



GFNY THAILAND 2022

A unique opportunity to associate your brand with the world's largest and most prestigious cycling series - GRAN FONDO NEW YORK (GFNY), which debuts in Thailand in 2022!

GFNY is a highly organised event designed to give amateur cyclists a taste of what it's like to participate in a professional cycling event.

With more than 20 events across the globe each year, including exotic locations such as Florida, Mexico, Portugal and Uruguay - GFNY has become a global cycling phenomenon, attracting amateur and professional cyclists from more than 120 nations.

GFNY brings thousands of athletes, their families and friends to attractive tourism destinations to enjoy sport, entertainment and family-friendly activities.

GFNY events offer cyclists the same challenge around the world with a chance to qualify for the Elite Racer corral at all GFNY races, including at the GFNY World Championship, held annually in New York City.

Integrate your marketing with GFNY 2022...

THAILAND EVENTS

Expected to attract thousands of participants from Thailand and beyond, GFNY Thailand plans to run four events in Thailand each year at two locations:

- Countryside / Mountain Destination - such as Khao Yai National Park
- Beach Destination - such as Krabi

Both locations offer breath taking views and picturesque routes that are both challenging and rewarding.

There will be two events at each location

- 1 x cycling marathon
- 1 x running marathon - a new addition to the GFNY endurance sports brand

Total Expected Riders For the Cycling Events:

- GFNY Thailand 2022: 3,000 athletes & family from 20 nations
- GFNY Thailand 2023: 3,500 athletes & family from 25 nations
- GFNY Thailand 2024: 4,000 athletes & family from 30 nations

The events take great care to protect the environment and avoid single-use products and excessive packaging and offer a plethora of benefits to sponsors and partners, including staff health and well-being, experiential marketing, PR and branding.

GFNY THAILAND 2022 has a comprehensive commercial sponsorship and partnership marketing programme with packages developed to suit differing levels of needs.



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

GFNY THAILAND 2022

GFNY WORLD

GFNY IN ASIA

LARGEST & MOST PRESTIGIOUS

Cycling Series In The World

40,000

GFNY World
Participants In 2019

CYCLISTS FROM 120 NATIONS

The World's Most
International
Cycling Series

GFNY NYC

Cyclists From 97 Nations /
World's Most International
Cycling Event

2016

Launched In Asia

2022

Working On New
Destinations Including Thailand

GFNY HAS HELD RACES IN:

Indonesia: Bali, Lombok, Samosir
Philippines: Bohol, Iloilo
Malaysia: Ipoh

RIDERS IN ASIA ARE FROM:

Australia , China, Indonesia, Japan,
Malaysia, Philippines, Singapore, South
Korea, Taiwan, Thailand, Vietnam



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

PACKAGES

GFNY THAILAND 2022: ALL EVENTS

TIER 1 - Title Sponsor - all events

One Title Sponsor with naming rights to GFNY THAILAND 2022 making a monetary investment - all events

TIER 2 - Co-sponsors - all events

Up to 6 x Co-sponsors from non-competing categories of GFNY THAILAND 2022 making a monetary investment - all events

TIER 3 - Official Suppliers & Media Partners - all events

Official Suppliers for GFNY THAILAND 2022 each making a VIK (value-in-kind) investment of goods and services essential to the event / s - all events

Media Partners for GFNY THAILAND 2022 each making a VIK (value-in-kind) investment of goods and services essential to the event / s - all events

Race Exhibitor Only Packages - all events

Packages for businesses to exhibit at the Expo / s at GFNY THAILAND 2022 - all events

SUPPORTING AUTHORITIES

GFNY THAILAND 2022 is looking for supporting authorities to be part of the GFNY THAILAND 2022 event series. GFNY is currently liaising with:

- Ministry of Tourism and Sports, Thailand
- Sports Authority of Thailand
- Tourism Authority of Thailand
- Local Tourism / Sports Offices in Khao Yai and Krabi

GFNY THAILAND 2022: EVENT SPECIFIC

TIER 1 - Presenting Sponsors & Host Sponsors - specific events

Presenting Sponsors & Host Sponsors for GFNY THAILAND 2022 making a monetary investment - one or more specific events

TIER 2 Event Co-sponsors - specific events

Event Co-sponsors from non-competing categories for GFNY THAILAND 2022 making a monetary investment - one or more specific events

TIER 3 - Event Official Suppliers & Event Media Partners - specific events

Event Official Suppliers providing goods & services essential for GFNY THAILAND 2022 - one or more specific events

Event Media Partners for GFNY THAILAND 2022 - one or more specific events

TIER 4 - Local Partner Packages

Packages for Khao Yai or Krabi businesses

Race Exhibitor Only Packages - specific events

Packages for businesses to exhibit at the Expo / s at GFNY THAILAND 2022 - one or more specific events



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WHY GET INVOLVED?

