



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# AMA EVENTS

THAILAND'S LEADING MARATHON, TRIATHLON, TRAIL, CYCLING, OBSTACLE & ADVENTURE EVENTS

## AMA EVENTS THAILAND 2017

Now in its tenth year of operation, Active Management Asia (AMA) is a Thai based leading sport event management company specialising in marathons, triathlons, trail running, cycling and adventure races.

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

Throughout 2017, AMA is running a series of 12 events, which will attract over 20,000 participants to races all over Thailand including: Bangkok; Chiang Rai; Chonburi; Kanchanaburi; Krabi; Nakhon Nayok; Pattaya; Phuket; Ratchaburi; and Rayong.

The events include:

- Thailand Trail Running Series x 4
- Obstacle Challenge Series x 2
- Adventure Race Series x 2
- Triathlon / Duathlon Series x 1
- Triathlon Series x 1
- Off-Road Triathlon Series x 1
- Road Cycling Series x 1

AMA EVENTS THAILAND 2017 has a comprehensive commercial sponsorship and partnership marketing programme with packages developed to suit differing levels of needs.

**Integrate your marketing with  
AMA EVENTS THAILAND 2017...**



OVER 20,000 PARTICIPANTS IN 12 EVENTS THROUGHOUT THAILAND

ORGANISED BY ACTIVE MANAGEMENT ASIA CO., LTD.  
MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS



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## PACKAGES

### AMA EVENTS THAILAND 2017: ALL EVENTS

- TIER 1 - Title Sponsor**  
AVAILABLE FROM 2018 FOR ALL EVENTS – SOME AVAILABILITY FOR INDIVIDUAL EVENTS IN 2017  
One Title Sponsor with naming rights to all AMA EVENTS THAILAND 2017 events
- TIER 2 - Co-sponsors**  
Co-sponsors from non-competing categories for all AMA EVENTS THAILAND 2017 events
- TIER 3 - Official Suppliers & Media Partners**  
Official suppliers providing goods & services that are essential for all AMA EVENTS THAILAND 2017 events  
Media Partners for all AMA EVENTS THAILAND 2017 events
- TIER 4 - Exhibitor Only Packages**  
Packages for businesses to exhibit only at all AMA EVENTS THAILAND 2017 events

### AMA EVENTS THAILAND 2017: EVENT SPECIFIC

- TIER 1 - Presenting Sponsors & Host Sponsors - Specific Events**  
Presenting sponsors & Host sponsors for one or more AMA EVENTS THAILAND 2017 specific events
- TIER 2 Co-sponsors - Specific Events**  
Co-sponsors from non-competing categories for one or more AMA EVENTS THAILAND 2017 specific events
- TIER 3 - Official Suppliers & Media Partners - Specific Events**  
Official suppliers providing goods & services that are essential for one or more AMA EVENTS THAILAND 2017 specific events  
Media Partners for one or more AMA EVENTS THAILAND 2017 specific events
- TIER 4 - Exhibitor Only Packages**  
Packages for businesses to exhibit only at one or more AMA EVENTS THAILAND 2017 specific events

## WHY GET INVOLVED?

Association with AMA EVENTS THAILAND 2017 offers sponsors numerous benefits including:

- Image Enhancement -** with Thailand's leading marathon, triathlon, trail, cycling, obstacle & adventure event specialist
- Brand Exposure -** raising brand awareness of products and services and association with leading events
- Hospitality Opportunities -** entertaining target audiences; internal and external
- Experiential Marketing -** exposure to over 20,000 participants and attendees at 13 events throughout the year
- Integrated Marketing -** worldwide media exposure
- Networking -** with business leaders

Companies associating with AMA EVENTS THAILAND 2017 tie in with the following values: Aspirational; Major Events; Excitement; Competition; Professionalism; Escapism; and Sport.

