

THREE OF THE WORLD'S MOST UNIQUE AND FUN-FILLED 5KM FUN RUNS



5KM FUN RUNS: ASIA SERIES

BLACKLIGHT RUN... BUBBLE RUN... FOAM GLOW RUN

2016 / 2017 - CHINA, HONG KONG, INDONESIA, MALAYSIA, PHILLIPINES, SINGAPORE, THAILAND

Three of the world's most unique and fun-filled 5KM Fun Runs are coming to Asia.

Following their huge success in the US, the events target families, party-goers and the general public.

Blacklight Run, Bubble Run and Foam Glow will attract tens of thousands of participants across China, Hong Kong, Indonesia, Malaysia, Philippines, Singapore, and Thailand in 2016 and 2017.

Foam Glow Run - is the world's largest foam night event. Over the 5KM course participants encounter various zones with different coloured foams that glow in the high intensity black lights that light up the track. At the finishing line, participants look like they have fallen into a tie-dye machine, being covered from head-to-toe in different coloured foam! The event culminates with a final party with a large amount of coloured foam and great music!

Blacklight Run - follows the same principle as the Foam Glow Run, the only difference being participants encounter different coloured powder guns throughout the race rather than foam zones. The powder glows in the many high intensity black lights that light up the track. The event culminates with a final party with a large amount of colour and great music!

Bubble Run - "Like running through Willy Wonka's factory" is how the organisers describe Bubble Run. Clad in white t-shirts, people of all ages, shapes and sizes run, walk and dance the 5KM distance encountering a number of 'foam bogs' where colourful frothy foam covers them from head-to-toe.

All races are fun-filled affairs and participants are encouraged to stay after the race to enjoy live DJs, food booths and After Party.

**BE PART OF THE 5KM FUN RUNS: ASIA SERIES EXPERIENCE
BECOME A COMMERCIAL PARTNER**



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PACKAGES

ALL 5KM FUN RUNS: ASIA SERIES 2016 / 2017

EVENT & COUNTRY FLEXIBILITY

Availability permitting, we are offering sponsorship packages for one or more events of the three 5KM Fun Runs: Asia Series 2016 / 2017 in one or more countries and can build bespoke packages across a number of geographies in Asia.

TITLE SPONSOR

- One Title Sponsor with naming rights to one or more events in one or more countries

Priority will be given to brands wishing to purchase Title Sponsorship of an event series across all countries.

PRESENTING COUNTRY SPONSORS

- Presenting sponsors for one or more events in one or more countries

CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Co-sponsors from non-competing categories
- Official Suppliers providing essential goods & services
- Media Partners

WHY GET INVOLVED?

Association with Blacklight Run, Bubble Run and Foam Glow Run offers sponsors numerous benefits including:

- **Image Enhancement** - with emerging fun filled runs
- **Brand Exposure** - raising brand awareness of products and services and association with healthy lifestyle
- **Hospitality Opportunities** - entertaining target audiences; internal and external
- **Integrated Marketing** - worldwide media exposure
- **Networking** - with business leaders
- **Corporate Social Responsibility** - be seen as a socially responsible and engaging organization
- **PR** - year-round regional publicity exposure to gain mindshare over competitors
- **Sales** - showcase products and services to thousands of participants in each race - exposure to an average of 10,000 enthusiastic participants, at each event. Align with the target audience of high spenders and influential individuals
- **Experiential Marketing** - with a mass audience



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PLANNED SCHEDULE

PHASE 1 PLANNED VENUES – 2016 / 2017		
Country	City	Date
Singapore	Singapore	Q4 2016
China	Shanghai	Q4 2016
Thailand	Bangkok	Q4 2016
Malaysia	Kula Lumpur	Q1 2017
Indonesia	Jakarta	Q2 2017

* Subject to change

PHASE 2 PLANNED VENUES – 2017 / 2018		
Country	City	Date
China	Shanghai, Beijing, Guangzhou	Q1 2017
Thailand	Bangkok, Chiang Mai	Q3 2017
Vietnam	Ho Chi Min City	Q3 2017
Singapore	Singapore	Q4 2017
Malaysia	Kula Lumpur	Q1 2018
Indonesia	Jakarta, Bali	Q2 2018
India	Mumbai	Tbc
South Korea	Seoul	Tbc
Australia	Sydney	Tbc

* Subject to change

PROMOTIONAL PLAN

Each event is supported by a three-pronged promotional campaign, covering:

MEDIA

PR media launch
 Advertising in newspapers, lifestyle magazines, online media, Facebook, Tourist Boards & Event Forums
 Outdoor media including: Bus Stop & Poster Advertisements; and Lamp Post Banners

ENGAGEMENT

Engagement with the visually handicapped
 Route video with first 100 sign-ups
 Road Show interaction
 Facebook online contest

PARTNERSHIP

Partnership with key DJs across the Asia Pacific region
 Collaborative marketing with Sponsors

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HISTORY

Blacklight Run and Foam Glow originated in Phoenix, Arizona where the organisers are engaged in the local community. The races are dedicated to Childhood Cancer Awareness and Blacklight Run donates a portion of proceeds to charities such as Phoenix Children's Hospital & Children's Miracle Network.

