



THAILAND'S NUMBER 1 ARTISAN MARKET



FIN MARKET 2020 THAILAND'S LEADING ARTISAN MARKET

With its chic and trendy boutique stalls featuring artisan furniture, decorative arts, sculptures, clothing, jewellery, food and drink and more, FIN MARKET is Thailand's fastest growing touring market.

With over 7,000 vendors, FIN MARKET 2020 will attract more than 500,000 people to 22 events across 14 cities throughout Thailand.

From Chiang Rai in the North, to Nakhon Sri Thammarat in the South, to Ubon Ratchathani in the North East and Rayong in the East, each market is spread over five days and supports young Thai entrepreneurs providing them with a marketplace for their goods and services, inspiring the next generation of Thai businesses.

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with FIN MARKET 2020, including: Title & Presenting Sponsors; Official Partners; Official Suppliers and Official Media Partners.





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NO.1

CREATIVE MARKET
IN THAILAND

22 EVENTS

ACROSS THAILAND

5+ MILLION

TRANSACTIONS PER EVENT

RELAX

GOOD MUSIC /
DRINKS WITH FRIENDS

5

EACH SPREAD
OVER 5 DAYS

GREAT FOOD

OUTSTANDING FOOD & GREAT PRICES

GEN Z & MILLENNIALS

BRINGING THE NEW GENERATIONS TOGETHER

14

CITIES

500,000

ATTENDEES - OVER 20,000 PER EVENT

7,000+ VENDORS

ACROSS ALL MARKETS

80+

EACH EVENT HAS OVER 80 ARTISANS OFFERING
CRAFTS, CLOTHING CERAMICS, FOOD, DRINK
AND MUSIC EXPERIENCES IN ONE PLACE

**SUPPORTING YOUNG
THAI ENTREPRENEURS**

PROVIDING THEM WITH A MARKETPLACE FOR THEIR
GOODS AND SERVICES

SOCIAL MEDIA

FIN MARKET offers a channel to target Gen Z and Millennials in specific locations all over Thailand.



FACEBOOK

<https://www.facebook.com/FINthemarket/>
110K LIKES 147,000 REACH, 25,500 SHARES



INSTAGRAM

<https://www.instagram.com/FINthemarket/>
3,075 FOLLOWERS



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CALENDAR

There are 22 FIN MARKET Events planned for 2020, both indoor and outdoor, all organised and promoted by FIN MARKET.

REGION	CITY	DATE
SOUTHERN THAILAND	PHUKET	12 - 16 FEBRUARY
	NAKHON SRI THAMARAT	19 - 23 FEBRUARY
	SURAT THANI	26 FEBRUARY - 1 MARCH
	SAMUI	4 - 8 MARCH
EASTERN THAILAND	PATTAYA	25 - 29 MARCH
	CHONBURI	1 - 5 APRIL
	RAYONG	8 - 12 APRIL
NORTH EAST THAILAND	UDON THANI	13 - 17 MAY
	KHON KAEN	20 - 24 MAY
	UBON RATCHATHANI	27 - 31 MAY
NORTHERN THAILAND	CHIANG MAI	10 - 14 JULY
	CHIANG RAI	17 - 21 JULY
	LAMPANG	24 - 28 JULY
	PHITSANULOK	1 - 5 AUGUST
SOUTHERN THAILAND	SURAT THANI	19 - 23 AUGUST
	NAKHON SRI THAMARAT	26 - 30 AUGUST
EASTERN THAILAND	PATTAYA	30 SEPTEMBER - 4 OCTOBER
	RAYONG	7 - 11 OCTOBER
NORTH EAST THAILAND	KHON KAEN	28 OCTOBER - 1 NOVEMBER
	UDON THANI	4 - 8 NOVEMBER
NORTHERN THAILAND	PHITSANULOK	25 - 29 NOVEMBER
	CHIANG MAI	2 - 7 DECEMBER

Previous event themes have included...

