



AFC BEACH SOCCER CHAMPIONSHIP THAILAND 2019

7-17 MARCH 2019
PATTAYA THAILAND

ONE ASIA ONE GOAL

BEACH SOCCER
CHAMPIONSHIP
2019

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The biennial AFC Beach Soccer Championship will take place in Pattaya, Thailand from 7-17 March 2019.

Featuring 15 Asian men's national teams, the AFC Beach Soccer Championship Thailand 2019 is organised by the Asian Football Confederation and is the second edition of the tournament, which was first held in Malaysia in 2017.

The high profile Championship will be broadcast to a TV audience of over 2 million and acts as the qualification tournament for Asian teams to the FIFA Beach Soccer World Cup 2019 in Paraguay with the top 3 teams qualifying.

CURRENT
HOLDERS
IR IRAN

NO. OF MATCHES
21 GROUP STAGE MATCHES
8 KNOCKOUT STAGE MATCHES

NO. OF NATIONAL
TEAMS **15**

MATCH
DAYS **9**

TOTAL NO. OF
SPECTATORS
EXPECTED

20,000

FINAL
SUNDAY
17TH MARCH
2019

GOALS
ON AVERAGE 11 GOALS PER GAME
- A GOAL EVERY 3-4 MINUTES!

FAVOURITES TO FINISH IN TOP THREE
IR IRAN, UAE, JAPAN

FAVOURITES TO WIN
IR IRAN

MATCH LENGTH
36 MINUTES, COMPRISING OF
3 PERIODS OF 12 MINUTES

TV AUDIENCE
2 MILLION

ABOUT BEACH SOCCER

Beach Soccer is a variant of association football played on a beach or some form of sand. Whilst football has been played informally on beaches for many years, beach soccer was formally created in 1992 in an attempt to codify rules for the game.

The irregularity of the soft-sand playing surface leads to a totally different style of play than football, with a greater degree of improvisation. The compact field, much smaller than a normal football field, allows players to score from anywhere on the sand, leading to an average of sixty attempts at goal in a single game. With an average scoring rate of one goal every three or four minutes, around eleven goals are scored in total during an average game!



**Be Part Of The AFC Beach Soccer Championship
Thailand 2019 - Become A Commercial Partner**



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SPONSORSHIP PACKAGES

We have developed packages to suit differing levels of needs:

TIER 1: PRESENTING SPONSOR

One Presenting Sponsor with naming rights to the event

TIER 2: CO-SPONSORS

Six Official Co-sponsors from non-competing categories

TIER 3: OFFICIAL SUPPLIERS

10 x Official Suppliers from different industries providing goods and services that are essential to the event

Airline	Destinations
Auto	Mobile Communications
Banks & Financial Services	Recruitment
Beer	Sports & Soft Drinks
Clothing	Ticketing
Courier	Travel & Tourism

TIER 3: OFFICIAL MEDIA PARTNERS

10 x Official Media Partners - providing media coverage across
TV / Radio / Press / Online / Social





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PARTICIPATING TEAMS

Fifteen teams, three more than the inaugural edition in 2017, will battle to be crowned champions in 2019.

Host nation Thailand will face Afghanistan, Malaysia and Palestine in Group A while the United Arab Emirates, who finished second in the inaugural 2017 Malaysia event, are drawn alongside Lebanon, China PR and Kyrgyz Republic in Group B. Japan, ranked third in the competition in 2017, take on Bahrain, Qatar and Kuwait in Group C. While holders IR Iran face Oman and Iraq in Group D.

RANKING OF TEAMS

RANKED TEAMS

1. Islamic Republic of Iran
2. United Arab Emirates
3. Japan
4. Lebanon
5. Oman
6. Bahrain
7. Thailand
8. Afghanistan
9. Malaysia
10. Iraq
11. China PR
12. Qatar

UNRANKED TEAMS

- Palestine
Kuwait
Kyrgyz Republic



2017 WINNERS

The highest ranked team is IR Iran, following their success in the inaugural AFC Beach Soccer Championship Malaysia 2017 where they cruised to a 7-2 victory over the United Arab Emirates (UAE) in the final.

