	Run (Cross Country) 10KM	Male	15-39, 40+
		Female	15-34, 35+
Division E	Fun Run (Cross Country) 5KM	No race	



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



THE 2019 EVENTS

CLASSIC RUN PROJECT RUN YOUR BEST CHASE YOUR DREAM

The Classic Run Project is a long distance running series program featuring three events attracting 7,500 runners at three provinces throughout Thailand – Prachuap Khiri Khan, Phachinburi and Rayong.

The series is designed to help participants develop better running techniques and promote health and well-being with running clinics held the day before each race day.

Runners can participate in all three events accumulating points, which go towards their series total. The runner with the most points at the end of the series is the winner – with prizes for the Top 3 in each Gender and Age grouping. There are four categories of race at each event...



CLASSIC RUN ULTRA HALF MARATHON

Held at the seaside resort Hua Hin, on the Gulf of Thailand, in the southern Thai province of Prachuap Khiri Khan.

Once a quiet fishing village, Hua Hin grew into a fashionable escape for residents of Bangkok after the 1920s, when the Thai Royal Family built summer palaces there.

Hua Hin Beach is popular for kite-surfing and other water sports and is the main stretch of sand, lined with high-end hotels and seafood shacks.

The district's population was estimated at 63,091 in December 2017 by the Bureau of Registration Administration in an area of 911 km². By road, it is 199 km south-southwest of Bangkok.

DATE

May 2019 (date tbc)

LOCATION

Bluport Hua Hin Resort Mall, Hua Hin, Prachuap Khiri Khan Province, Thailand

EXPECTED ATTENDEES

2,500

EVENTS

Division A: 25KM

Division C: 5KM

Division B: 15KM

Extra Division: 10KM

<http://www.tourismhuahin.com/>

CATEGORIES	TYPE OF RUNNER	GENDER	AGE GROUPS
Division A	Experienced Half Marathon & Marathon Runners	Male	16-29, 30-39, 40-49, 50-59, 60+
		Female	16-29, 30-39, 40-49, 50-59, 60+
Division B	Beginners with some experience in Half Marathons	Male	15-29, 30-39, 40-49, 50-59, 60+
		Female	15-29, 30-39, 40-49, 50-59, 60+
Fun Run	Non-experienced Participants	No Age or Gender Splits	
Extra Division	Beginners with some experience in Mini-Marathons	Male	14-39, 40+
		Female	14-34, 35+

Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



THE 2019 EVENTS

CLASSIC RUN PROJECT RUN YOUR BEST CHASE YOUR DREAM

CLASSIC RUN X-ULTRA HALF MARATHON

Held at Thap Lan National Park in the Sankamphaeng Range in Prachinburi, Nakhon Ratchasima Provinces, Thailand.

Established as a National Park in 1981, its attractions include; Thap Lan Forest and Recreational Garden; Thap Lan Reservoir; and Lam Mun Bon Dam.

DATE

June 2019 (date tbc)

LOCATION

The Verona at Thap Lan Hotel & Resort, Thap Lan, Phachinburi Province, Thailand

EXPECTED ATTENDEES

2,500

EVENTS

Division A: 32KM
Division B: 18KM
Division C: 5KM
Extra Division: 10KM



CLASSIC RUN MARATHON

Held in Rayong an eastern Thai province on the Gulf of Thailand, known for its national parks and beaches. On its south coast, the beach at Ban Phe is home to a fishing community and is the gateway to Koh Samet island, part of the Khao Laem Ya - Mu Ko Samet National Park. To the west, the long, flat Mae Ram Phueng beach offers panoramic views. Farther east, Laem Mae Phim beach has small waves and beachside restaurants.

DATE

August 2019 (date tbc)

LOCATION

Brookside Valley Resort, Rayong Province, Thailand

EXPECTED ATTENDEES

2,500

EVENTS

Division A: 42.195KM
Division B: 21.1KM
Division C: 5KM
Extra Division: 10KM



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



THE 2019 EVENTS

BANGKOK 10KM INTERNATIONAL RUN A PART OF YOU

Bangkok 10KM International Run originally known as the UN Day Run is one of Thailand's oldest running events held annually for 25 years before it was called off because of political unrest in 2010.

