



RAISING FUNDS FOR BANGKOK'S UNDERPRIVILEGED CHILDREN

## BANGKOK INTERNATIONAL RUGBY TENS 2017 24TH - 26TH FEBRUARY 2017, BANGKOK

Now in its twelfth showing, Bangkok International Rugby Tens is an international televised rugby tournament featuring over 2,000 players and a sprinkling of rugby celebrities who come together to help raise funds for underprivileged children, with all proceeds going to the Nak Suu Charity.

The rugby fest draws 80 teams from around the world to play rugby for two days at levels ranging from highly social to highly competitive. The weekend features: Men's; Veterans; Ladies; and Boys competitions.

The extremely popular tournament, which is always fully booked, is well known for its social and friendly atmosphere, including the parties surrounding the tournament. The tournament caters for all ages, with rugby for men, women and children as well as fun rides and games for everyone.

Held at the Sports complex of Bangkok Patana School, Bangkok, Thailand, the annual tournament attracts over 5,000 spectators and in the past has featured former Springbok Captain Bobby Skinstad, former Tongan captain, now TV personality and commentator Willy Lose, South African commentator Dan Nicholl and former Wallaby player Warrick Waugh – as well as other well known sports celebrities from around the world making an appearance.

The popularity of rugby is growing fast both in Thailand and Asia, fuelled by rugby being one of the sports in the 2016 Olympic Games and will be held in Japan in 2020. Also the 2019 Rugby World Cup is being held in Asia for the first time, hosted by Japan.

We have a number of commercial sponsorship and partnership opportunities including:

- **Title & Presenting Sponsors**
- **Co-sponsors**
- **Official Suppliers**
- **Official Media Partners**

### NAK SUU CHARITY

The Nak Suu Charity supports slum children in Bangkok through rugby, regular sports programmes, discipline, care, education, health, skills, value and character development.

Funds from the 2017 tournament will allow the Nak Suu programme to run for another year.

### BE PART OF THE RUGBY EXPERIENCE - BECOME A COMMERCIAL PARTNER

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







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## WHY GET INVOLVED?

Association with Bangkok International Rugby Tens 2017 offers sponsors numerous benefits including:

- Image Enhancement - with the latest Olympic sport, one of the world's most popular sports and Thailand's fastest growing sports
- Brand Exposure - raising brand awareness of products and services and association with a different and unique brand
- Experiential Marketing - sampling of products at the venue and events
- Hospitality - entertaining target audiences; internal and external
- Integrated Marketing - national, regional & international media exposure
- Networking - with business leaders
- Corporate Social Responsibility - helping to promote rugby and providing a positive role model for young people
- Investment - supporting the future of rugby in Thailand and Asia

## TIMETABLE & FORMAT

The event is run over three days and split into five main tournaments:

- Men's - 24 teams
- Veteran's 12 teams
- Ladies Touch - 8 teams
- Ladies Contact - 8 teams
- Youth - 36 teams

### FRIDAY 24TH FEBRUARY 2017

1800 Welcome & Registration Evening at 4Point by Sheraton (open to the sponsors and public)

### SATURDAY 25TH FEBRUARY 2017

1130 - 1830 Pool Matches

1830 - late Prize Presentations & Networking

### SUNDAY 26TH FEBRUARY 2017

1030 - 1800 Quarter-Finals, Semi-Finals and Finals

1800 - late Prize Presentations & Networking

### MARCH 2017 (DATE TBC)

Sponsor Thank You Get Together

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







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## TROPHIES

There are 6 x Men's, 5 x Veteran's, 4 x Ladies and Youth Trophies up for grabs.