Bubble Run originated in Las Vegas and quickly spread across the United States. Bubble Run is aimed at families and school outings and the organisers anticipate around 8,000 participants when Bangkok and Singapore welcome the race for the first time in Asia in 2016.

5KM FUN RUNS: ASIA SERIES - QUICK FACTS

Brings people together and associates them with a brand stronger and faster.

A revolutionary concept engaging the Millennial Generation and Generation Y as well as the next generation who have started to develop their career.

Gives participants the opportunity to have fun and do crazy stuff together and have a great time.



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BLACKLIGHT RUN

Blacklight Run is a unique night 5KM run focused less on speed and more on UV Neon glowing fun with friends and family.

Glowing participants come from all different ages, shapes, sizes, and speeds; every participant having the time of their life.

Blacklight Run has two very simple rules: wear a white shirt at the start line; and finish covered in Blacklight Run UV Neon Glow Powder, that glows in Blacklight Zone and at the Blacklight Run After Party.

Each participant receives:

- Commemorative white Blacklight Run T-Shirt
- Blacklight Run Glow in the Dark Tattoo
- Blacklight Run Race Bib
- Donation to local charity
- Blacklight Run Glow Pack given at the finish line!
- Admission to Blacklight Run After Party

WHAT IS THE GLOW?

Along the course there are a number of Blacklight Zones, which are associated with designated colours: green, pink, and orange. As runners and walkers reach the Blacklight Zones they are showered with Blacklight Run UV Neon Glow Powder that glows with the high beam blacklights at every zone. All products are 100% natural and non-toxic.

At the finish line, participants receive a Blacklight Run Glow Packet and celebrate at the Blacklight Run After Party - dancing to the best beats and participating in the "Celebration Glow Throw" every 15 minutes.

BLACKLIGHT RUN - QUICK FACTS

- First Blacklight Run in the US August 2013
- Brightest 5KM Fun Run on the planet
- More than 50 Blacklight Run events across US and UK in 2015 with over 500,000 participants
- 1,685,100 Likes on Facebook as of 1 January 2016
- Inaugural Asia launch from Singapore in 2016
- Kids under 5 run or stroll for free
- Spectators can attend the After Party and even purchase Blacklight Run Glow Packs
- Raising money for local organizations in each city

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BUBBLE RUN

Clad in white t-shirts, adults, kids and strollers run, walk, dance and play across 5KM of absolute fun! Waves start every 3-5 minutes. Then, at each kilometre, participants will run through Foam Bogs where there is enough coloured foam to cover them from head to toe!

