



**THE STORM IS COMING**

## BANGKOK STORM

Bangkok Storm Basketball Club is a newly established professional basketball team based in Bangkok, Thailand with plans to compete regionally in the ASEAN Basketball League 2019-2020 (ABL) as well as in other international competitions throughout the world.

Bangkok Storm's ambition is to be one of the leading professional sports organisations in South East Asia playing at the highest levels regionally and internationally and providing businesses with an opportunity to link in with one of the world's most popular sports.

Bangkok Storm has no immediate plans to play in the Thai leagues, focusing on preparing for the ABL.

In 2018-2019 the ABL consists of:

- 10 Teams from 10 countries
- 2.2+ Billion Fanbase
- TV Audience 600+ million

Bangkok Storm is offering a world-class basketball product backed by forward-thinking vision, industry-leading customer service and cutting-edge community outreach and promotion.

We have a number of commercial Sponsorship and partnership opportunities for businesses to get involved with Bangkok Storm including: Club Title Sponsor; Club Partners; Official Supplier Partners & Official Media Partners; Game Night and Special Event Partners.

### QUICK FACTS

<b>FULL NAME</b>	Bangkok Storm
<b>FOUNDED</b>	2019
<b>STADIUM</b>	Nimibutr Stadium
<b>CAPACITY</b>	5,600 Spectators
<b>COLOURS</b>	Black & Gold
<b>LEAGUE</b>	ASEAN Basketball League
<b>PRESIDENT</b>	Kevin Yurkus
<b>FOUNDER</b>	Martyn Ford

Played in 213 countries, with more than 450 million registered players worldwide, basketball is the second largest sport in the world. With an audience of 1 billion throughout 150+ countries, basketball is hot on the heels of football in terms of global sports dominance.

**Be Part Of Bangkok Storm Experience -  
Become A Commercial Partner**







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## SPONSORSHIP PACKAGES

Bangkok Storm has developed packages to suit differing levels of needs:

### **TIER 1: TITLE SPONSOR x 1**

Club Naming Rights  
Main Shirt Sponsor

### **TIER 2: OFFICIAL CLUB PARTNERS x 6**

Official Club Partners from non-competing categories including Kit Manufacturer

### **TIER 3: OFFICIAL SUPPLIER PARTNERS x 10**

Official Supplier Partners from different industries providing supplies and support for the Club. These include Official Supplier Partners in the following sectors:

Airline  
Auto  
Banks & Financial Services  
Beer  
Clothing  
Consumer Electronics

Courier  
Destinations  
Healthcare  
Hotel & Hospitality  
Information Technology  
Insurance

Mobile Communications  
Recruitment  
Sports & Soft Drinks  
Ticketing  
Travel & Tourism  
Water

### **TIER 3: OFFICIAL MEDIA PARTNERS x 10**

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

### **OTHER OPPORTUNITIES**

A number of other opportunities exist including:

Games Night Sponsors  
Special Event Sponsors  
In-Game Promotions  
Special Promotions





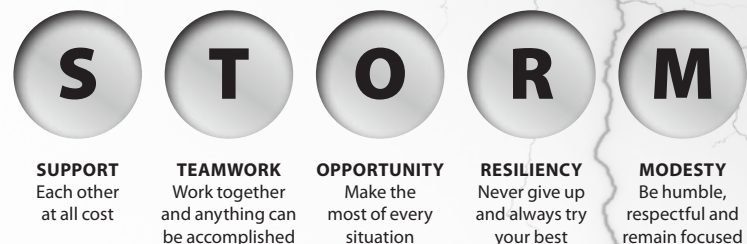
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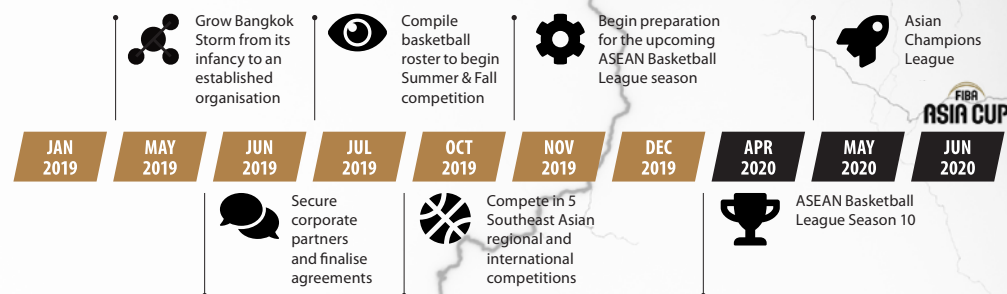


## PHILOSOPHY

Bangkok Storms' philosophy is based on five main pillars...