THE THAILAND TEAM

Thailand is the highest ranked team in Group A and will aim to build on its performances at the AFF Beach Soccer Championship in November 2018, undefeated in a group of five teams before losing to Vietnam in the final.

The Thailand team has come a long way over the last few years rising from a ranking in the hundreds to 43rd in the world and is now probably the best team in Southeast Asia.

Thailand is aiming to qualify for their third Beach Soccer World Cup after playing in the prestigious competition in 2002 and 2005. Their debut appearance remains their most memorable after finishing in fourth place.

GROUP A	GROUP B	GROUP C	GROUP D
THAILAND AFGHANISTAN MALAYSIA PALESTINE	UAE LEBANON CHINA PR KYRGYZ REPUBLIC	JAPAN BAHRAIN QATAR KUWAIT	IR IRAN OMAN IRAQ



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CHAMPIONSHIP FORMAT

GROUP & KNOCKOUT STAGES

The Competition consists of two (2) stages:

GROUP STAGE

The 1st and 2nd placed teams in each group qualify for the Knockout Stage

KNOCKOUT STAGE

Quarter Finals, Semi Finals, 3/4 Play Off, and Final

DURATION OF MATCHES

Each match lasts 36 minutes, comprising of 3 periods of 12-minutes. In all stages, if a match is level at the end of normal playing time, one 3-minute period of extra time is played. If the score is still level at the end of extra time, penalty will be taken to determine the winner.





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MATCH TIMETABLE

Group A	
A1	THAILAND
A2	AFGHANISTAN
A3	MALAYSIA
A4	PALESTINE

Group B	
B1	UAE
B2	LEBANON
B3	CHINA PR
B4	KYRGYZ REPUBLIC

Group C	
C1	JAPAN
C2	BAHRAIN
C3	QATAR
C4	KUWAIT

Group D	
D1	IR IRAN
D2	OMAN
D3	IRAQ

Date	Match No	Match		Time	Venue
7 March 2019 Thursday Match Day 1	1	B2	LEBANON vs CHINA PR	B3 16:00	Bali High Main Arena, Pattaya City, Thailand
	2	A2	AFGHANISTAN vs MALAYSIA	A3 17:15	
	3	B1	UAE vs KYRGYZ REPUBLIC	B4 18:30	
	4	A1	THAILAND vs PALESTINE	A4 19:45	
8 March 2019 Friday Match Day 2	5	C2	BAHRAIN vs QATAR	C3 16:00	Bali High Main Arena, Pattaya City, Thailand
	6	D3	IRAQ vs IR IRAN	D1 17:15	
	7	C1	JAPAN vs KUWAIT	C4 18:30	
9 March 2019 Saturday Match Day 3	8	B4	KYRGYZ REPUBLIC vs LEBANON	B2 16:00	Bali High Main Arena, Pattaya City, Thailand
	9	A4	PALESTINE vs AFGHANISTAN	A2 17:15	
	10	B3	CHINA PR vs UAE	B1 18:30	
	11	A3	MALAYSIA vs THAILAND	A1 19:45	
	12	C4	KUWAIT vs SAHRAIN	C2 16:00	
10 March 2019 Sunday Match Day 4	13	D2	OMAN vs IRAQ	D3 17:15	Bali High Main Arena, Pattaya City, Thailand
	14	C3	QATAR vs JAPAN	C1 18:30	
	15	B1	UAE vs LEBANON	B2 16:00	
11 March 2019 Monday Match Day 5	16	B3	CHINA PR vs KYRGYZ REPUBLIC	B4 17:15	Bali High Main Arena, Pattaya City, Thailand
	17	A3	MALAYSIA vs PALESTINE	A4 18:30	
	18	A1	THAILAND vs AFGHANISTAN	A2 19:45	
12 March 2019 Tuesday Match Day 6	19	C1	JAPAN vs BAHRAIN	C2 16:00	Bali High Main Arena, Pattaya City, Thailand
	20	D1	IR IRAN vs OMAN	D2 17:15	
	21	C3	QATAR vs KUWAIT	C4 18:30	