- Ping Fai Festival - Winter Experience. A Bohemian White Camping Concept With Marshmallows & Hot Chocolate!
- Sweet Journey - A Market For Businesses In The Sweet Sector
- Gift Mas - Market For Christmas Gifts
- Summer Project - Market For All Things Summer
- Wear House - Market for Fashionistas
- Tropicana Market - All Things Tropical
- Urban Gift Fest - The Gift Market
- Mango Festival - All Things Mango
- Starving Land - An Outdoor Food Market

FIN MARKET also runs a mix of Parties & Festivals including:

- International Balloon Festival, Chiang Rai, February 2019
- Beer Gardens Leo Night Light, Chiang Mai, December 2018
- Thai Brew Fest, Sukhumvit, December 2018
- Leo Farm, Lamphang, November 2018
- Singha Food Fest, Lhong, November 2017

SUPPORTING YOUNG THAI ENTREPRENEURS

Fin Market offers a career growth path for micro entrepreneurs, helping them expand their businesses and brands and creates a strong community for them to enhance their competitiveness.



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WHAT'S ON AT A FIN MARKET?

Each FIN MARKET includes:

ARTISAN VENDORS
MUSIC STAGE
FOOD ZONE
BEER GARDEN
PHOTO AREAS

2020 PLANS

In 2020, FIN MARKET events will feature...

- NEW SPECIAL FOOD ZONE - to enjoy delicious food and drinks
- MORE PHOTO AREAS - to capture selfies
- ONLINE SALES - linking artisan sellers to the web



EARTH CARE ECO CAMPAIGN

FIN MARKET partners with the Earth Care Eco Campaign to reduce the use of plastic throughout the market.





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PARTNERS

FIN MARKET has a number of regular partners at each event including:

SENSE - multi-brand fashion store collection,
featuring many famous fashion brands in one place

POTATO CORNER - the specialist french fries shop
featuring a wide variety of flavours

KOPPER - the craft beer experts

SENSE



MUSIC

Previous acts performing at
FIN MARKET have included:

ALIZ

PAUSE

INDIGO

PORTRAIT

BIW X JESSE X FOLK

PLAYGROUND

EARTH X FAI

JSR

INK X BEAN

AMMY

THE BOTTOM BLUES

O-PAVEE





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PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to all the FIN MARKET Events
- One Presenting Sponsor with naming rights to one or more of the FIN MARKET Events

TIER 2: OFFICIAL PARTNERS

- Up to six Official Partners from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers providing goods and services essential to the event
- Up to 10 Media Partners providing advertising and guaranteed editorial essential to the event



RIGHTS

Sponsorship packages include a range of benefits, including:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

Sponsorship packages are designed to provide an exceptional combination of branding, sales, promotion, data capture and networking opportunities, including:

- new client / customer acquisition
- publicity through on and off line marketing campaign
- access to the FIN MARKET network
- promoting sponsors as leaders
- enhancing business image and brand exposure
- adding value to a brand's marketing campaign
- generating direct access to target markets

A company's participation in FIN MARKET 2020 not only strengthens awareness of its products and services to a Gen Z and Millennial audience but also confirms its position as a leader.



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MAIN BENEFITS



BRAND EXPOSURE

The opportunity to integrate with FIN MARKET 2020.

NAMING RIGHTS TO THE EVENT

EVENT BRANDING

EVENT PRESENCE



MEDIA, PROMOTION & PR RIGHTS

Each event is supported by a marketing plan including...

AWARENESS BUILDING	CONSIDERATION	PURCHASE	RETENTION
Facebook Posts Line@ Broadcast Twitter Instagram & YouTube	Local Reviews Socials Ads Local Influencer Offline (Radio, Banner)	Attend The Events Share The Content Offline Data Collection	Facebook Share Line@ Facebook Community Word Of Mouth

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

FIN MARKET 2020 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Celebrities; Event Highlights; Onsite Promotion; and Press Conferences.



The PR campaign ensures wide coverage both during and after the event, featuring:

- Media engagement and editorial in business and lifestyle magazines
- Online campaign of advertising, editorial, blogging and social media



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MAIN BENEFITS



MEDIA PARTNERS

Guaranteed coverage with our Media Partners - currently being confirmed.



VENDORS

Over 7,000 vendors promote FIN MARKET through their social media.



DIGITAL & SOCIAL RIGHTS

Exposure through...