Association with GFNY THAILAND 2022 offers sponsors numerous benefits including:

- IMAGE ENHANCEMENT** - with cycling and running events at Thailand's most beautiful & stunning locations
- BRAND EXPOSURE** - raising brand awareness of products and services and association with leading events
- CSR** - promoting a healthy lifestyle through cycling and running, with opportunities to enter staff teams
- HOSPITALITY OPPORTUNITIES** - entertaining target audiences both internal and external
- EXPERIENTIAL MARKETING** - exposure to over 30,000 participants, spectators and attendees at four events throughout the year
- INTEGRATED MARKETING** - worldwide media exposure
- NETWORKING** - with business leaders
- SUSTAINABILITY** - GFNY cares about the environment with a huge focus on reuse



Companies associating with GFNY THAILAND 2022 tie in with the following values: Aspirational; Major Historical & Pioneering Events; Excitement; Competition; Professionalism; Escapism; and Sport.

GFNY PARTICIPANT DEMOGRAPHICS

MALES: 40s, 30s 50s
Largest Age Groups

PSYCHOGRAPHIC
Competitive, Dedicated and Savvy

BEHAVIORAL
Successful Professionals Seeking Athletic Challenges

GFNY GLOBAL REACH

2,000,000 WEBSITE VIEWS PER YEAR
58% New, 42% Returning Visitors

100,000 EMAIL NEWSLETTERS
4 x Per Month

820,000 VIDEO VIEWS
Weekly YouTube Channel:
YouTube Show: Gruppo.

10,000 LISTENERS
Daily Podcast

REGULAR PRESS RELEASES
Distributed To Major Cycling Media



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

GFNY TOURISM IMPACT

2 - 10 DAYS GFNY

Athletes Stay At The Event Location

STAY AT HOTELS

Visit Tourism Attractions

SHOP AT LOCAL STORES

Dine At Local Restaurants

ECONOMIC BOOST

Job Creation
Utilising Local Products & Services

GFNY WORKS WITH LOCAL

Hotels / Tour Operators



ESTIMATED TOURISM FOR INAUGURAL EDITION

NUMBER OF RIDERS	TOTAL VISITORS	DAYS STAYED	AVERAGE SPEND THB	TOTAL DIRECT SPENDING
100	200	8	5,000	8,000,000
300	600	4	5,000	12,000,000
1,000	2,000	2	5,000	20,000,000
100	200	1	3,000	600,000
Total	3,000			40,600,000

BENEFITS - HOST CITY / NATION

- GFNY reaches cyclists in over 120 nations / Over 80 GFNYs held to date
- Association with a reputable, global brand
- Association with NYC and association with other quality events around the world
- Established rules, visual guidelines and event production guidelines
- Established best practices for organising cycling marathons
- Extensive media contacts globally, with outlets interested to cover global GFNY World races

TOURISM GROWTH

Hosting GFNY is a direct impact of 2-10 days, it's a short-term tourism benefit. But after getting people to come to visit a city and have a positive experience as part of the event, they will want to make return trips, and tell their friends about their great stay and recommend the location also to their friends, which has a more lasting tourism impact.



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GFNY TOURISM IMPACT

REPUTATION MANAGEMENT

Hosting an internationally-renowned event helps solidify a venue as one of the world's leading sport cities. Hosting events offers entertainment and activities for the residents, and drawing foreigners adds to the prominence of a city.

A SPORTS HUB

The economic benefit from cycling and running marathons doesn't end at an increase in hotel nights sold, restaurant meals or taxi trips. For example, offering a cycling marathon creates a hub for cycling. As the local rider base grows, there will be a growing demand for bike shops and businesses relating to sport and cycling to support the locals. Similarly, the destination will also become supported by visitors looking to train on the actual race course, further increasing tourism and the economy.