## PLAN 2019 - 2020



## STORM'S PLAN 2020 - 2023

**BKK'S TRAINING FACILITY**  
Construction of Bangkok Storm's dedicated training facility

**BASKETBALL YOUTH ACADEMY**  
Establish a youth academy for basketball development of youth and young professionals

**TOP BASKETBALL TOURNAMENTS**  
Offseason competition in the top regional and international basketball tournaments

**BASKETBALL VENUE**  
Development of a new, state-of-the-art basketball venue



**ASEAN BASKETBALL LEAGUE**  
Continued participation in the ASEAN Basketball League

**OTHER INTERNATIONAL LEAGUES**  
Enter additional teams into other international leagues throughout the world





BANGKOK STORM

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## WHY GET INVOLVED?

*An association with Bangkok Storm allows Sponsors and Partners to promote their products and services in a unique setting, tapping into the emotions of the fans and creating loyalty towards the brand.*

*Sports Club sponsorship presents a positive perception for a business. Staff working for the Sponsoring business develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.*

**Sponsors benefit from a partnership with Bangkok Storm in many ways, including:**

### BRAND EXPOSURE

The opportunity to integrate with the Club and ASEAN Basketball.

### NAMING RIGHTS

TO THE CLUB

### APPAREL

#### HOME, AWAY & TRAINING KITS

Title Sponsor will get centre placement on Bangkok Storm's uniforms and all Team Apparel

### STADIUM BRANDING

#### ON-COURT SIGNAGE

#### DANCE TEAM

#### ON TICKETS

#### A-BOARDS

Sponsor & Partner logos will appear on court and courtside.



COLOR 1



COLOR 2





## WHY GET INVOLVED?

### BROADCAST EXPOSURE

The ABL is growing from strength to strength; the league is accessible to 600 million people across the ASEAN region through various different broadcast channels spanning China, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.

### ABL TV PARTNERS

The following channels cover the ABL:

China - Hong Kong Cable TV

Indonesia - Vidio

Malaysia - RTM

Philippines - ABS CBN Sports & Action

Singapore - Starhub

Taiwan - Eleven Sports

Thailand - Mono 29

Vietnam - FPT



### DIGITAL & SOCIAL RIGHTS

#### ABL SOCIAL MEDIA PLATFORMS



**TOTAL GAMES** 450+



#### YOUTUBE

150M+ Total YouTube Views

<https://www.youtube.com/aseanbasketballleague/>



#### INSTAGRAM

210K+ Total Followers



**WEB** 100% Live Broadcast



#### FACEBOOK

1.25M+ Total Followers

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



#### WECHAT

400K+ Total Followers

As the ABL reaches out to a wider audience by organising basketball matches as well as family entertainment in the form of music, dance, art and other exciting activities, Sponsors and Partners will also be provided with endless opportunities to engage the public.

### BANGKOK STORM SOCIAL MEDIA PLATFORMS

Reach fans through Bangkok Storm's social media and ABL social media platforms. Inclusion in web and social media activity...



#### FACEBOOK - 900 FOLLOWERS

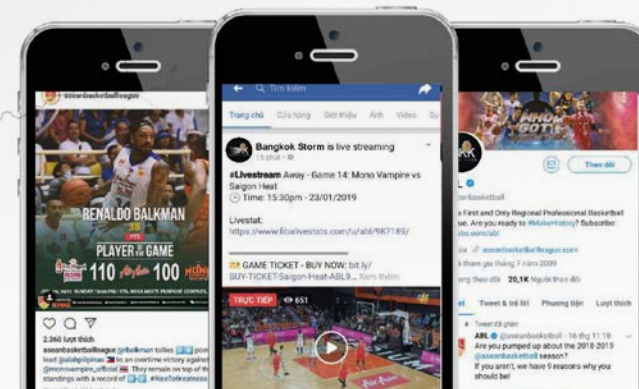
<https://www.facebook.com/bkkstorm/>



#### INSTAGRAM - 140+ FOLLOWERS

[https://www.instagram.com/bangkok\\_storm/](https://www.instagram.com/bangkok_storm/)

As at March 2019







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## WHY GET INVOLVED?

### MEDIA & PR

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

### BANGKOK STORM MEDIA PARTNERS

Local Television Partner TBD.  
Showing all Bangkok Storm games.

### YOUTUBE & MONO MAX

Live streaming Bangkok Storm games.

### CONTENT

Bangkok Storm is hot news. All Sponsors and Partners will have rights to associate with Bangkok Storm for PR and advertising activity. Sponsors and Partners can create content through:

- Q&A With Fans
- Fun Challenges
- Player Features
- Game Highlights
- Game Replays
- Team Interviews
- Top Plays
- Onsite Promotion
- Press Conferences
- School Visits

### PLAYER & TALENT ACCESS

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

### EXPERIENTIAL MARKETING

Sampling of products to fans via Game Day Marketing or via online and social media.