REST DAY										
QF	14 March 2019 Thursday Match Day 7	22	QF4	Winner Group D	vs	Runners-up Group C	QF4	16:00	Bali High Main Arena, Pattaya City Thailand	
		23	QF3	Winner Group C	vs	Runners-up Group D	QF3	17:15		
		24	QF2	Winner Group B	vs	Runners-up Group A	QF2	18:30		
		25	QF1	Winner Group A	vs	Runners-up Group B	QF1	19:45		
SF	15 March 2019 Friday Match Day 8	26	SF2	Winner of QF 2	vs	Winner of QF 4	SF2	17:00	Bali High Main Arena, Pattaya City Thailand	
		27	SF1	Winner of QF 1	vs	Winner of QF 3	SF1	18:30		
REST DAY										
3/4 place & Final	17 March 2019 Sunday Match Day 9	28	3/4 placing	Loser of SF 1	vs	Loser of SF 2	3/4 placing	17:00	Bali High Main Arena, Pattaya City Thailand	
		29	Final	Winner of SF 1	vs	Winner of SF 2	Final	18:30		



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LOCATION - PATTAYA

Pattaya City attracts over seven million tourists yearly – approximately one third Thai and two thirds foreigners; 15% are 15 – 24 years old; 32% 25 – 34 years old; 30% 35 – 44 years old; and 11% 45 – 54 years old.

- Within a 50 miles radius (60 km) (2 provinces) covering: Chonburi; and Rayong - there are 864,000 potential visitors
- Within a 100-mile radius (120 km) covering: Bangkok; Nonthaburi; Pathum Thani; Samut Prakan; Chantaburi; Trat; Chachoengsao; Prachinburi; Sa Kaeo; Nakhon Pathom; Ayutthaya, Samutsakhon; Angthong; Nakhon Nayok; and Samut Songkram - there are 14 million potential visitors
- Over 15 million tourists yearly go through Bangkok International Airport (Suvarnabhumi)
- Thailand has over 8 million children under the age of 12 years old - ideal target market for AFC Beach Soccer Championship Thailand 2019

Source: Bangkok & Pattaya Population Statistics

VENUE



The Championship will be held at Bali Hai, Pattaya City.

The venue consists of a Main Stadium with three Stands seating up to 2,300 spectators.

There is a practice pitch as well as a Fan Zone, which includes a Sponsor Village.

ATTENDEES



In 2017, over 18,000 people attended the AFC Beach Soccer across the 7 days.

In 2019, 20,000 fans are expected across the 9 match days with the Final on Sunday 17th March attracting over 3,000 spectators alone!

FAN ZONE



There will be number stalls available including: Sponsor Activation, Food Stall; and Merchandise

SPONSOR VILLAGE



Sponsors and Partners will be allocated space in a Sponsor Village area within the Fan Zone, where they can showcase their products and services.





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PRIZES & PRESENTATIONS

PRIZE PRESENTATION CEREMONY

A Prize Presentation Ceremony will be held immediately after the Final on Sunday 17th March 2019 to present the Awards, Trophies, and Medals.

TROPHY AND MEDALS

The original AFC Beach Soccer Championship Trophy will be presented to the Champion team during the Prize Presentation Ceremony but will remain in the possession of the AFC at all times thereafter. The Champion team will receive a one- third size replica from the AFC to keep.

The AFC awards the following medals:
20 x medals to the Champion team
20 x medals to the Runner-Up team
20 x medals to the Third Place team

AWARDS

The Championship has a number of Awards...

THE MOST VALUABLE PLAYER OF THE COMPETITION

Is awarded to the player who has a major influence on each of his matches and the competition overall.

THE TOP GOALSCORER

Is awarded to the player who has scored the highest number of goals in the competition.

In the event of a tie, the number of assists will be taken into account.

If there is still a tie, the total minutes played will be taken into account with the player with the lower number of minutes played ranked first.

THE AFC FAIR PLAY AWARD

Is awarded to the team who has collected the most Fair Play points in the competition.

COMMEMORATIVE MEDALS

Will be awarded for the Referees of the Final.





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WHY GET INVOLVED?

An association with AFC Beach Soccer allows Sponsors and Partners to promote their products and services to an Asia wide audience, with 15 countries represented. Sponsors benefit from a partnership in many ways, including:

IMAGE ENHANCEMENT

WORLDWIDE RECOGNITION

Through an international tournament endorsed by FIFA, AFC and FAT.