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## FACTS & FIGURES

Over 20,000 participants across 13 events

Thailand Trail Running Series Events x 4

- Obstacle Challenge Series x 2
- Adventure Series x 2
- Triathlon/Duathlon Series 1
- Triathlon Series x 1
- Off Road Triathlon Series x 1
- Road Cycling Series x 1

## PREVIOUS SPONSORS

Amazing Thailand; Bangkok Airways; Bike Zone; Ford; Outdoor Unlimited; Sanvo Sports Drink; Singha



## THE ORGANISERS

Events organised by AMA in Thailand, include:

- The River Kwai Trophy and Krabi Trophy Adventure Races, part of the Amazing Thailand Adventure Race Series, the biggest and most popular Adventure Race series in SEA
- The Bangkok International Triathlon
- The Columbia Trail Masters international, the world renowned international Trail running Series
- The Hua Hin Triathlon
- The Singha Obstacle Fun Run
- The Ultra Bangkok Run
- The Bangkok Airways Outdoor Unlimited Cha AM Triathlon
- Tour de Farm Cycling Race (biggest cycling event in Thailand)



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## 2017 EVENTS SCHEDULE SUMMARY

| EVENT                       | DATE           | LOCATION                  | EVENT TYPE         | EVENT TIER |
|-----------------------------|----------------|---------------------------|--------------------|------------|
| KMK TRAIL CHALLENGE         | 22nd January   | Khao Mai Keaw, Pattaya    | Trail Run          | Main       |
| COLUMBIA TRAIL MASTERS XII  | 26th February  | Kao Ito, Nakhon Nayok     | Trail Run          | Main       |
| XTERRA OFF ROAD XTRI        | 1st April      | Phuket                    | Off Road Triathlon | Premium    |
| SINGHA OBSTACLE RUN IX      | 30th April     | Nong Chok, Bangkok        | Obstacle Challenge | Base       |
| RIVER KWAI TROPHY           | 27th May       | Kanchanaburi              | Adventure Race     | Main       |
| AMARIN TRIATHLON            | 17th June      | Rayong                    | Road Triathlon     | Premium    |
| COLUMBIA TRAIL MASTERS XIII | 9th July       | Nong Yai, Chonburi        | Trail Run          | Main       |
| CIMB ONE ASEAN              | 6th August     | Wat Khao Isan, Ratchaburi | Road Cycling       | Main       |
| PATTANA TRIATHLON           | 17th September | Sri Racha, Chonburi       | Road Triathlon     | Main       |
| KRABI TROPHY                | 14th October   | Klong Muang Beach, Krabi  | Adventure Race     | Main       |
| XTERRA ULTRA TRAIL          | 11th November  | Singha Park, Chiang Rai   | Ultra Trail Run    | Main       |
| SINGHA OBSTACLE RUN 10      | December (Tbd) | Singha Park, Chiang Rai   | Obstacle Challenge | Base       |

Thailand Trail Running Series - events in red  
Subject to change

### THAILAND TRAIL RUNNING SERIES - 2017 CHAMPIONSHIP

Four of the 12 events planned for 2017 form a new format - Thailand Trail Running Series - 2017 Championship.

Racers compete per race in Male/Female distance classes (3km/10km/25km/50km) to accumulate points and win the 'Champion of the Trails' title, podium finishers will receive cash and sponsor prizes for every race class with a value of over 500,000 THB up for grabs!

## 2017 TITLE SPONSORSHIP - LAST AVAILABILITY

For 2017 events only 5 events still have Title Sponsorship availability.

- XTERRA OFF ROAD - PHUKET
- RIVER KWAI TROPHY - KANCHANBURI
- AMARIN TRIATHLON - RAYONG
- KRABI TROPHY - KRABI
- XTERRA ULTRA TRAIL - CHIANG RAI



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# THE 2017 EVENTS

**XTERRA SERIES - TITLE SPONSORSHIP STILL AVAILABLE**

| EVENT  | DESCRIPTION  | DISCIPLINES  |
|--|--|--|
| <b>XTERRA OFF ROAD XTRI</b><br>1st April<br>Phuket<br>400 Attendees                      | Part of the renowned XTERRA Off Road Tri world Tour 2017.  | Off Road Triathlon, Duathlon<br><br><b>DISCIPLINES:</b><br>Standard + Sprint Triathlon, Duathlon Standard, 15-31km Run |
| <b>XTERRA ULTRA TRAIL</b><br>11th November<br>Singha Park, Chiang Rai<br>1,500 Attendees | Part of AMA's Trail Running Series, in affiliation with XTERRA. The event is one of the most popular trail running race series in South East Asia! | Trail Run Ultra<br><br><b>DISCIPLINES:</b><br>10km, 25km, 50km, ULTRA 80-100km + 3km Fun Run                           |