### MERCHANDISING

The opportunity to produce joint branded merchandise e.g. T-shirts

### HOSPITALITY & NETWORKING

Sponsors can use their association to entertain business audiences including customers, suppliers and employees. Bangkok Storm creates tailored events for clients at each game. In this way, business partners and those they invite can feel closely involved with the Club.

Opportunities include: Client entertainment days, staff parties, and social events throughout the season within a VIP area.







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## WHY GET INVOLVED?

### CORPORATE SOCIAL RESPONSIBILITY

Through Community Outreach Programs helping to promote basketball and providing a positive role model for young people.

Bangkok Storm inspires young talents via messages spread on community pages, fan-friendly game experiences, school visits and charity activities.

### Save Elephant Foundation

Save Elephant Foundation is the Club's official charity - a Thai non-profit organisation dedicated to providing care and assistance to Thailand's captive elephant population. The charity operates a multifaceted approach involving local community outreach, rescue and rehabilitation programs, and educational ecotourism operations.



**Save Elephant Foundation**  
Dedicated to Protecting Asian Elephants

### Youth Development Programme

To ensure the sustainability of basketball in the region, the ABL requires all teams to create development programs, which reach out to youth, with each team organising at least one junior league to nurture young talent.



**ASEAN**  
BASKETBALL LEAGUE

The long-term goal of the development program is to increase the technical skill of young players to form a strong local base for the teams to pick their players.

### OTHER PROMOTIONAL OPPORTUNITIES

Bangkok Storm is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.







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## ABOUT BANGKOK STORM

### KEY PEOPLE

#### MARTYN FORD

Mr. Ford is a prominent international businessman with various endeavours extending across the globe. Aside from being a tycoon in the business world, Mr. Ford is also extremely passionate about basketball. In his home country of Australia, Mr Ford is a big supporter of basketball at the local, regional and national levels. His vision for the success of Bangkok Storm is motivated by capitalising on the incredible opportunity to join the ABL while continuing to develop the game in Thailand.

#### KEVIN YURKUS

Bangkok Storm's President & General Manager is Kevin Yurkus who has extensive experience as a basketball professional serving in many roles during his time in South East Asia.

Kevin was most recently General Manager and Head Coach for the 2018 Vietnam Basketball Association (VBA) Champions, Cantho Catfish and was voted Coach of the Year in the VBA in both 2017 & 2018 as well as helping Vietnam to create its first-ever National Team Program.

Prior to his time in Vietnam, he founded Mekong United Basketball Club leading the team as President and Head Coach. He has also coached Thailand's Mad Goat Basketball Club from 2016 – 2017, when they competed in the Thailand Basketball League (TBL) and Thailand Basketball Super League (TBSL).

### STADIUM

Bangkok Storm will play its home games at Nimibutr National Stadium - an indoor sporting arena with a capacity is 5,600 spectators. It was built in 1963 and is part of the National Sports Complex next to the BTS station, National Stadium.

### PLAYERS

Bangkok Storm has a working agreement with defending Thailand Basketball League (TBL) champions Hi-Tech Basketball Club to use their players – offering the top local players in Thailand, many of whom are member of Thailand's National Basketball Team. Bangkok Storm will also have three imports, including a former NBA player and 1-2 Thai heritage players.







## ASEAN BASKETBALL LEAGUE

Founded in 2009 by the entrepreneur Dato Dri Tony Fernandes, the ASEAN Basketball League (ABL) was established as a regional basketball league with representative teams from six South East Asia member nations. Since it's infancy, the ABL has grown into one of the world's most prominent basketball leagues. The league has since expanded outside of South East Asia and now includes 10 nations with plans to grow to 16 teams over the next few years.

ABL is sanctioned by the International Basketball Federation (FIBA), the world governing body for basketball - an independent association formed by 213 National federations of basketball throughout the world.

**10 COUNTRIES**

**10 TEAMS**

**2.2 Billion People - FAN BASE/MARKET**



### 2018 / 2019 ASEAN BASKETBALL LEAGUE MEMBERS

<b>MACAU BLACK BEARS</b>	MACAU/CHINA
<b>ZHUHAI WOLF WARRIORS</b>	CHINA
<b>HONG KONG EASTERN</b>	HONG KONG
<b>SAN MIGUEL ALAB PILIPINAS</b>	PHILIPPINES
<b>FORMOSA DREAMERS</b>	TAIWAN
<b>SAIGON HEAT</b>	VIETNAM
<b>SINGAPORE SLINGERS</b>	SINGAPORE
<b>WESTPORTS MALAYSIA DRAGONS</b>	MALAYSIA
<b>MONO VAMPIRE</b>	THAILAND
<b>CLS KNIGHTS</b>	INDONESIA

### FIXTURES

- Teams compete in 15 x home and 15 x away matches in a regular season league format
- Games are played between November and April
- Playoffs – the ABL culminates with the ABL Playoffs between the top eight teams
- All teams are privately owned by business leaders or investors
- Teams are allowed a total squad of 12 players including up to three international players and a traveling squad of 11 players

Bangkok Storm will be the second Thai squad to play in the ABL joining Mono Vampire Basketball Club.