CORPORATE SOCIAL RESPONSIBILITY

Helping to promote beach soccer and football and providing a positive role model for young people.

BRAND EXPOSURE

The opportunity to integrate and link in with the AFC Beach Soccer Championship Thailand 2019 brand and its teams and players who serve and act as role models. Through...

BROADCAST

International Coverage
TBC

Thai Local Coverage
TBC

EVENT BRANDING

Advertising Boards Around Main Arena -
In Full TV Camera View

Logo At Entrance - Seen By Every Person
Entering The Event

Scoreboard Branding

On Pitch Activity

Advertisements On LED Screens

Banners & Stall in Fan Zone

Media / Press Conference Rooms & Backdrop

Team Benches

Logo On Event Tickets





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WHY GET INVOLVED?

MEDIA & PR

MARKETING TO FOOTBALL AUDIENCE

AFC Beach Soccer Championship Thailand 2019 provides an excellent vehicle for businesses to associate with and target football and beach soccer fans.

PLAYER & TALENT ACCESS

Players and AFC officials can give talks; give their name to campaigns; and offer promotions.

PRESS & PR

AFC Beach Soccer Championship Thailand 2019 is hot news.

Press Conferences

Opportunities to hold press conferences and photo opportunities before, during and after the event.

Video Interviews

Acknowledgement of Sponsors and Partners on social media including the Championship website, YouTube and Facebook page.

PROMOTION MATERIAL

Distribution of Sponsor and promotional materials at all AFC Beach Soccer Championship Thailand 2019 functions and display of Sponsor supplied banners.

EXPERIENTIAL MARKETING

Sampling of products to fans at the Championship venue or via online and social media.

DIGITAL & SOCIAL RIGHTS

Inclusion in social media activity



WEBSITE - <http://www.the-afc.com/>



YOUTUBE

AFC YouTube Channels where highlights of the Championship will be shown...
313,000 subscribers to theafchub
27,000 subscribers to theafcdotcom



FACEBOOK

Beach soccer has huge online followings and offers a fantastic opportunity to target potential customers

AFC – 1.3 Million Followers

<https://www.facebook.com/theafcdotcom/>

FIFA Beach Soccer World Cup - 447,000 Followers

<https://www.facebook.com/fifabeachsoccerworldcup/>

As at January 2019



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MERCHANDISING

The opportunity to produce joint branded merchandise e.g. T-shirts, scarves, caps, jackets.

HOSPITALITY & NETWORKING

Sponsors and Partners can use their association to entertain business audiences including customers, suppliers and employees.

Through VVIP, VIP and general ticket access, AFC Beach Soccer Championship Thailand 2019 allows Sponsors and Partners the ability to create tailored events for clients and customers at the event over an eleven-day period.

Opportunities include: Sponsor Dinners; and the Prize Presentation Ceremony.

OTHER PROMOTIONAL OPPORTUNITIES

AFC Beach Soccer Championship Thailand 2019 is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.





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FIFA BEACH SOCCER WORLD CUP

The top three teams of AFC Beach Soccer Championship Thailand 2019 qualify for the FIFA Beach Soccer World Cup, an international beach soccer competition contested by the men's national teams of the member associations of FIFA, the sport's global governing body.

The tournament was established in 1995 as the Beach Soccer World Championship, taking place every year for the next decade under the supervision of Beach Soccer Worldwide (BSWW) and its predecessors. Due to the sport's rapid growth, FIFA took an interest in the sport, and as the main tournament in world beach soccer; it joined hands with BSWW in 2005 to take over the organisation of the competition, re-branding it as an official FIFA tournament.

Since 2009, the tournament has taken place every two years to allow continental tournaments to flourish without the burden of the World Cup qualifiers crowding the schedule every 12 months. The growing global popularity of beach soccer resulted in FIFA's decision to move the stage of the World Cup from its native home in Brazil to other parts of the globe to capitalise on and continue to stimulate global interest. The first edition held outside Brazil was in 2008 in Marseille, France.