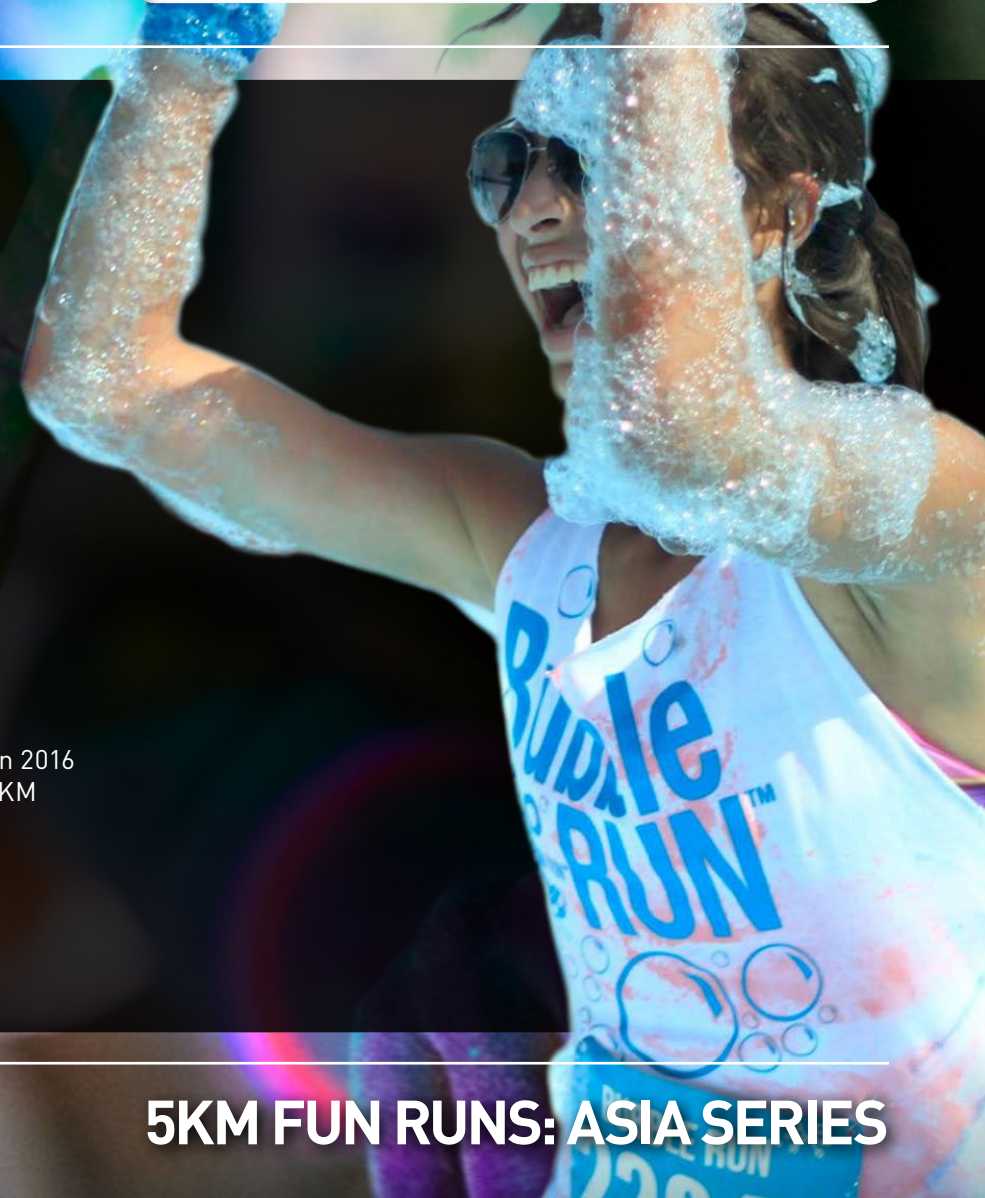
Bubble-teers and charity partners are there to help make sure participants get their share of the frothy goodness.

What's awesome about Bubble Run is that it is not a race! There is nothing competitive about Bubble Run other than seeing who has the most colour on them after the race!

There's no timing, no timing clock and no placement awards. Just a great excuse to come out and have fun with your friends, family and kids while doing something healthy!

BUBBLE RUN – QUICK FACTS

- Originated in the Las Vegas in April 2013
- One of a kind family friendly run/walk for all ages to take part in - will launch in Singapore in 2016
- Attracting a wide range of participants from avid runners to around the park walkers, the 5KM race-course provides a **COOL** and **CLEAN** experience, reaching an entire household!
- More than 300,000 Likes on Facebook in year 1
- 250,000 participants in 2015
- 2015 Survey results – 42-48% would refer a friend and 68% plan on coming back
- 780% growth on returning cities expected 500,000 participants through 2016



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FOAM GLOW RUN

Foam Glow 5KM is a fun filled experience exposing runners to Glowing Foam and a ton of black light's all over the course. Glowing runners come from all different ages, shapes, sizes, and speeds.

Like Blacklight Run, Foam Glow has been setup with two very simple rules: wear a white shirt at the start line; and sprint through Foam Glow Zones to the Finish line! Runner and walkers begin the 5KM at the start line like a brand new canvas. By the end, they look like they fell into a tie-dye machine and are covered with different coloured foam that glows under blacklights.

Along the running path there are Foam Glow Zone's, which are associated with a designated colour: orange, pink, or blue. Participants run through the different colour foams that Glow in the Dark under high intensity black lights.

At the end of the race there is a Foam Glow After Party filled with music pumping from the stage and tons of black lights!



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PARTICIPANTS

BUBBLE RUN

25%
MALE



75%
FEMALE

BLACKLIGHT RUN

40%
MALE



60%
FEMALE

DEMOGRAPHIC -

Millennial Generation and Generation Y;
Party Goers; Nightlife crowd ready to have
fun with family and/or friends!

FOAM GLOW RUN

40%
MALE



60%
FEMALE

DEMOGRAPHIC -

Millennial Generation and Generation Y;
Party Goers; Nightlife crowd ready to have
fun with family and/or friends!