### MEN'S

Cup  
Plate  
Bowl  
Shield

### VETS

Cup  
Plate  
Bowl

### LADIES

Cup - Contact  
Plate - Contact  
Cup - Touch  
Plate - Touch

### YOUTH

Cup  
Plate  
Bowl

## PREVIOUS SPONSORS

- APAC
- BNH Hospital
- Bumrungrad Hospital
- Eastin Grande Hotel
- Emirates
- Four Points by Sheraton
- Healthbox
- Heineken (Asia Pacific Breweries)
- Hilton
- Hooters
- Instaroid
- Lufthansa Airlines
- Nestle
- Oakwood
- Raimond Land
- Red Bull
- Rocktape
- Rugbypass
- S5
- Singapore Rugby
- Tesco
- The Coffee Club
- Xtreme Sports-gear

## FAMOUS PLAYERS

- Zachary Robert Guildford (All Blacks)
- Craig Chalmers (Scotland and British Lions)
- Jason White (Scotland and British Lions)
- David Hilton (Scotland)
- George Chuter (England)
- Rupert Moon (Wales)
- Dafydd James (Wales and British Lions)
- Andy Craig (Scotland)
- Junior Paramore (Samoa)
- Tanna Villi (Samoa)
- Dan Scarbrough (England)
- Peter Winterbottom (England British Lions)
- Scot Hastings (Scotland and British Lions)
- Iain Balshaw (England)
- Shane Williams (Wales and British Lions)
- Gavin Thomas (Wales)
- David Corkery (Ireland)
- Roger Uttely (England)
- Gavin Kerr (Scotland)







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## DEMOGRPAHICS

### PLAYERS

**1,900**  
PARTICIPANTS



**ADULT MEN, AGES ESTIMATED 18-45:**  
**600 PLAYERS**  
**ADULT MEN, AGES ESTIMATED 35-50:**  
**160 PLAYERS**



**ADULT WOMEN, AGES 16-45:**  
**80 PLAYERS**  
**WOMEN CONTACT AND WOMEN TOUCH TOURNAMENT:**  
**150 PLAYERS**



**BOYS, AGES 8-18:**  
**750 PLAYERS**

**REFEREES, TEAM MANAGERS, PARENTS AND ORGANIZERS: 160 PEOPLE**

- The majority of participants are higher educated, affluent high-income expatriates or children of high income expatriates
- Many different nationalities are represented
- Players live in Bangkok and the Asia Pacific region, with an additional representation from other countries such as Australia, New Zealand, South Africa, the UK and other neighboring Asian countries
- Local Thai, middle income men representing the Thai armed forces and universities

### SPECTATORS



**45% OF THE ATTENDEES AGED BETWEEN 25 - 49**  
**5,000 SPECTATORS EXPECTED DURING THE 3 DAYS -**  
**FAMILIES AND ADULTS LIVING IN BANGKOK AND SURROUNDINGS**

- They are sports enthusiasts, high income expatriates, middle to top management levels
- Carnival atmosphere, food vendors and children's zone attracts wide range of interest
- Free admission appeals to Bangkokians and draws in new and repeat supporters





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## ABOUT RUGBY TENS

Rugby Tens, also known as Ten-A-Side and Xs, is a variant of Rugby Union in which teams are made up of ten players, typically five forwards and five backs. Matches are two ten-minute halves.

The rules are similar to Rugby Sevens, with the International Rugby Board (IRB) publishing the Rugby Tens Variations in 2012.

As well as Thailand, the game is popular in Malaysia, Indonesia, Singapore and South Korea.

## ORIGINS

The main origin of Rugby Tens is perhaps the abbreviated code of Rugby Sevens, which originated in the Scottish Borders, and was very successfully exported to produce the Hong Kong Sevens, where it still runs, and is a great missionary force for rugby in Asia. There is also a Singapore Sevens tournament in the region.

Major Rugby Tens tournaments include: COBRA Rugby Tens held since 1967; and Hong Kong Football Club Tens held since 1986. Other regular tournaments include:

- Bondi Tens
- Cape Town Tens
- Helsinki Tens
- Hong Kong Tens
- Ibiza Tens
- Manila Tens
- Phuket Rugby Tens
- Stockholm Tens







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## HISTORY OF RUGBY

Rugby Union, often simply referred to as Rugby, is a full contact team sport, which originated in England in the early 19th Century.

William Webb Ellis is often credited with the invention of running with the ball in hand in 1823 at Rugby School when he allegedly caught the ball while playing football and ran towards the opposition goal.

In 1845, the first football laws were written by Rugby School pupils.

Historically an amateur sport, in 1995 the IRB removed restrictions on payments to players, making the game openly professional at the highest level for the first time.