WEB <https://FINhouseevent.com/>



FACEBOOK -

<https://www.facebook.com/FINthemarket/>
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3,075 FOLLOWERS



EXPERIENTIAL RIGHTS

FIN MARKET 2020 is a major opportunity to target 500,000 Gen Z and Millennials.



HOSPITALITY & NETWORKING RIGHTS

FIN MARKET 2020 offers a plethora of fantastic opportunities to entertain customers and clients at 22 events around Thailand. This is an excellent way to do and promote your business.



MERCHANDISING RIGHTS

We offer our Sponsors, Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, FIN MARKET 2020 Goodie Bags.



RIGHTS INVENTORY	PARTNER LEVEL			
	TIER 1		TIER 2	TIER 3
	TITLE SPONSOR	PRESENTING SPONSOR	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS/MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor] FIN MARKET 2020 in association with [Presenting Sponsor]" for PR and advertising use	Yes	Yes		
Rights to title "[Sponsor Name] Official Partner of [Title Sponsor] FIN MARKET 2020 in association with [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] FIN MARKET 2020 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Category Exclusivity	Yes	Yes	Yes	Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS				
LOGOS & IMAGES				
Right to use FIN MARKET 2020 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
EVENT BRANDING - GENERAL				
Logo displayed at each FIN MARKET – size dependent on Tier level	Yes	Yes	Less Prominent	Less Prominent
Logo displayed on video screens at various points during FIN MARKET	Yes	Yes	Less Prominent	Less Prominent
Logo in entrance area to event	Yes Prominent	Yes Prominent	X1 logo	X1 logo
Logo inside main event space area – Stage Area; Food Area	Yes Prominent	Yes Prominent	X1 logo	X1 logo
Logo on any advertising hoardings at FIN MARKET	Yes	Yes	Yes	Yes
Media interview area backdrop branding	Yes	Yes	Yes	Yes
Logo on FIN MARKET 2020 officials' clothing	All			

RIGHTS INVENTORY	PARTNER LEVEL			
	TIER 1		TIER 2	TIER 3
	TITLE SPONSOR	PRESENTING SPONSOR	OFFICIAL PARTNERS	OFFICIAL SUPPLIERS/MEDIA PARTNERS
MEDIA, PROMOTION & PR RIGHTS				
Logo on literature pre / post events, website, stationery etc.	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Programme advertisement, if applicable	Full Page Premium Location	Full Page	1/2 Page	1/4 Page
Brand name mention and logo in FIN MARKET 2020 press information and advertisements and any marketing / sales materials	Yes	Yes	Yes	Yes
Logo on advertising in any Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
DIGITAL & SOCIAL RIGHTS				
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme FB, Line@, Instagram, Twitter, & YouTube posts	Yes	Yes	Yes Less Prominent	Yes Less Prominent
Top-level corporate placement on Partner page on www.FINhouseevent.com	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
EXPERIENTIAL RIGHTS				
Opportunity for brand activations during FIN MARKET	Yes	Yes	Yes	Yes
Promotional literature at FIN MARKET	Yes	Yes	Yes	Yes
Sampling at FIN MARKET	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS				
Tickets and VIP Tickets if available to any FIN MARKET Special Events e.g. Music Concerts	20 Guests	20 Guests	10 Guests	5 Guests
Onstage recognition during any Special Event e.g. Music Concerts	Yes	Yes	Less Prominent	
MERCHANDISING RIGHTS				
Logo on any FIN MARKET 2020 T-shirt produced	Yes	Yes		
Inclusion of product in FIN MARKET Goodie bags	Yes	Yes	Yes	Yes



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CONTACT

FIN MARKET

401/12 Mahidol
Nhong Hoi
Amphoe Murg
Chiang Mai 50000
Thailand

email: finhouse.official@gmail.com
Tel. +66 9 4616 6855 (English Speaking)

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road
Bovernives
Pranakorn
Bangkok 10200
Thailand
Tel. / Fax: +66 2622 0605 - 7
www.paulpoole.co.th

**Paul Poole -
Managing Director**
(English Speaking)
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

**Udomporn Phanjindawan -
Personal Assistant**
(Thai / English Speaking)
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949