COMMUNITY HEALTH

Sporting events drive the health and wellness of a society. The existence of local sporting events inspire people to get active. Society wants a better quality of life. Hosting an event that residents can participate in provides a real impact on a personal level for them.

GFNY engages with the prospective participants by offering training sessions with GFNY Ambassadors and GFNY Coaches on the race course and at various select locations.





THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

WORLD SERIES RACES & THE WORLD CHAMPIONSHIP

GFNY is a personal endurance challenge where riders compete against others, the clock and themselves. GFNY NYC serves as the GFNY World Championship for the GFNY World Series of races.

GFNY World events provide the same challenge in locations around the world. Additionally, participants get the chance to qualify for the Elite Racer corral start at the GFNY World Championship in NYC and all GFNY World races for one year.

TYPICAL EVENT TIMETABLE

Events have a mass start, individual chip timing from start to finish with awards for all categories, and closed roads or police-moderated traffic that ensures a smooth race.

All participants wear the signature green GFNY race jersey, which has become a hallmark for a truly global racing community.

Races are open to professionals and amateurs.

ROUTES

Every GFNY has two route options:

Long route (120 -160km with 0 - 3000m climbing)

Medium route (65 - 90km and 0 - 1500m climbing)

Each event lasts for three days, with the following format:

TIMING	ACTIVITY
Day 1 - Friday	
09.00 – 11.00	Group Ride
13.00 – 17.00	Expo & Registration Open
18.30	Welcome Social Event
Day 2 - Saturday	
09.00	Group Ride
10.00	GFNY Kids Race (Optional)
13.00 - 19.00	Expo & Registration Open
Day 3 - Sunday	
07.00	Race Start
18.00	End of Festivities

MEDALS

Every finisher, regardless if they finish the long route or medium route, receives a Finisher Medal. GFNY is both a race and a personal challenge and open to anyone regardless of whether they are in it to win or simply just to participate.



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

GFNY RACES

ALL GFNY RACES OFFER

- Host location within driving distance from a major airport (2 hrs from an international airport, 30 mins from a national airport)
- Tourism attractions, to attract international cyclists and their families
- A selection of hotels at all budget levels
- Priority for cyclists at intersections throughout the full course (right of way at stop signs, lights, etc.), usually police-enabled. In order to provide individual chip timing and rankings by finish time

THE STRUCTURE OF GFNY

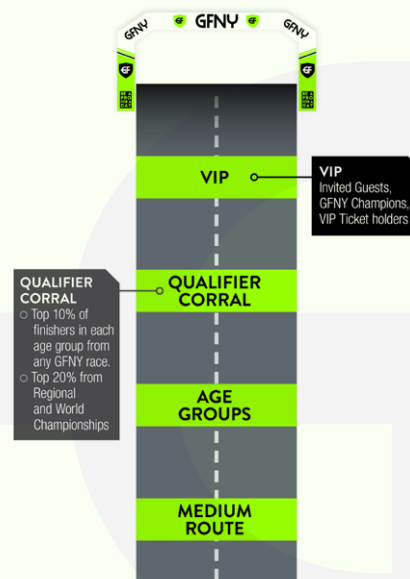
GFNY provides international marketing, a consistent set of rules, and visual and production guidelines to ensure that participants have a consistent experience across the different GFNY World events that they attend.

Local team in the host country manages and produces the GFNY races in their country.

QUALIFICATION OPTIONS

Elite Racer Qualification is valid for 380 days from Qualification date at every GFNY World race.

Riders start from one of four areas:



GFNY CHAMPIONSHIP RACES

Overall Champions (man and woman) of a GFNY Regional Championship win flights, hotel and entry to GFNY World Championship NYC to compete for the GFNY World Championship crown.