Now in its fifth year since its return, the race starts at Wat Makut Kasattriyaram Ratchaworawiharn temple on the Krungkasem Road and goes along Ratchadamnoen Avenue, an historic road in the Phra Nakhon and Dusit Districts of Bangkok linking the Grand Palace to Dusit Palace in the new royal district.



Inspired by the Champs-Élysées and other European boulevards, the road is used as a route for grand royal parades.

DATE

27th October 2019

LOCATION

Ratchadamnoen Road, Bangkok, Thailand

EXPECTED ATTENDEES

7,000

EVENTS

There are three race categories covering a mini marathon and two fun runs with the top 5 finishers in each age and gender category receiving a trophy.

All participants receive a commemorative medal and a colourful sports t-shirt.

CATEGORIES	RACE FORMAT	GENDER	AGE GROUPS
Mini Marathon	10.7KM Run	Male	12-39, 40+
		Female	12-34, 35+
Fun Run	5.5KM Run	No Race	
Mara Fun For Kids	1KM Run	Boys & Girls	Under 12



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

INVENTORY - ALL EVENTS	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
AMAZING FIELD 2019 – ALL EVENTS			
CATEGORY EXCLUSIVITY & TITLE RIGHTS – ALL EVENTS			
Right to title [TITLE SPONSOR NAME] River Kwai International Half Marathon presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using River Kwai International Half Marathon as an example	Yes		
Right to title CO-SPONSOR [TITLE SPONSOR NAME] River Kwai International Half Marathon presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using River Kwai International Half Marathon as an example		Yes	
Right to title OFFICIAL SUPPLIER / MEDIA PARTNER NAME [TITLE SPONSOR NAME] River Kwai International Half Marathon presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using River Kwai International Half Marathon as an example			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for all AMAZING FIELD 2019 events and sole provider of timing services to the events	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS – ALL EVENTS			
LOGOS & IMAGES			
Right to use a AMAZING FIELD Composite (lock-up) Logo on all internal and external marketing	Official Title Sponsor Logo	Official Co-sponsor Logo	Official Supplier / Media Partner Logo
Right to use AMAZING FIELD image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING – ALL EVENTS			
NB TOTAL BRANDING AREA IS SHARED 50/50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS & PARTNERS	50% of branded area	Share of 40% of branded area – no greater than 20%	Share of 10% of branded area – no greater than 5%
Logo on Participants (Bib Number)	Yes		
Logo on Start Gate	Dominant	Yes	
Logo on Finish Gate	Dominant	Yes	
Logo on Stage Backdrop	Dominant	Yes	Yes
Street Banners (85cm x 140cm) some along Start Straight / Finish Straight	X 45	X30	X 12
Branding on water cups at drink stations – at Sponsor's own cost	Yes		
Logo on Finish Line Tape	Yes	Yes	No
Verbal mentioning of sponsor name during race by MC	X 50 mentions	X20 mentions	X 10 mentions
Logo on Race Officials	Dominant	Yes	
Branding on finisher medals and souvenir t-shirts	Yes	Yes	
Logo on LED Screens (4m x 5m)	Yes	Yes	Yes

INVENTORY - ALL EVENTS	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
BRANDING - OTHER			
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Tickets	Yes	Yes	No
Use of backside of Tickets for advertising purposes (at sponsors cost)	Yes	No	No
Inclusion of logo in post event Video	Yes	Yes	Yes
MEDIA & PR RIGHTS – ALL EVENTS			
Right to use association with all AMAZING FIELD 2019 events in all promotional campaigns covering any PR and advertising	Yes	Yes	
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote AMAZING FIELD 2019 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
PROMOTIONAL CAMPAIGN – ALL EVENTS			
Inclusion in promotional campaign – level dependent on tier	Yes	Yes	Yes
Advertising in Official Programme	Full Page	Half Page	Quarter Page
DIGITAL & SOCIAL PROGRAMME – ALL EVENTS			
Branding on AMAZING FIELD 2019 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Access to participant data	Yes		
EXPERIENTIAL – ALL EVENTS			
Booth in any Race Village	5m x 12m	6m x 3m	3m x 3m
Sampling	Yes	Yes	Yes
HOSPITALITY & TICKETING – ALL EVENTS			
VIP Passes with access to hospitality area – no. dependent on Tier	Yes	Yes	Yes
VIP tickets with access to hospitality area for promotional purposes	30	20	15
General tickets to event for promotional use – no. dependent on Tier	Yes	Yes	Yes
MERCHANDISING PROGRAMME – ALL EVENTS			
Opportunity to produce joint branded merchandise. Logos on specially produced show merchandise	Additional	Additional	Additional

Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

INVENTORY - SPECIFIC EVENTS	PARTNER LEVEL		
	TIER 1 EVENT SPECIFIC PRESENTING SPONSOR	TIER 2 EVENT SPECIFIC CO -SPONSORS	TIER 3 EVENT SPECIFIC OFFICIAL SUPPLIERS MEDIA PARTNERS
AMAZING FIELD 2019 – SPECIFIC EVENTS			
CATEGORY EXCLUSIVITY & TITLE RIGHTS – SPECIFIC EVENTS			
Right to title [TITLE SPONSOR NAME] River Kwai International Half Marathon presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using River Kwai International Half Marathon as an example	Yes		
Right to title CO-SPONSOR [TITLE SPONSOR NAME] River Kwai International Half Marathon presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using River Kwai International Half Marathon as an example		Yes	
Right to title OFFICIAL SUPPLIER / MEDIA PARTNER NAME [TITLE SPONSOR NAME] River Kwai International Half Marathon presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using River Kwai International Half Marathon as an example			Yes
Category Exclusivity – if category has not been taken by an ALL Events Sponsor an Event Specific Sponsor will have the right to market themselves as an official category partner e.g. Official Timing Partner for and sole provider of timing services to the specific event e.g. River Kwai International Half Marathon	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS – SPECIFIC EVENTS			
LOGOS & IMAGES – EVENT SPECIFIC			
Right to use Specific Event Composite (lock-up) Logo on all internal and external marketing e.g. River Kwai International Half Marathon	Official Title Sponsor Logo	Official Co-sponsor Logo	Official Supplier / Media Partner Logo
Right to use AMAZING FIELD image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING – EVENT SPECIFIC			
NB TOTAL BRANDING AREA IS SHARED 50/50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS & PARTNERS	50% of branded area	Share of 40% of branded area – no greater than 20%	Share of 10% of branded area – no greater than 5%
Logo on Participants (Bib Number)	Yes		
Logo on Start Gate	Dominant	Yes	
Logo on Finish Gate	Dominant	Yes	
Logo on Stage Backdrop	Dominant	Yes	Yes
Street Banners (85cm x 140cm) some along Start Straight / Finish Straight	X 45	X30	X 12
Branding on water cups at drink stations – at Sponsor's own cost	Yes		
Logo on Finish Line Tape	Yes	Yes	No
Verbal mentioning of sponsor name during race by MC	X 50 mentions	X20 mentions	X 10 mentions
Logo on Race Officials	Dominant	Yes	

INVENTORY - SPECIFIC EVENTS	PARTNER LEVEL		
	TIER 1 EVENT SPECIFIC PRESENTING SPONSOR	TIER 2 EVENT SPECIFIC CO -SPONSORS	TIER 3 EVENT SPECIFIC OFFICIAL SUPPLIERS MEDIA PARTNERS
Press Conference - Logo on Stage Backdrop. (Press Conference at sponsor's own cost)	50%	Share 40%	Share 10%
Branding on finisher medals and souvenir t-shirts	Yes	Yes	
Logo on LED Screens (4m x 5m)	Yes	Yes	Yes
BRANDING - OTHER – EVENT SPECIFIC			
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Tickets	Yes	Yes	No
Use of backside of Tickets for advertising purposes (at sponsors cost)	Yes	No	No
Inclusion of logo in post event Video	Yes	Yes	Yes
MEDIA & PR RIGHTS – SPECIFIC EVENTS			
Right to use AMAZING FIELD 2019 specific event association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote AMAZING FIELD 2019 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
PROMOTIONAL CAMPAIGN – SPECIFIC EVENTS			
Inclusion in promotional campaign – level dependent on tier	Yes	Yes	Yes
Advertising in Official Programme	Full Page	Half Page	Quarter Page
DIGITAL & SOCIAL PROGRAMME – SPECIFIC EVENTS			
Branding on Event Specific e.g. River Kwai International Half Marathon emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Access to participant data	Yes		
EXPERIENTIAL – SPECIFIC EVENTS			
Booth in any Race Village	5m x 12m	6m x 3m	3m x 3m
Sampling	Yes	Yes	Yes
HOSPITALITY & TICKETING – SPECIFIC EVENTS			
VIP Passes with access to hospitality area – no. dependent on Tier	Yes	Yes	Yes
VIP tickets with access to hospitality area for promotional purposes	30	20	15
General tickets to event for promotional use – no. dependent on Tier	Yes	Yes	Yes
MERCHANDISING PROGRAMME – SPECIFIC EVENTS			
Opportunity to produce joint branded merchandise. Logos on specially produced show merchandise	Additional	Additional	Additional

Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



RACE ENTRY OPTIONS

Packages for businesses to enter runners at one or more AMAZING FIELD 2019 specific events.