## RUGBY IN THAILAND

At the turn of the 20th Century, King Rama 5 gave land for the newly established Royal Bangkok Sports Club (RBSC), which was founded in 1901, as a meeting place for local Thai people and foreigners.

On November 10, 1907 a group people from the club established the Rugby Section - the first recorded date of rugby being played in Thailand.

The Thai Rugby Union (TRU) is the governing body of Rugby Union in Thailand and is recognised by the IRB.

It has its headquarters in Bangkok, and was founded in 1938 at the RBSC by His Highness Prince Rajani Chamcharas, Prince Bidyalongkorn and British Ambassador. It affiliated to the IRB in 1989.

Rugby Union in Thailand is a growing sport. The country is currently ranked 60th in the world with over 16,000 registered players and at least 50 clubs.

Unlike most other Asian countries, Thailand does not have a history of European colonialism, and was one of the few to maintain its neutrality. Thus Thai Rugby cannot be said to be a legacy of colonialism.

Some of the Thai middle class took up the sport in the 1920s, along with expatriates from French and English speaking countries. The Second World War interrupted the development of the sport, but its adoption by the Thai military and police ensured its survival.

Thai Rugby has a strong expat connection - one of the most famous players for Thailand is best known for being Will Carling's brother.

The Southerners Sports Club (Bangkok) is one of Thailand's main ex-pat rugby clubs, fielding sides in the local Thailand Rugby Union competition, and in local and international 7's and 10's tournaments.

Thailand played their first ever Rugby international in 1970. Although Thailand has never qualified for a Rugby World Cup, it has come close!

Within the Asian Five Nations, Thailand competed in the inaugural 2008 HSBC Asian Five Nations in Division Two.

After winning all their matches, they now play in the First Division.







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## RUGBY FANS

The following are some facts about Rugby Fans ...



**70%  
MALE**



**30%  
FEMALE**

**80%  
<35 YRS**

**50%  
16-24 YRS**

**40%  
25-34 YRS**

**30%  
35-44 YRS**



**EDUCATION  
HIGHLY EDUCATED:  
50% UNIVERSITY;  
50% COLLEGE**



**INCOME  
MIDDLE-HIGH INCOME:  
70% 15,000THB MONTHLY;  
30% 40,000+THB MONTHLY**







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## PACKAGES

We have developed packages to suit differing levels of needs:

### TIER 1: TITLE & PRESENTING SPONSORS

- One title sponsor with naming rights to the event
- One presenting sponsor with naming rights to the event

### TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to six official co-sponsors from non-competing categories
- Up to 10 official suppliers providing goods and services that are essential to the event
- Up to 10 official media partners

### LOCAL PARTNER & RUGBY SUPPORTER PACKAGES

Packages for local Bangkok businesses and businesses that would like to support Rugby

### EXHIBITOR ONLY PACKAGES

Packages for businesses to exhibit at Bangkok International Rugby Tens 2017

## RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

- CATEGORY EXCLUSIVITY & TITLE RIGHTS
- BRANDING & INTELLECTUAL PROPERTY RIGHTS
- MEDIA & PR RIGHTS
- PROMOTIONAL RIGHTS
- DIGITAL & SOCIAL RIGHTS
- EXPERIENTIAL RIGHTS
- HOSPITALITY & NETWORKING RIGHTS
- MERCHANDISING RIGHTS





INVENTORIES	TITLE & PRESENTING	CO-SPONSOR	SUPPLIER/MEDIA PARTNER
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
"[Title Sponsor Name] Bangkok International Rugby Tens 2017 presented by [Presenting Sponsor Name]" for advertising and PR use	Yes		
"Co-Sponsor / Official Supplier / Media Partner [Title Sponsor Name] Bangkok International Rugby Tens 2017 presented by [Presenting Sponsor Name]" for advertising and PR use		Yes	Yes
Product exclusivity	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>			
<b>LOGOS &amp; IMAGES</b>			
Right to use Bangkok International Rugby Tens 2017 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use Bangkok International Rugby Tens 2017 image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
<b>BRANDING - EVENT</b>			
Logo on Officials	Yes		
Logo at Stadium (1m T Board)	X 4	X 3	X 2
Logo on external billboards	Yes	Yes	Yes
Acknowledgment during event	Yes	Yes	
Logo on event tickets	Yes	Yes	
Logo on media and VIP entry passes	Yes	Yes	
<b>BRANDING - OTHER</b>			
Logo on Tickets	Yes	Yes	
Logo on VIP, Media and Staff passes	Yes	Yes	
<b>MEDIA &amp; PR RIGHTS</b>			
Right to use Bangkok International Rugby Tens 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 Bangkok International Rugby Tens 2017 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	
Logo on press conference backdrop	Yes	Yes	Yes