BE A PRO FOR A DAY **GFNY** **GFNY WORLD SERIES**

WORLD CHAMPIONSHIP NEW YORK CITY

MAY 15, 2022

GFNY PERU JUL 11	GFNY DAY AUG 15	GFNY VANUATU AUG 29	GFNY SANTA FE SEP 19	GFNY ECUADOR SEP 26	GFNY JERUSALEM OCT 1	GFNY ITALIA OCT 17
GFNY FLORIDA SEBRING OCT 24	GFNY FLORIDA SEBRING OCT 31	GFNY COSTUME NOV 7	GFNY URUGUAY NOV 7	GFNY CHILE NOV 14	2022 RACES	GFNY MONTEBERRY MAR 6
GFNY BALI MAR 6	GFNY PORTA PIL ESTE MAR 20	GFNY REPUBLICA DOMINICANA MAR 20	GFNY ARGENTINA APR 10	GFNY MAZATLAN MAY 1	GFNY PANAMA JUNE 19	GFNY LA VAUDREY JUNE 26
GFNY COSTA RICA JUL 3	GFNY GRAND BALCON JUL 10	GFNY HUATULCO TBD	GFNY PORTUGAL TBD	GFNY PHILIPPINES TBD		

THE GLOBAL ENDURANCE SPORT SERIES



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

GFNY EVENTS AROUND THE WORLD

DATE	EVENT	LOCATION
11 Jul 2021	GFNY Peru	Cusco, Peru
15 Aug 2021	GFNY Day	TBC
29 Aug 2021	GFNY Alpes Vaujany Croix de Fer	La Vaujany Croix de Fer, France
19 Sep 2021	GFNY Sante Fe	New Mexico, USA
26 Sep 2021	GFNY Ecuador	Manta, Ecuador
01 Oct 2021	GFNY Jerusalem	Jerusalem, Israel
17 Oct 2021	GFNY Italia	Montepulciano, Province of Siena, Italy
24 Oct 2021	GFNY Marathon Florida Sebring	Sebring, Florida, USA
31 Oct 2021	GFNY Florida Sebring	Sebring, Florida, USA
07 Nov 2021	GFNY Cozumel Mexico	Cozumel, Quintana Roo, Mexico
07 Nov 2021	GFNY Uruguay	Colonia, Uruguay
14 Nov 2021	GFNY Chile	Casablanca, Chile
06 Mar 2022	GFNY Bali	Bali, Indonesia
06 Mar 2022	GFNY Monterrey	Monterrey, Nuevo Leon, Mexico
20 Mar 2022	GFNY Punta del Este	Punta del Este Maldonado Department, Uruguay
20 Mar 2022	GFNY República Dominicana	República Dominicana
10 Apr 2022	GFNY Argentina	San Juan, Argentina
01 May 2022	GFNY Mazatlan	Sinaloa, Mexico
15 May 2022	GFNY World Championship NYC	NYC, USA
19 Jun 2022	GFNY Panama	Panama
26 Jun 2022	GFNY La Vaujany Alpe d'Huez	La Vaujany Alpe d'Huez, France
03 Jul 2022	GFNY Costa Rica	San Jose, Costa Rica
10 Jul 2022	GFNY Grand Ballon	Haut-Rhin, Grand-Est, France
TBC	GFNY Huatulco	La Crucecita, Mexico
TBC	GFNY Philippines	Iloilo, Philippines
TBC	GFNY Portugal	Cascais, Portugal

GFNY EVENT EXAMPLES

GFNY BALI FEBRUARY 2020



1355
REGISTERED RIDERS

RIDERS FROM 26 NATIONS:

AUSTRALIA, BRAZIL, BRUNEI, CANADA, CHINA, COLOMBIA, COSTA RICA, FINLAND, FRANCE, GERMANY, INDIA, INDONESIA, ITALY, JAPAN, MACAU, MALAYSIA, MEXICO, NIGERIA, PHILIPPINES, POLAND, SINGAPORE, SOUTH AFRICA, SPAIN, SWITZERLAND, UNITED KINGDOM, UNITED STATES

GFNY ITALIA MARCH 2019



823
REGISTERED RIDERS

RIDERS FROM 33 NATIONS:

ARGENTINA, BELGIUM, BRAZIL, CANADA, CHILE, COLOMBIA, COSTA RICA, CZECH REPUBLIC, DENMARK, FRANCE, GERMANY, IRELAND, ISRAEL, ITALY, MALAYSIA, MAURITIUS, MEXICO, NETHERLANDS, NIGERIA, PANAMA, PERU, POLAND, PORTUGAL, PUERTO RICO, RUSSIA, SPAIN, SWEDEN, SWITZERLAND, TURKEY, UNITED KINGDOM, UNITED STATES, URUGUAY, VENEZUELA

2ND EDITION

HAD 892 REGISTRATIONS 6 WEEKS OUT FROM RACE DAY, AT THE TIME THAT THE RACE WAS POSTPONED.