ALL EVENTS

- **AGE** - 18-28 10%, 29-39 43%, 40-50 47%
- **TOP MOTIVATORS** - Fun 82%, new and different 69%, Spend time with friends 47%, Improve fitness 38%
- **HOW THEY HEARD ABOUT THE EVENT** - Social Media 34%, Friend 56%, Access event info on mobile devices 27%
- **WHEN THEY REGISTER** - 0-1 months before 19%, 2-3 months before 48%, 4-5 months before 19%



INVENTORY – ALL EVENTS	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR & PRESENTING COUNTRY SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
5KM FUN RUNS: ASIA SERIES 2016 / 2017			
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title for advertising & PR use – using Blacklight Run Singapore as an example: [TITLE SPONSOR NAME] Blacklight Run Singapore 2016 presented by [PRESENTING COUNTRY SPONSOR NAME]	Yes		
Right to title for advertising & PR use – using Blacklight Run Singapore as an example: [CO-SPONSOR NAME] [TITLE SPONSOR NAME] Blacklight Run Singapore 2016 presented by [PRESENTING COUNTRY SPONSOR NAME]		Yes	
Right to title for advertising & PR use – using Blacklight Run Singapore as an example: [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] Blacklight Run Singapore 2016 presented by [PRESENTING COUNTRY SPONSOR NAME]			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for Blacklight Run Singapore 2016 and sole provider of timing services to the event	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
Right to use a Blacklight Run Singapore 2016 Composite (lock-up) Logo on all internal and external marketing	Official Title Sponsor & Presenting Country Sponsor Logo	Official Co-sponsor Logo	Official Supplier / Media Partner Logo
Right to use Blacklight Run image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING - EVENT			
Logo on Start Gate/Line	Centre Top	Left & Right Top Column	Yes
Logo on Finish Gate/Line	Centre Top	Left & Right Top Column	Yes
Logos on Stage Backdrop	Dominant	Yes	Yes
Street Banners (1.20 m x 1.50 m) some along Start Straight / Finish Straight	Dominant	Yes	No
Advertising Boards	Dominant	Yes	Yes
Branding Banner	Dominant	Yes	Yes
Logo on Finish Line Tape	Dominant		
Verbal mentioning of sponsor name during race by MC	Dominant	Yes	Yes
Officials – for example bubbleteers	Dominant	Yes	
BRANDING - SUPPORT EVENTS			
After Party	Dominant	Yes	Yes
Run Village	Dominant	Yes	Yes
Food & Beverage Area	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes		

BRANDING - PARTICIPANTS, MEDALS & TROPHIES			
Logo on Participant T-shirt or Singlet	Yes		
Logo on Finisher Medals	Yes		
Logo on Trophies	Yes		
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Tickets	Yes	Yes	
Logo on VIP, Media and Staff passes	Yes	Yes	No
BROADCAST RIGHTS			
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%
Promotions as part of internet stream coverage	Yes	Yes	Yes
MEDIA & PR RIGHTS			
Right to use Blacklight Run Singapore 2016 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 Blacklight Run Singapore 2016 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	
PROMOTIONAL CAMPAIGN			
Promotions with key DJs across the Asia Pacific region	Yes	Yes	
Inclusion in promotional campaign – Advertising in newspapers, lifestyle magazines, online media, Facebook, STB & event forums - level dependent on tier	Yes	Yes	Yes
Outdoor media including: Bus Stop & Poster Advertisements; and Lamp Post Banners - level dependent on tier	Yes	Yes	Yes
Advertising in any Official Programme produced	Full Page	Half Page	Quarter Page
DIGITAL & SOCIAL PROGRAMME			
Branding on Blacklight Run Singapore 2016 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 Blacklight Run Singapore 2016	Yes Prominent	Yes Less Prominent	Yes Less Prominent
EXPERIENTIAL			
Booth at Blacklight Run Singapore 2016	9m x 9m	6m x 6m	3m x 3m
Sampling	Yes	Yes	Yes
HOSPITALITY & TICKETING			
VIP Passes to event – no. dependent on Tier	Yes	Yes	Yes
Free race entry for promotional purposes	80	20	15
Tickets to event for promotional use – no. dependent on Tier	Yes	Yes	Yes
MERCHANDISING PROGRAMME			
Opportunity to produce joint branded merchandise. Logos on specially produced Blacklight Run Singapore 2016 merchandise	Additional	Additional	Additional

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ORGANISERS

Headquartered in Singapore, Orange Room Pte Ltd. specialises in professional sporting events within Asia Pacific marketplace.

The board of directors is a group with diverse sporting backgrounds and a common passion in sports.

Orange Room has worked with more than 100 global and local brands within Asia Pacific and was awarded Singapore Excellence Award 2013, 2014 and Singapore Distinction Award 2015 for outstanding Performance.

The company has successfully executed more than 80 events in the last 5 years.

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