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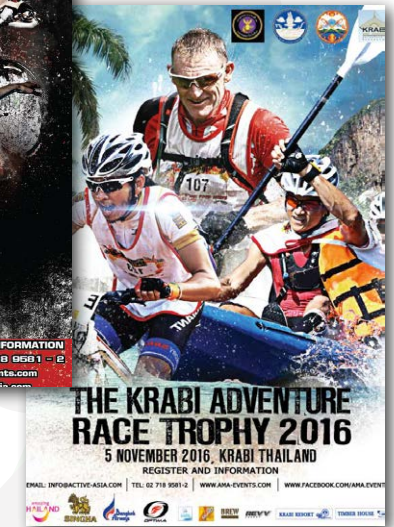
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## THE 2017 EVENTS

TITLE SPONSORSHIP STILL AVAILABLE

| EVENT  | DESCRIPTION  | DISCIPLINES  |
|--|--|--|
| <b>RIVER KWAI TROPHY</b><br>27th May<br>Kanchanaburi<br>400 Attendees            | Part of AMA's Adventure Race Series. The event brings one of the most popular trail running race series to South East Asia!  | Off Road Triathlon, Duathlon<br><br><b>DISCIPLINES:</b><br>Standard + Sprint Triathlon, Duathlon Standard, 15-31km Run |
| <b>AMARIN TRIATHLON</b><br>17th June<br>Rayong<br>1,200 attendees                | Part of AMA's Triathlon / Duathlon Series. The event brings one of the most popular race series to South East Asia!  | Trail Run Ultra<br><br><b>DISCIPLINES:</b><br>10km, 25km, 50km, ULTRA 80-100km + 3km Fun Run                           |
| <b>KRABI TROPHY</b><br>14th October<br>Klong Muang Beach, Krabi<br>350 Attendees | Part of AMA's Adventure Series, in affiliation with Krabi Tourism Authority and with the support of Singha & BKK Airways. The event is one of the most scenic Adventure races in Thailand! | Extreme and Adventure<br><br><b>DISCIPLINES:</b><br>Swim, Mountain Bike, Trail Run, Kayak                              |



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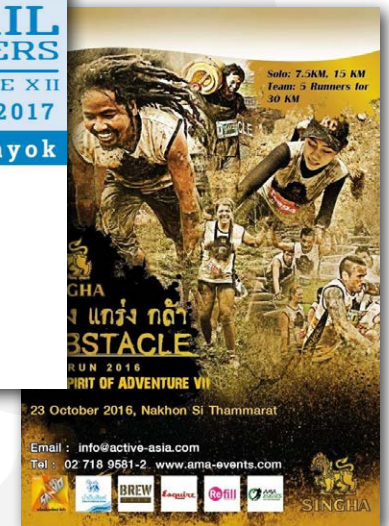
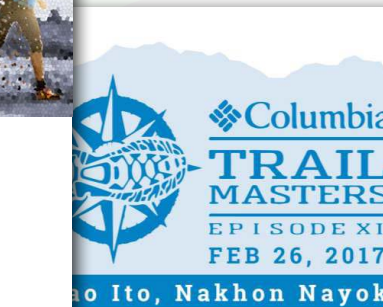


THAILAND'S LEADING MARATHON, TRIATHLON, TRAIL, CYCLING, OBSTACLE & ADVENTURE EVENTS

## THE 2017 EVENTS

TITLE SPONSORSHIP NOT AVAILABLE

| EVENT  | DESCRIPTION  | DISCIPLINES   |
|--|--|---|
| <b>KMK TRAIL CHALLENGE</b><br>22nd January<br>Khao Mai Keaw, Pattaya<br>2,500 Attendees        | Part of AMA's "Thailand Trail Series - 2017 Championship".<br><br>It consists of multiple events on the 2017 calendar and championship points awarded for the final race with the leaders taking home awards & prizes. | Trail Running<br><br><b>DISCIPLINES:</b><br>3km, 10km, 25km, 50km                 |
| <b>COLUMBIA TRAIL MASTERS XII</b><br>26th February<br>Kao Ito, Nakhon Nayok<br>4,000 Attendees | Part of AMA's "Thailand Trail Series - 2017 Championship".<br><br>It consists of multiple events on the 2017 calendar and championship points awarded for the final race with the leaders taking home awards & prizes. | Trail Running<br><br><b>DISCIPLINES:</b><br>3km, 10km, 25km, 50km                 |
| <b>SINGHA OBSTACLE RUN IX</b><br>30th April<br>Nong Chok, Bangkok<br>1500 Attendees            | Part of AMA's Obstacle series, in affiliation with SINGHA. The event brings one of the most exciting 'mud challenge' runs in South East Asia and the leading event of it's kind in Thailand!                           | Obstacle Challenge<br><br><b>DISCIPLINES:</b><br>Run, Climbing, Agility, Obstacle |