Series website : <https://gfny.com>
Subject to change, 2022 events calendar to be announced



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

ABOUT THE GFNY BRAND

**GFNY is a global endurance sports brand:
Recognisable... Desirable... Trusted...**

RECOGNISABLE

GFNY is immediately recognisable with its green color and every participant wearing the official race jersey. GFNY has had the mandatory race jersey since 2010.

DESIRABLE

A clear BE A PRO FOR A DAY concept. GFNY offers a world-class cycling experience for everyone, from the lead rider to the last rider. Cyclists enjoy the camaraderie of a GFNY event, challenging themselves and earning their Finisher Medal. At GFNY, each rider is celebrated as the star of the event.

TRUSTED

Launched in 2010, GFNY now has more than 20 races in 17 countries. All GFNY races offer:

- Safe event, world-class event production
- Consistent experience and common set of rules
- Participant and family recreation in desirable tourism destinations
- The chance to earn a spot in the Qualifier Corral at all GFNY World races
- An international field of riders, 20-100 nations present at every GFNY

The known and trusted GFNY brand gives riders confidence to travel and take vacation days to take part in a GFNY race.

ENVIRONMENT

GFNY cares about the Environment... Probably the biggest negative impact that cycling has on our planet is the unsightly trash that some riders leave behind. As a large-scale sporting event, GFNY avoids single-use products or excessive packaging where possible, with its focus on "Reuse".

Some of the steps GFNY takes to minimise its impact on the environment include:

Jerseys - GFNY jerseys have side pockets for storage of wrappers

Eco Zones - those who don't want to stop can get rid of trash at GFNY aid stations without slowing down

Water Bottles - every rider receives the GFNY Fly bike bottle by ELITE. It is the result of a 3-year study conducted with two different University research teams aimed at introducing not only the lightest water bottle in the market but also the most eco-friendly plastic bike bottle

GFNY Goodie Bags - are quality over quantity including useful items that don't create garbage

GFNY Product Packaging - GFNY doesn't add unnecessary packaging and always offers the most environmentally friendly option

GFNY Apparel - the cycling apparel factory in Italy is OekoTex certified: the apparel does not contain components and chemicals that are dangerous for your skin and rest of the body which means the apparel is also low impact on the environment

GFNY Speed Sunglasses - are now made of a 58% bio-based material





THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

BRANDING & PROMOTIONAL CAMPAIGN

BRANDING & PROMOTION

GFNY THAILAND 2022 has many high profile branding opportunities ensuring Sponsors have high visibility, before, during and after the events. These include:

Event Lead Up - Online, print, media, press conference, magazine & news

Event Weekend Extravaganza - Features many activities, booth at Event 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.





THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

MEDIA PARTNERSHIPS & COVERAGE

GFNY THAILAND 2022 is seeking a maximum of 10 media partnerships.

Sponsors and Partners will benefit from editorial and advertising coverage with these media.

GFNY World events receive extensive international media coverage in advance of, during and after the event.

The event receives approximately 4 million unique views per month globally in print and online through various media outlets.



Cycling Magazines: Bicycling (US, SWE, BRA), Cyclepresse (CA), Cycling Plus (UK) Cycling Weekly (UK), Cyclist UK, Cicloturismo (IT), Tour (DE), RoadBike (DE), Cyclosprint (BE), Grinta! (BE), Interval (ISR), Kadens (SWE), Ciclismo a Fondo (ES), Outside (US), Ciclismo a Fondo (ES), Top Vélo (FR), CycleSport (FR), Cycle Sports (JP), Men's Health (US)

Newspapers: Wall Street Journal (US), New York Times (US), NY Post (US), La Gazzetta dello Sport (IT), America Oggi (US)

Television: WCBS (NYC), WPIX (NYC), NY1 (NYC), SKY Sports (IT), RAI (IT)

Websites: Bloomberg, Bicycling, BikeRadar, CyclingNews, cycling.it, Lower Hudson Valley News, NorthJersey.com

PR SUPPORT

All Sponsors and Partners will have rights to associate with GFNY THAILAND 2022 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 cycling web sites.

GFNY THAILAND 2022'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.

GFNY THAILAND 2022's 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.



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND



SOCIAL MEDIA

Sponsors can link in with social media platforms to run competitions and promotions.