The current tournament format lasts over approximately 10 days and involves 16 teams initially competing in four groups of four teams. The group winners and runners-up advance to a series of knockout stages until the champion is crowned. The losing semi-finalists play each other in a play-off match to determine the third and fourth-placed teams.

The 2019 FIFA Beach Soccer World Cup will take place in Asuncion, Paraguay in November 2019. This marks the first time that Paraguay will host a FIFA event.

Brazil is the defending champions.

<https://www.fifa.com/beachsoccerworldcup>



INVENTORIES	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights To Titles For PR & Advertising Use ...			
"AFC Beach Soccer Championship Thailand 2019 Presented By [Presenting Sponsor Name]"	Yes		
"Co-sponsor AFC Beach Soccer Championship Thailand 2019 Presented By [Presenting Sponsor Name]"		Yes	
"Official Supplier AFC Beach Soccer Championship Thailand 2019 Presented By [Presenting Sponsor Name]"			Yes
"Official Media Partner AFC Beach Soccer Championship Thailand 2019 Presented By [Presenting Sponsor Name]"			Yes
Product Exclusivity	Yes	Yes	Yes
INTELLECTUAL PROPERTY RIGHTS			
Right To Use AFC Beach Soccer Championship Thailand 2019 presented by [Presenting Sponsor Name] (Lock Up) Logo On All Internal & External Marketing	Yes	Yes	Yes
BRANDING RIGHTS - EVENT			
Advertising Boards Around Main Pitch	X 4	X 2	X 1
Promotional Activity On The Pitch	Yes		
Entrance Logo Board	Yes	Yes	Yes
Logo On / Near Scoreboard	Yes	Yes	
Banners – Around Fan Zone	Yes	Yes	Yes
Video Played On LED Screen	Yes	Yes	
Media / Press Conference Rooms & Backdrop	Prominent	Less Prominent	Less Prominent
Logo On Team Benches	Yes	Yes	
Match Day Stadium Audio Name Mention Thanking Sponsor	Yes	Yes	Yes
Logo On Event Tickets	Yes		

INVENTORIES	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS
BRANDING RIGHTS – BROADCAST			
Name Check In All TV Coverage (TBC)	Yes		
In Camera Signage On All Live Broadcasts & Highlights Shows	Yes	Yes	Yes
MEDIA & PR RIGHTS			
Player & AFC Official Access	Yes	Yes	Yes
A Press Conference - To Launch The Sponsorship	Yes	Yes	Yes
Use Of Association - In Promotional Campaigns (PR & Advertising)	Yes	Yes	Yes
Logo On Press Materials	Yes	Yes	Yes
Programme Advertisement - In Any Produced	1 x Page	Half Page	Article
EXPERIENTIAL MARKETING RIGHTS			
Promotion Area In Sponsor Village In Fan Zone	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Branding On Website Partners Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - Including Integrating Brand Messages & Logos Into Event Website, YouTube and Facebook Page	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Joint Branded Merchandise - Opportunity To Produce. e.g. Logos On Specially Produced Merchandise e.g. T-shirts, Caps, Jackets etc.	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS			
Free Tickets For Sponsor Staff & Customers	200	100	50
Access Passes To VIP Hospitality Area	2	2	1
Access Passes To VIP Hospitality Area	2	2	1
Invites To Official Dinner	Yes	Yes	Yes
Invites To Prize Presentation Ceremony	Yes	Yes	Yes



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ORGANISERS

Under the supervision of Football Association of Thailand, the AFC Futsal and Beach Soccer Committee is responsible for organising the Championship in accordance with the Asian Football Confederation (AFC) Statutes. The AFC General Secretariat will carry out the administrative work in support of the AFC Futsal and Beach Soccer Committee.

Government Bodies

Sports Authority Thailand
Tourist Authority Thailand
Pattaya City



Affiliated Bodies

Fédération Internationale de Football Association - FIFA
Asian Football Confederation - AFC
Football Association of Thailand

FIFA



Event Promoters

Futsal Thai League Co., Ltd. (FTL)
Futsal & Beach Soccer International (FBI)

FILCOLTD
FUTSAL THAILIGUE



CONTACT

FUTSAL AND BEACH SOCCER INTERNATIONAL CO., LTD.

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