### Special Games

Bangkok Storm will arrange games against teams from other Asian Countries and beyond to extend the brand of basketball and possibly host a preseason tournament.



PACKAGES	TIER 1 TITLE SPONSOR	TIER 2 OFFICIAL CLUB PARTNERS	TIER 3 OFFICIAL SUPPLIER PARTNERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights To Titles For PR & Advertising Use ...			
"[Title Sponsor Name] Bangkok Storm""Official Main Sponsor [Title Sponsor Name] Bangkok Storm"	Yes		
Official Club Partner [Title Sponsor Name] Bangkok Storm"		Yes	
Official Supplier Partner [Title Sponsor Name] Bangkok Storm"			Yes
"Official Media Partner [Title Sponsor Name] Bangkok Storm"			Yes
Product Exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
BRANDING - KIT			
Logo On: Front Of Jersey; Warm-up Tops; & On Team Polos	Main logo across front of shirt		
On Staff – Coaches, Medical Team	Yes	Yes	
BRANDING - ON COURT			
Logo On Jersey	Yes	Yes	
Logo On Ticket	Yes		
Logo On Court Decal	Yes	Yes	
Logo On Hoop	Yes		Yes
Logo On Scoreboard	Yes	Yes	
Corporate Box	Yes	Yes	Yes
In Game F&B / VIP Lounge Access	Yes	Yes	Yes
VIP Game Tickets	Yes	Yes	Yes
A-board / Ad Time Fixed	Yes	Yes	
Ad Time Revolving	Yes	Yes	Yes
Logo On POS Materials	Yes	Yes	Yes
Booth Activation	Yes	Yes	Yes
Fan Experience Interaction	Yes	Yes	Yes
Logo On Training & Active Gear	Yes	Yes	
Promotional Items	Yes	Yes	Yes
Sampling	Yes	Yes	Yes
Media / Press Conference Rooms & Backdrop	Yes	Yes	Yes
BRANDING - BROADCAST			
In Any Live Streams	Yes	Yes	Yes
Powered By... and Fixed Advertising Card	Yes		
Advertising Cards 5s / In Game Specials	Yes	Yes	Yes
As Part Of ABL coverage	Yes	Yes	

## GAMES NIGHT SPONSORS & SPECIAL EVENT SPONSORS

Special packages can be created for one off nights.

PACKAGES	TIER 1 TITLE SPONSOR	TIER 2 OFFICIAL CLUB PARTNERS	TIER 3 OFFICIAL SUPPLIER PARTNERS & OFFICIAL MEDIA PARTNERS
BRANDING OTHER			
Inclusion In In Game Cheer Dance	Yes	Yes	
Inclusion In In Game Mini Game	Yes	Yes	
Logo On Community Program Activities	Yes	Yes	Yes
Logo On Match Day Tickets	Yes		
ACCESS TO TALENT			
Access To Players For Promotional Activities / Appearances	X 10	X 3	X 1
Access To Team For Photography	Yes	Yes	Yes
MEDIA, PROMOTIONAL & PR RIGHTS			
Branding On All Team Advertisements	Yes	Yes	
Branding On Certain Team Advertisements	Yes	Yes	Yes
Billboards / BTS	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
Logo In Press Conference Area & On Media Backdrop Interview Area	Prominent	Less Prominent	Less Prominent
EXPERIENTIAL MARKETING			
Game Night Promotions	Yes	Yes	
Event In Stadium (right to hold)	1 per month	1 every 3 months	1 every 3 months
Game Day Promotion Area	15 m <sup>2</sup>	15 m <sup>2</sup>	9 m <sup>2</sup>
DIGITAL & SOCIAL RIGHTS			
Branding On Website Partners Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - including integrating brand messages and logos into Bangkok Storm website and social pages	Yes	Yes	Yes
Branded Content - development of and access to Bangkok Storm email marketing campaigns to promote Sponsor brand	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Joint Branded Merchandise - opportunity to produce. E.g. logos on specially produce merchandise e.g. T-shirts, caps, jackets etc.	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS			
Premium VIP Courtside Box For 8 Guests @ Home Games Corporate Box Signage Premium Food & Beverage (Starter Pack) Served In Courtside Box. Complimentary Copies Of Game Night Program	Yes		
Complimentary Tickets Per Home Game	X 20	X 10	X 5
COMMUNITY ACTIVITY			
Inclusion in community campaigns including charity tie-ins, school visits, etc.			





B A N G K O K   S T O R M

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## CONTACT

### Bangkok Storm

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