Employee health and wellness are key considerations for any business in today's market.

AMAZING FIELD 2019 offers partners the opportunity to enter groups of employees into the race, with packages for up to 5 to over 100 entries available.

EXHIBITOR ONLY OPTIONS

Packages for businesses to exhibit only at one or more AMAZING FIELD 2019 specific events

Being part of the Race Village / EXPO at AMAZING FIELD 2019 events is a fantastic opportunity to promote and sell goods and services with over 25,000 attendees expected across all events.



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



BRANDING & PROMOTIONAL CAMPAIGN

AMAZING FIELD 2019 has many high profile branding opportunities ensuring Sponsors have high visibility, before, during and after the events. These include:

Race Lead Up - Online, print, media, press conference, magazine & news

Race Weekend Extravaganza - Features many activities, booth at Race Village and branding across all race materials, handouts, gift bag and signage

Post-Race - includes a complete wrap up digital campaign, press reviews, direct mail to all competitors and continued advertising for all events

See inventory for full details.



MEDIA & PR

MEDIA PARTNERSHIPS

AMAZING FIELD 2019 is seeking a maximum of 10 media partnerships.

Sponsors and Partners will benefit from editorial and advertising coverage with these media.

PR SUPPORT

All Sponsors and Partners will have rights to associate with AMAZING FIELD 2019 for PR and advertising activity.

Sponsors can create media coverage through news PR activity. There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines. Press releases will also be issued through a variety of regional and international sports and adventure web sites.

AMAZING FIELD's policy to invite, transport, accommodate and feed selected media has proved highly successful and guarantees fantastic value for money for Sponsors in terms of media exposure.

AMAZING FIELD's management and consultancy services includes everything required to promote and manage a memorable and successful event including comprehensive marketing support, solid race planning, robust logistics, an easy and efficient registration system and health and safety requirements.

SOCIAL MEDIA

Sponsors can link in with the Facebook page, which has 12,408 Followers, to run competitions and promotions.

Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company



DATA

Title Sponsor will be given access to data collected from participants for use in marketing their products and or services.

EXPERIENTIAL

With over 25,000 participants expected at the events AMAZING FIELD 2019 offers a great opportunity for brands to sample and distribute their products and services at Expos at each event.

HOSPITALITY

AMAZING FIELD 2019 offers a plethora of fantastic opportunities to entertain customers, clients and executives at events across Thailand.

This is an excellent way to do and promote your business.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages.

MERCHANDISING

AMAZING FIELD 2019 offers Sponsors and Partners the opportunity to produce joint branded merchandise. This could be used as give-away through media and presence marketing promotions. For example: AMAZING FIELD 2019 Goodie Bags.



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand

AMAZING FIELD

Thailand's First & Pioneering Race Event Specialist Company

CONTACT

Amazing Field Co., Ltd.

20/1 Soi Inthamara 38
Suthisan Road
Din Daeng
Bangkok 10400
Thailand
Tel. +66 2277 6670-1
Fax: +66 2277 2567
www.amazingfield.net
<https://www.facebook.com/amazingfieldrunning/>
<https://www.facebook.com/ClassicRunProject/>

Asst. Prof. Mallika Polanan, Ph.D. - Managing Director

email: mpolanan@gmail.com
Tel. +66 9 5291 9656

Paul Poole (South East Asia) Co., Ltd.

198 Tanou Road
Bovernives
Pranakorn
Bangkok 10200
Thailand
Tel./Fax: +66 2622 0605 - 7
www.paulpoole.co.th

Paul Poole - Managing Director (English Speaking)

email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan - Personal Assistant (Thai/English Speaking)

email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949



Reaching Over 25,000 Participants in 6 Running Events Throughout Thailand