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# THE 2017 EVENTS

TITLE SPONSORSHIP NOT AVAILABLE

| EVENT   | DESCRIPTION   | DISCIPLINES  |
|---|---|--|
| <b>COLUMBIA TRAIL MASTERS XIII</b><br>9th July<br>Nong Yai, Chonburi<br>4,000 Attendees       | Part of AMA's "Thailand Trail Series – 2017 Championship". It consists of multiple events on the 2017 calendar and championship points awarded for the final race with the leaders taking home awards & prizes. | Trail Running<br><br><b>DISCIPLINES:</b><br>3km, 10km, 25km, 50km                      |
| <b>CIMB ONE ASEAN</b><br>6th August<br>Wat Khao Isan, Ratchaburi<br>1,500 Attendees           | Part of AMA's Road Cycling Series, in affiliation with CIMB. The event is a high profile cycling event that is growing in numbers and popularity each year!   | Road Cycling<br><br><b>DISCIPLINES:</b><br>39km, 74km                                  |
| <b>PATTANA TRIATHLON</b><br>17th September<br>Sri Racha, Chonburi<br>800 Attendees            | Part of AMA's Triathlon Series, in affiliation with Pattana Golf Club & Resort. The event is a great Tri series for everyone to participate, whether it's a first attempt or an experienced racer!              | Triathlon + Duathlon - Standard & Sprint<br><br><b>DISCIPLINES:</b><br>Swim, Bike, Run |
| <b>SINGHA OBSTACLE RUN 10</b><br>December (Tbd)<br>Singha Park, Chiang Rai<br>1,000 Attendees | Part of AMA's Obstacle Series, in affiliation with SINGHA. The event brings one of the most exciting 'mud challenge' runs in South East Asia and the leading event of it's kind in Thailand!                    | Obstacle Challenge<br><br><b>DISCIPLINES:</b><br>Run, Climbing, Agility, Obstacle      |



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|   | PARTNER LEVEL                           |   |  |
|---|---|---|--|
|   | TIER 1<br>TITLE<br>SPONSOR<br>FROM 2018 | TIER 2<br>CO-SPONSORS                   | TIER 3<br>OFFICIAL<br>SUPPLIERS<br>MEDIA<br>PARTNERS |
| <b>AMA EVENTS THAILAND 2017 - ALL EVENTS</b>  |   |   |  |
| <b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS - ALL EVENTS</b>   |   |   |  |
| Right to title [TITLE SPONSOR NAME] AMA EVENTS THAILAND 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use  | Yes                                     |   |  |
| Right to title CO-SPONSOR [TITLE SPONSOR NAME] AMA EVENTS THAILAND 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use                                 |   | Yes                                     |  |
| Right to title OFFICIAL SUPPLIER / MEDIA PARTNER NAME [TITLE SPONSOR NAME] AMA EVENTS THAILAND 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use     |   |   | Yes  |
| Category Exclusivity – for example right to market themselves as Official Timing Partner for AMA EVENTS THAILAND 2017 / and sole provider of timing services to the event | Yes                                     | Yes                                     |  |
| <b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS - ALL EVENTS</b>   |   |   |  |
| <b>LOGOS &amp; IMAGES</b>   |   |   |  |
| Right to use a AMA EVENTS THAILAND 2017 Composite (lock-up) Logo on all internal and external marketing   | Official Title Sponsor Logo             | Official Co-sponsor / Zone Partner Logo | Official Supplier / Media Partner Logo               |
| Right to use AMA EVENTS THAILAND 2017 image bank – moving and photographic images – in all internal and external marketing  | Yes                                     | Yes                                     | Yes  |
| <b>BRANDING - ALL EVENTS</b>  |   |   |  |
| Logo on Participants  | Yes                                     |   |  |
| Logo on Start Gate  | Dominant                                | Yes                                     |  |
| Logo on Finish Gate   | Dominant                                | Yes                                     |  |
| Logo on Stage Backdrop  | Dominant                                | Yes                                     | Yes  |
| Street Banners (1.20 m x 1.50 m) some along Start Straight / Finish Straight  | X 45                                    | X30                                     | X 12   |
| Advertising Boards  | X 24                                    | X 16                                    | X 8  |
| Branding Banner   | X 4                                     | X 4                                     | X 4  |
| Logo on Finish Line Tape  | Yes                                     | Yes                                     | No   |
| Verbal mentioning of sponsor name during race by MC   | X 50                                    | X20                                     | X 10   |
| Logo on Officials   | Dominant                                | Yes                                     |  |
| <b>BRANDING - ALL SUPPORT EVENTS</b>  |   |   |  |
| Branding presence at any Race Village   | Yes                                     | Yes                                     | Yes  |
| Representative to speak at Press Conference   | Yes                                     | No                                      | No   |
| <b>BRANDING - OTHER</b>   |   |   |  |
| 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   |
| Logo on VIP, Media and Staff passes   | Yes                                     | Yes                                     | No   |