-  YouTube <https://www.youtube.com/c/GFNYWorld> - **2.15K Subscribers**
-  Facebook <https://www.facebook.com/granfondony/> - **42,132 Followers**
Facebook Groups <https://www.facebook.com/groups/gfnyclub/> - **4.2K Followers**
-  Instagram https://www.instagram.com/gfny_world/ - **16.9K Followers**
-  Twitter <https://twitter.com/granfondony> - **4.1K Followers**

GFNY Gruppo

GFNY Gruppo is GFNY's weekly YouTube show. The GFNY Gruppo team travel to many GFNY races and provide coverage of traveling to a race, the pre-race activities, rider interviews and the race action. During non-racing weeks, Gruppo covers other GFNY topics, such as: Race previews & course strategy; The 3 x medal and how to earn it; Travel tips to upcoming GFNY races; Interviews; Training tips; and Race news.

DAILY COFFEE WITH GFNY PODCAST

Lidia and Uli use the DAILY COFFEE WITH GFNY podcast to reveal the latest GFNY news. Whether it's a course change, a new race or the latest apparel - you heard it here first. Topics they discussed this past week include:

- Live broadcasting GFNYs
- Goodie bag production
- Digging deep at a race
- A new finish line experience... and much more

(Almost) Every Day

(Mostly) Five Minutes

Apple Podcast, Spotify, Player FM, Stitcher, Libsyn, Amazon Music



EXPERIENTIAL

With over 3,000 participants expected at each of the events plus access to spectators GFNY THAILAND 2022 offers a great opportunity for brands to sample and distribute their products and services at Expos at each event.

Many GFNY races around the world offer group rides as a way to prepare for the race. Some group rides are open to any rider, whether registered for a GFNY race or not, and some group rides are only open to riders who are registered for a specific race. GFNY group rides are social rides, not races. The main goal is to get out and on the bike together.



HOSPITALITY

GFNY THAILAND 2022 offers a plethora of fantastic opportunities to entertain customers, clients and executives at events across Thailand.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages.



MERCHANDISING

GFNY THAILAND 2022 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: GFNY THAILAND 2022 Goodie Bags.



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

INVENTORY - ALL EVENTS

GFNY THAILAND 2022 – ALL EVENTS

CATEGORY EXCLUSIVITY & TITLE RIGHTS – ALL EVENTS

	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
Right to title [TITLE SPONSOR NAME] GFNY THAILAND 2022 - for advertising & PR use. Also naming rights to all of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title [TITLE SPONSOR NAME] GFNY KRABI 2022 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.	Yes		
Right to title CO-SPONSOR [TITLE SPONSOR NAME] GFNY THAILAND 2022 - for advertising & PR use. For all of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title CO-SPONSOR [TITLE SPONSOR NAME] GFNY KRABI 2022 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.		Yes	
Right to title OFFICIAL SUPPLIER / MEDIA PARTNER [TITLE SPONSOR NAME] GFNY THAILAND 2022 - for advertising & PR use. For all of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title OFFICIAL SUPPLIER / MEDIA [TITLE SPONSOR NAME] GFNY KRABI 2022 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.			Yes
Category Exclusivity - using timing as an example category - right to market themselves as OFFICIAL TIMING PARTNER for all GFNY THAILAND 2022 events and sole provider of timing services to the events	Yes	Yes	

BRANDING & INTELLECTUAL PROPERTY RIGHTS – ALL EVENTS

LOGOS & IMAGES

	Official Title Sponsor Logo	Official Co-sponsor Logo	Official Supplier / Media Partner Logo
Right to use a GFNY THAILAND 2022 Composite (lock-up) Logo on all internal and external marketing			
Right to use GFNY THAILAND 2022 image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes

BRANDING – ALL EVENTS

	Tier 1	Tier 2	Tier 3
NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS & PARTNERS	50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Logo on Participants (Bib Number)	Yes		
Logo on Start Gate	Dominant	Yes	
Logo on Finish Gate	Dominant	Yes	
Logo on Podium / Stage Backdrop	Dominant	Yes	Yes
Street Banners (85cm x 140cm) some along Start Straight / Finish Straight	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Branding on water cups at drink stations – at Sponsor's own cost	Yes		
Logo on Finish Line Tape	Yes	Yes	No
Verbal mentioning of sponsor name during race by MC	X 50 mentions	X 20 mentions	X 10 mentions
Logo on Race Officials	Dominant	Yes	