INVENTORIES	TITLE & PRESENTING	CO-SPONSOR	SUPPLIER/MEDIA PARTNER
<b>PROMOTIONAL RIGHTS</b>			
Logo on advertising	Yes	Yes	Yes
Logo on Trophies (Cup, Plate, Bowl)	Yes		
Trophy Presentation	Yes		
Logo shown on cover of Official Programme	Yes	Yes	Yes
Official Programme advertising	1/2 page back cover	1/4 page	Logo
<b>DIGITAL &amp; SOCIAL RIGHTS</b>			
Branding on Bangkok International Rugby Tens 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 and FB online contest	Yes	Yes	
Logo inclusion in any APP produced by Bangkok International Rugby Tens 2017	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Access to the participant data base after the event	Yes		
<b>EXPERIENTIAL RIGHTS</b>			
Provision of exhibition space	12sqm	9sqm	6sqm
Insertion of promotional material into any Goodie Bags produced	Yes	Yes	Yes
Promotional material at event in Expo area	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
Access passes to VIP Area	Yes	Yes	Yes
VIP Tickets for all Parties	Yes	Yes	Yes
Tickets to event for promotional use	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>			
Opportunity to produce joint branded merchandise which can be sold at the event, used as give-aways or included in Goodie-bags	Yes	Yes	Yes





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## LOCAL PARTNER & RUGBY SUPPORTER PACKAGES

We have a limited number of opportunities for our Bangkok based Partners and Supporters at the following levels, which offer branding and hospitality benefits...

### LOCAL PARTNERS

- Use the event's name/logo in your own publicity ("Official Local Partner of...")
- Logo/hotlink on event website sponsors' page
- Logo + 1/4 page advertisement in event programme
- Logo on any event poster/billboards
- 5 x VIP passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

### RUGBY SUPPORTERS

- Use the event's name/logo in your own publicity ("Official Rugby Supporter of...")
- Company name/Hotlink on event website sponsors' page
- Logo in event programme sponsors' page
- Company name on event poster/billboards
- Company name in media partner advertising
- 2 x VIP Passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

### EXHIBITOR ONLY OPTIONS

Participating in Bangkok International Rugby Tens 2017 is a great opportunity to gain access to the rugby market and network - a perfect platform to access a unique community.

Exhibition spaces range from 6 - 12 sqm in an exhibitor / sponsor village area.







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## PROMOTIONAL CAMPAIGN

The organiser's key goal is to increase spectator numbers upwards from 4,000 in order to maximize sponsor exposure and increase money raised for the charity.

Main target groups include: expat families; expat business people; teachers; Thai senior management; affluent Thais; and sports fans.

Key drivers include: great rugby; fun activities for families; see famous international rugby players; great day out; and supporting the charity.

Bangkok International Rugby Tens 2017 is supported by a full programme of promotional activity including:

## PR

Sponsors can create media coverage through news PR activity. There will be coverage in Thai 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 rugby web sites.

All Sponsors, Suppliers and Partners will have rights to associate with Bangkok International Rugby Tens 2017 for PR and advertising activity.