|   | PARTNER LEVEL                           |  |  |
|---|---|--|--|
|   | TIER 1<br>TITLE<br>SPONSOR<br>FROM 2018 | TIER 2<br>CO-SPONSORS                              | TIER 3<br>OFFICIAL<br>SUPPLIERS<br>MEDIA<br>PARTNERS |
| <b>BROADCAST RIGHTS - ALL EVENTS</b>  |   |  |  |
| Press Conference - Logo on Stage Backdrop   | 50%                                     | Share 40%  | Share 10%  |
| Branding / Advertisements as part of any internet stream (for example Livestream feed)  | 50% of branded area                     | Share of 40% of branded area – no greater than 20% | Share of 10% of branded area – no greater than 5%    |
| NB TOTAL BRANDING AREA IS SHARED 50/50 BETWEEN EVENT WIDE AND EVENT SPECIFIC SPONSORS & PARTNERS  |   |  |  |
| Promotions as part of internet stream coverage  | Yes                                     | Yes  | Yes  |
| <b>MEDIA &amp; PR RIGHTS - ALL EVENTS</b>   |   |  |  |
| Right to use AMA EVENTS THAILAND 2017 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 AMA EVENTS THAILAND 2017 produced by the organisers | Yes                                     | Yes  |  |
| A press conference to launch the Sponsorship  | Yes                                     | Yes  |  |
| <b>PROMOTIONAL CAMPAIGN - ALL EVENTS</b>  |   |  |  |
| Inclusion in promotional campaign – level dependent on tier   | Yes                                     | Yes  | Yes  |
| Advertising in Official Programme   | Full Page                               | Half Page  | Quarter Page   |
| <b>DIGITAL &amp; SOCIAL PROGRAMME - ALL EVENTS</b>  |   |  |  |
| Branding on AMA EVENTS THAILAND 2017 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  |  |
| Logo inclusion in any APP produced by AMA EVENTS THAILAND 2017  | Yes Prominent                           | Yes Less Prominent                                 | Yes Less Prominent                                   |
| <b>EXPERIENTIAL - ALL EVENTS</b>  |   |  |  |
| Booth in any Race Village   | 6m x 3m                                 | 6m x 3m  | 6m x 2m  |
| Sampling  | Yes                                     | Yes  | Yes  |
| <b>HOSPITALITY &amp; TICKETING - ALL EVENTS</b>   |   |  |  |
| Branding on Corporate tents   | Yes                                     | Yes  |  |
| VIP Passes to event - no. dependent on Tier   | Yes                                     | Yes  | Yes  |
| VIP tickets for promotional purposes  | 30                                      | 20   | 15   |
| General tickets to event for promotional use - no. dependent on Tier  | Yes                                     | Yes  | Yes  |
| <b>MERCHANDISING PROGRAMME - ALL EVENTS</b>   |   |  |  |
| Opportunity to produce joint branded merchandise. Logos on specially produced show merchandise  | Additional                              | Additional   | Additional   |