INVENTORY - ALL EVENTS

	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
Press Conference - Logo on Stage Backdrop. (Press Conference at sponsor's own cost)	50%	Share 40%	Share 10%
Branding on finisher medals	Yes, on medal	Yes, on ribbon	
Logo on any LED Screens	Yes	Yes	Yes
BRANDING - OTHER			
Insertion of promotional material or product sample into Goodie Bag, if applicable	Yes	Yes	Yes
Name on any Tickets produced. Use of backside of Tickets for advertising purposes (at sponsors cost)	Yes		
Inclusion of logo in any post event Video	Yes	Yes	Yes
MEDIA & PR RIGHTS – ALL EVENTS			
Right to use association with all GFNY THAILAND 2022 events 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 GFNY THAILAND 2022 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
PROMOTIONAL CAMPAIGN – ALL EVENTS			
Inclusion in promotional campaign - level dependent on tier	Yes	Yes	Yes
Advertising in any Official Programme produced	Full Page	Half Page	Quarter Page
DIGITAL & SOCIAL PROGRAMME – ALL EVENTS			
Branding on GFNY THAILAND 2022 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	
Inclusion in any GFNY THAILAND 2022 race-dedicated content	Yes	Yes	Yes
EXPERIENTIAL – ALL EVENTS			
Booth in Expo at each event	5m x 12m	6m x 3m	3m x 3m
Sampling	Yes	Yes	Yes
HOSPITALITY & TICKETING – ALL EVENTS			
VIP Passes with access to hospitality area - no. dependent on Tier	Yes	Yes	Yes
VIP tickets with access to hospitality area for promotional purposes	30	20	15
General tickets to event for promotional use - no. dependent on Tier	Yes	Yes	Yes
MERCHANDISING PROGRAMME – ALL EVENTS			
Opportunity to produce joint branded merchandise. Logos on specially produced merchandise	Additional	Additional	Additional



THE WORLD'S LARGEST & MOST PRESTIGIOUS CYCLING SERIES DEBUTS IN THAILAND

INVENTORY - EVENT SPECIFIC	PARTNER LEVEL		
	TIER 1 EVENT PRESENTING SPONSOR / EVENT HOST SPONSOR	TIER 2 EVENT CO-SPONSORS	TIER 3 EVENT OFFICIAL SUPPLIERS/ EVENT MEDIA PARTNERS
GFNY THAILAND 2022 – EVENT SPECIFIC			
CATEGORY EXCLUSIVITY & TITLE RIGHTS – EVENT SPECIFIC			
Naming rights to one or more of the 4 x Thailand events. Using Krabi as the Cycling event as an example. Right to title [TITLE SPONSOR NAME] GFNY KRABI 2022 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.	Yes		
Right to title for one or more of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title EVENT CO-SPONSOR [TITLE SPONSOR NAME] GFNY KRABI 2022 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.		Yes	
Right to title for one or more of the 4 x Thailand events. Using Krabi Cycling event as an example. Right to title EVENT OFFICIAL SUPPLIER / EVENT MEDIA PARTNER [TITLE SPONSOR NAME] GFNY KRABI 2022 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use.			Yes
Category Exclusivity – using timing as a category example - right to market themselves as OFFICIAL TIMING PARTNER for one or more of the 4 x Thailand events. Using Krabi Cycling event as an example - GFNY KRABI 2022 EVENT TIMING PARTNER and sole provider of timing services to the event	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS – EVENT SPECIFIC			
LOGOS & IMAGES			
Right to use a GFNY KRABI 2022 Composite (lock-up) Logo on all internal and external marketing - using Krabi as an example	Official Presenting Logo & Official Host Sponsor Logo	Official Event Co-sponsor Logo	Event Official Supplier / Event Media Partner Logo
Right to use GFNY THAILAND 2022 image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes
BRANDING - EVENT SPECIFIC			
NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS & PARTNERS	50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Logo on Participants (Bib Number) – event specific	Yes		
Logo on Start Gate - event specific	Dominant	Yes	
Logo on Finish Gate - event specific	Dominant	Yes	
Logo on Podium / Stage Backdrop - event specific	Dominant	Yes	Yes
Street Banners (85cm x 140cm) some along Start Straight / Finish Straight - event specific	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Branding on water cups at drink stations – at Sponsor's own cost - event specific	Yes		
Logo on Finish Line Tape	Yes	Yes	No
Verbal mentioning of sponsor name during race by MC - event specific	X 50 mentions	X 20 mentions	X 10 mentions
Logo on Race Officials - event specific	Dominant	Yes	
Press Conference - Logo on Stage Backdrop. (Press Conference at sponsor's own cost) - event specific	50%	Share 40%	Share 10%