In 2016 there were more than 60 instances of online and print news about the tournament, most mentioning the Title Sponsor name. 2017 target media include:

**Advance (Austcham)**  
**AMCHAM sponsored email**  
**Bangkok Business Brief**  
**Bangkok Post**  
**Bangkok Timesaver**  
**BCCT sponsored email**  
**Big Chill**  
**BK Magazine**  
**Commerce (NTCC)**  
**Contact (BWG Magazine)**  
**Expat Kids**  
**Expat Ladies**

**Facebook**  
**FB Expat Ladies**  
**Guru**  
**citynetevents.com**  
**cnngo.com/bangkok**  
**Informa (TICC)**  
**In-Touch (ANZWG N'letter)**  
**Masala**  
**Masala Light**  
**Online Promotion**  
**Outpost**  
**Rugby World Magazine**

**Scandasia websites news**  
**Scandinavian Magazines Thailand**  
**Singapore Thai Chamber of Commerce**  
**TAB**  
**The Link (BCCT)**  
**The Nation**  
**Voyageur (TCCC)**  
**Web Anglo Info**  
**Web BKK Kids**  
**Web Chickynet**  
**bangkokbusinessbeat.com**





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## BROADCAST COVERAGE

- 2017 guaranteed coverage on Rugby Asia Channel & Setanta Sports
- The tournament Title Sponsor is guaranteed to be seen by over 50 million TV viewers
- After the 2016 event, a 10-minute clip including 2-minutes dedicated to sponsor interviews aired on Setanta from March 2016
- Additionally, Setanta showed a clip about the charity 8 times in March and numerous times afterwards
- Setanta Asia Pacific covers 50 million households
- The clips are also available for viewing online on Rugby Asia Channel

## DIGITAL & SOCIAL MEDIA

Website: <http://www.bangkokrugby10s.net>  
Twitter: @bkkrugbytens  
Facebook: [www.facebook.com/bangkokrugby10s](http://www.facebook.com/bangkokrugby10s)

### Twitter

- Tweets pre- and post-tournament
- Tournament updates during event - schedule, scores

### Facebook

- Currently over 2,000 likes with over 350,000 friends of fans
- Engaged participants, some posts liked by 3,000 people
- Videos reached over 9,000 people with over 1,000 engagement
- Mostly men who are fans, but mostly women who are "talking about"
- Engagement and likes increase significantly in the build up to and up to 3 months after the tournament

## DIRECT INVITATIONS

- Direct invitations to participate to rugby teams around the world reaching 10,000
- Direct invitations for spectators from universities, embassies, leaders of business
- Direct invitations to press and selected VIPs

## FLYERS AND WORD OF MOUTH

- Flyers posted around town: schools; sports clubs; bars; and supermarkets
- Word of mouth is strong - rugby fans know about and look forward to the event
- 81% of teams brought along spectators

## EXPERIENTIAL MARKETING

Bangkok International Rugby Tens 2017 offers numerous opportunities for sponsors to sample and promote their products and services.

The event will have an Expo area that will consist of sponsor sales booths and food stalls.

## MERCHANDISING

We offer our Sponsors, Supporters and Suppliers the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions. For example: Bangkok International Rugby Tens 2017 rugby balls, polo shirts, caps, and rugby shirts.





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## TESTIMONIALS

### HOW PARTICIPANTS/SPECTATORS RATED 2016 EVENT

#### EVENT ORGANISATION

61.5% "Excellent"  
26.9% "Pretty Good"

#### THE ATMOSPHERE

73.1% "Awesome"  
15.4 % "Pretty Good"

#### OVERALL TOURNAMNET RATING

69.2% rated the tournament "Excellent"  
19.2% said "Pretty Good"

#### TEAMS SAYING IF THEY'D JOIN AGAIN NEXT YEAR

69.2% "Yes Definitely"  
26.9% "Yes If I Can"

### QUOTES

***"A great action packed weekend, on and off the pitch. Well done to Eddie Evans and all those who supported or helped out with this amazing event. This is by far the greatest 10's tournament in the universe...I can't wait to come back next year."***

***"A great tournament to be held with worldwide recognition that helps out young children whose potential to excel in a sport can now be fulfilled and who can only dream of being that next rugby stars."***

***"Great atmosphere! Great weekend for rugby! The organisers truly work hard to make it the best 10's competition in the WORLD!"***

***"Attended twice best rugby tournament around still keeps the spirit of the game in the fore front and supports a great cause in Nak Suu Rugby Academy."***

***" Social aspect of the entire tournament is amazing and the rugby is even better. Great tournament for family and friends to have a good time."***





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## CONTACT

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