|   | PARTNER LEVEL   |   |   |
|---|---|---|---|
|   | TIER 1 PRESENTING SPONSOR & HOST SPONSOR SPECIFIC EVENT | TIER 2 CO-SPONSORS SPECIFIC EVENT       | TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS SPECIFIC EVENT |
| <b>AMA EVENTS THAILAND 2017 - SPECIFIC EVENTS</b>   |   |   |   |
| <b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS - SPECIFIC EVENTS</b>  |   |   |   |
| Right to title [TITLE SPONSOR NAME] AMA EVENTS THAILAND 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use  | Yes   |   |   |
| Right to title HOST SPONSOR [TITLE SPONSOR NAME] AMA EVENTS THAILAND 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use                               | Yes   |   |   |
| Right to title CO-SPONSOR NAME [TITLE SPONSOR NAME] AMA EVENTS THAILAND 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use                            |   | Yes                                     |   |
| Right to title OFFICIAL SUPPLIER / MEDIA PARTNER NAME [TITLE SPONSOR NAME] AMA EVENTS THAILAND 2017 presented by [PRESENTING SPONSOR NAME] - for advertising & PR use     |   |   | Yes   |
| Category Exclusivity – for example right to market themselves as Official Timing Partner for AMA EVENTS THAILAND 2017 / and sole provider of timing services to the event | Yes   | Yes                                     |   |
| <b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS - SPECIFIC EVENTS</b>  |   |   |   |
| <b>LOGOS &amp; IMAGES</b>   |   |   |   |
| Right to use a AMA EVENTS THAILAND 2017 Composite (lock-up) Logo on all internal and external marketing   | Official Title Sponsor Logo                             | Official Co-sponsor / Zone Partner Logo | Official Supplier / Media Partner Logo                  |
| Right to use AMA EVENTS THAILAND 2017 image bank - moving and photographic images - in all internal and external marketing  | Yes   | Yes                                     | Yes   |
| <b>BRANDING - EVENT</b>   |   |   |   |
| Logo on Participants  | Yes   |   |   |
| Logo on Start Gate  | Dominant  | Yes                                     |   |
| Logo on Finish Gate   | Dominant  | Yes                                     |   |
| Logo on Stage Backdrop  | Dominant  | Yes                                     | Yes   |
| Street Banners (1.20 m x 1.50 m) some along Start Straight / Finish Straight  | X 45  | X30                                     | X 12  |
| Advertising Boards  | X 24  | X 16                                    | X 8   |
| Branding Banner   | X 4   | X 4                                     | X 4   |
| Logo on Finish Line Tape  | Yes   | Yes                                     | No  |
| Verbal mentioning of sponsor name during race by MC   | X 50  | X20                                     | X 10  |
| Logo on Officials   | Dominant  | Yes                                     |   |
| <b>BRANDING - SUPPORT EVENTS</b>  |   |   |   |
| Branding presence at any Race Village   | Yes   | Yes                                     | Yes   |
| Representative to speak at Press Conference   | Yes   | No                                      | No  |
| <b>BRANDING - OTHER</b>   |   |   |   |
| 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  |
| Logo on VIP, Media and Staff passes   | Yes   | Yes                                     | No  |