INVENTORY - EVENT SPECIFIC	PARTNER LEVEL		
	TIER 1 EVENT PRESENTING SPONSOR / EVENT HOST SPONSOR	TIER 2 EVENT CO-SPONSORS	TIER 3 EVENT OFFICIAL SUPPLIERS/ EVENT MEDIA PARTNERS
Branding on finisher medals - event specific	Yes		
Logo on any LED Screens - event specific	Yes	Yes	Yes
BRANDING - OTHER			
Insertion of promotional material or product sample into Goodie Bag, if applicable - event specific	Yes	Yes	Yes
Name on any Tickets produced. Use of backside of Tickets for advertising purposes (at sponsors cost) - event specific	Yes		
Inclusion of logo in any post event Video - event specific	Yes	Yes	Yes
MEDIA & PR RIGHTS – EVENT SPECIFIC			
Right to use association with all GFNY THAILAND 2022 events in all promotional campaigns covering any PR and advertising – event specific	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote GFNY THAILAND 2022 produced by the organisers - event specific	Yes	Yes	
A press conference to launch the Sponsorship - at sponsor's own expense - event specific	Yes	Yes	
PROMOTIONAL CAMPAIGN – EVENT SPECIFIC			
Inclusion in promotional campaign – level dependent on tier - event specific	Yes	Yes	Yes
Advertising in any Official Programme produced - event specific	Full Page	Half Page	Quarter Page
DIGITAL & SOCIAL PROGRAMME - EVENT SPECIFIC			
Branding on GFNY THAILAND 2022 emails, website, and all site communications including e newsletters - event specific	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 - event specific	Yes	Yes	
Inclusion in any GFNY THAILAND 2022 Podcasts race dedicated content	Yes	Yes	Yes
EXPERIENTIAL – EVENT SPECIFIC			
Booth in Expo at each specific event	5m x 12m	6m x 3m	3m x 3m
Sampling at each specific event	Yes	Yes	Yes
HOSPITALITY & TICKETING – EVENT SPECIFIC			
VIP Passes with access to hospitality area - no. dependent on Tier - event specific	Yes	Yes	Yes
VIP tickets with access to hospitality area for promotional purposes - event specific	30	20	15
General tickets to event for promotional use - no. dependent on Tier - event specific	Yes	Yes	Yes
MERCHANDISING PROGRAMME – EVENT SPECIFIC			
Opportunity to produce joint branded merchandise. Logos on specially produced merchandise – event specific	Additional	Additional	Additional



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THE ORGANISERS

ULI FLUHME - CO-FOUNDER

Uli has been racing for 20 years, including three years as an elite cyclist in Europe and three years as a professional triathlete.

In 2010, two years after moving to NYC, Uli put his adoration for NYC and passion for the sport of cycling together and co-founded Gran Fondo New York.

Uli has a law degree and worked at Deutsche Bank and UBS for seven years. His last role at UBS was General Counsel in Hedge Fund Services.

LIDIA FLUHME - CO-FOUNDER

Lidia has completed 20 Ironman triathlons, including seven consecutive Ironman World Championships, and raced professionally for a year.

In 2010, Uli introduced Lidia to Italian Gran Fondo racing; she never rode so hard in her life. A week after racing her first Gran Fondo, Lidia co-founded Gran Fondo New York.

Lidia worked in finance for eight years, in investment banking, structured products and sales & trading at Merrill Lynch, Deutsche Bank and Bank of Tokyo. She received an MBA from NYU Stern.

CONTACT

Gran Fondo New York

5114 Kennedy Blvd West #16
West New York
NJ 07093

www.gfnyc.com

<https://www.youtube.com/watch?v=TB6O08nhu8>

Lidia Fluhme - Co-founder (English Speaking)

email: info@gfnyc.com
Tel. +1 917 656 2005

Paul Poole (South East Asia) Co., Ltd.

198 Tanou Road
Bovornives
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