|   | PARTNER LEVEL   |  |   |
|---|---|--|---|
|   | TIER 1 PRESENTING SPONSOR & HOST SPONSOR SPECIFIC EVENT | TIER 2 CO-SPONSORS SPECIFIC EVENT                  | TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS SPECIFIC EVENT |
| <b>BROADCAST RIGHTS - SPECIFIC EVENTS</b>   |   |  |   |
| Press Conference - Logo on Stage Backdrop   | 50%   | Share 40%  | Share 10%   |
| Branding / Advertisements as part of any internet stream (for example Livestream feed)  | 50% of branded area                                     | Share of 40% of branded area – no greater than 20% | Share of 10% of branded area – no greater than 5%       |
| NB TOTAL BRANDING AREA IS SHARED 50/50 BETWEEN EVENT WIDE AND EVENT SPECIFIC SPONSORS & PARTNERS  |   |  |   |
| Promotions as part of internet stream coverage  | Yes   | Yes  | Yes   |
| <b>MEDIA &amp; PR RIGHTS - SPECIFIC EVENTS</b>  |   |  |   |
| Right to use AMA EVENTS THAILAND 2017 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 AMA EVENTS THAILAND 2017 produced by the organisers | Yes   | Yes  |   |
| A press conference to launch the Sponsorship  | Yes   | Yes  |   |
| <b>PROMOTIONAL CAMPAIGN - SPECIFIC EVENTS</b>   |   |  |   |
| Inclusion in promotional campaign - level dependent on tier   | Yes   | Yes  | Yes   |
| Advertising in Official Programme   | Full Page   | Half Page  | Quarter Page  |
| <b>DIGITAL &amp; SOCIAL PROGRAMME - SPECIFIC EVENTS</b>   |   |  |   |
| Branding on AMA EVENTS THAILAND 2017 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  |   |
| Logo inclusion in any APP produced by AMA EVENTS THAILAND 2017  | Yes Prominent   | Yes Less Prominent                                 | Yes Less Prominent                                      |
| <b>EXPERIENTIAL - SPECIFIC EVENTS</b>   |   |  |   |
| Booth in any Race Village   | 6m x 3m   | 6m x 3m  | 6m x 2m   |
| Sampling  | Yes   | Yes  | Yes   |
| <b>HOSPITALITY &amp; TICKETING - SPECIFIC EVENTS</b>  |   |  |   |
| Branding on Corporate tents   | Yes   | Yes  |   |
| VIP Passes to event - no. dependent on Tier   | Yes   | Yes  | Yes   |
| VIP tickets for promotional purposes  | 30  | 20   | 15  |
| General tickets to event for promotional use - no. dependent on Tier  | Yes   | Yes  | Yes   |
| <b>MERCHANDISING PROGRAMME - SPECIFIC EVENTS</b>  |   |  |   |
| Opportunity to produce joint branded merchandise. Logos on specially produced show merchandise  | Additional  | Additional   | Additional  |

## EXHIBITOR ONLY OPTIONS

Being part of the Race Village at AMA EVENTS THAILAND 2017 is a fantastic opportunity to promote and sell goods and services with over 20,000 attendees each day expected.



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# AMA EVENTS

THAILAND'S LEADING MARATHON, TRIATHLON, TRAIL, CYCLING, OBSTACLE & ADVENTURE EVENTS

## BRANDING

AMA EVENTS THAILAND 2017 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 PARTNERSHIPS

AMA EVENTS THAILAND 2017 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 AMA EVENTS THAILAND 2017 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.

AMA'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.

The company's services range from the race mechanic (sport side only) to the complete event solutions that includes marketing, PR, media handling, hospitality, registration service and more.

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



OVER 20,000 PARTICIPANTS IN 12 EVENTS THROUGHOUT THAILAND

ORGANISED BY ACTIVE MANAGEMENT ASIA CO., LTD.  
MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# AMA EVENTS

THAILAND'S LEADING MARATHON, TRIATHLON, TRAIL, CYCLING, OBSTACLE & ADVENTURE EVENTS

## PROMOTIONAL CAMPAIGN

AMA EVENTS THAILAND 2017 is supported by a comprehensive marketing campaign.

The campaign covers advertising:

- Online Advertising (banners and blogs) - sport media, national and regional newspapers, magazine websites
- Social Advertising - on Facebook (17,000+ Likes), Instagram (910 followers), Twitter and YouTube
- TV - including Channel 3, Channel 7, Channel 9
- Radio - including 95FM, 106FM, Cool 93, Green Wave 106.5, Met 107 and SEED 97.5
- Newspapers / Magazines - including Bangkok Post and The Nation

## EXPERIENTIAL

With over 20,000 participants expected at the 12 events AMA EVENTS THAILAND 2017 offers a great opportunity for brands to sample and distribute their products and services at Race Villages at each event.

## HOSPITALITY

AMA EVENTS THAILAND 2017 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

AMA EVENTS THAILAND 2017 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: AMA EVENTS THAILAND 2017 Goodie Bags.



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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# AMA EVENTS

THAILAND'S LEADING MARATHON, TRIATHLON, TRAIL, CYCLING, OBSTACLE & ADVENTURE EVENTS

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