



THE COOLEST SPONSORSHIP IN PHUKET

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Ice Arena Phuket, offering the ultimate ice skating experience for all the family, will open at Phuket Boat Lagoon Marina in October 2017 providing a first class ice skating facility for all ages and abilities.

Expected to attract over 400,000 people a year, Phuket's first and only ice rink will be the coolest place to sponsor and engage directly with potential new customers in Phuket!

Ice Arena Phuket has developed a comprehensive commercial sponsorship and partnership marketing programme for brands wanting to associate with this unique opportunity.

Open seven days a week, the Ice Arena Phuket provides a number of skating sessions, including:

- **Family Events**
- **Beginner Camp**
- **Figure Skating Camp**
- **Ice Hockey Camp**

There are also a number of Special Events throughout the year, including:

- **Thanks Giving & Christmas On Ice Parties**
- **New Year Celebrations**
- **Dancing On Ice Parties**
- **International Ice shows, Hockey & Figure Skating Competitions On Ice**
- **Thai Holiday Celebrations/Cultural Day Events**

With regularly scheduled public skate hours, Ice Arena Phuket offers a chance to experience year-round fun!

Spectators can view the action from two sides of the rink on the first floor. The second floor features The Champion's Bar & Restaurant, which overlooks the ice rink.

WHY GET INVOLVED?

Association with Ice Arena Phuket offers sponsors numerous benefits, including:

- **Image Enhancement** - with a new and unique fun destination
- **Brand Exposure** - raising brand awareness of products and services and association with healthy lifestyle
- **Hospitality Opportunities** - entertaining target audiences; internal and external
- **Integrated Marketing** - local, regional and international media exposure
- **Networking** - with customers

Companies associating with Ice Arena Phuket tie in with the following values: Party; Fun; Aspirational; Excitement; Competition; Professionalism; Escapism; and Sport.

***Be Part Of Ice Arena Phuket Experience...
Become A Commercial Partner***

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MAIN SPONSORSHIP PACKAGES

Ice Arena Phuket provides bespoke highly targeted interactive marketing solutions tailored to deliver against your core brand objectives...

Commercial Sponsorship & Partnership Opportunities are available for the following, allowing brands to directly engage with Ice Arena Phuket guests:

TIER 1 - Venue Naming Partner

- Official Venue Naming Partner with naming rights to the Ice Arena Phuket

TIER 2 - Official Partners

- Up to six Official Partners from non-competing categories

TIER 3 - Official Suppliers & Official Media Partners

- Up to 10 Official Suppliers providing essential products and / or services for the running of Ice Arena Phuket
- Up to 10 Official Media Partners providing advertising and editorial support for Ice Arena Phuket



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SPONSORSHIP RIGHTS

Category Exclusivity & Title Rights

Use of association with Ice Arena Phuket in advertising and marketing campaigns

Branding & Intellectual Property Rights

For example: On Site Branding; Entrance; Ice Rink; Walk Ways; Posters Inside & Outside Attraction; Attraction Literature; TV Screens; Attraction Map; Press & Promotional Materials; Advertising Campaigns; Official Website

Media & Promotional Rights

For example: Money off entry to Ice Arena Phuket; Guaranteed coverage through: Official Media Partners; PR and Promotional campaigns

Digital & Social Rights

Inclusion in digital promotions i.e. TV Screens and Mobile and social media programme

Experiential & Presence Marketing Rights

Presence Marketing: Leafleting; Information Booths; Sampling at Ice Arena Phuket

Hospitality & Networking Rights

Including special party / hospitality events held at Ice Arena Phuket

Merchandising Rights

Specially produced merchandise with Sponsor's name integrated

Retail & Sampling Rights

Opportunities to sell product and / or promote product and services at the retail outlets inside Ice Arena Phuket



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OTHER OPPORTUNITIES

As well as the main sponsorship packages there are a number of other ways of getting involved with Ice Arena Phuket...

SPECIAL EVENTS

There are a number of special events throughout the year, all of which are available for sponsorship, including:

CHRISTMAS ON ICE PARTY - WEEKENDS OF DECEMBER 2017

- Ice Arena Phuket's first Christmas On Ice Party
- Come dressed for Christmas and receive a voucher or gift
- Come dressed for disco and receive a voucher or gift
- All kids under 12 get free entry for another visit
- Santa DJ, Christmas gifts and treats and lots of games on the ice

DANCE ON ICE PARTY - FRIDAY AND SATURDAY NIGHTS STARTING MID DECEMBER 2017

- Ice Arena Phuket's first ever Dance On Ice Party
- International DJ spinning the best disco music to dance the night away
- Come dressed for disco and get a free entry voucher for next visit
- Great drink promotions all night

CHILDREN'S DAY ON ICE - SATURDAY 14TH JANUARY 2018

- Ice Arena Phuket's Children's Day
- All children under 12 get free 1 hour gift voucher
- Raffle every hour with some great ice prizes

Special Event Title Sponsor Rights include:

TITLE RIGHTS

Rights to title "The [SPECIAL EVENT TITLE SPONSOR NAME] Christmas On Ice Party, Ice Arena Phuket" for PR and advertising use

BRANDING RIGHTS

Dasher Board advertising around the rink each (2m by 1m) x 40 boards during the event
Lightbox / advertising / sponsor logo at the reception / lobby area (115cm by 175cm)

MEDIA & PROMOTIONAL RIGHTS

Logo on all printed matter regarding the Special Event, including: tickets, brochures, flyers, promotional posters

EXPERIENTIAL & PRESENCE MARKETING RIGHTS

Promotional / trade area at the Special Event with promotional staff present

DIGITAL & SOCIAL RIGHTS

Inclusion in any social media campaigns promoting the Special Event

HOSPITALITY RIGHTS

VIP tickets to the Special Event
10% discount on ticket purchases on all ticket categories (except VIP category) for the Special Event (maximum 25 tickets per event)

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OTHER OPPORTUNITIES

EDUCATION PARTNERS

Ice Arena Phuket is planning on forming a number of Education Partnerships.

All International Schools, Local Schools, Universities and Language Schools will have the opportunity to be part of the Ice Arena Phuket experience.

Benefits will include discounted tickets for students, and private access to the facilities.

ADVERTISING OPPORTUNITIES

Ice Arena Phuket is currently in the process of selling advertising on the dasher boards surrounding the ice rink that have not been allocated to Main Sponsors.

Once businesses have selected where they would like their advertising board/s located, a six month contract will be signed giving first rights to that location, renewable on a six monthly basis. All locations of the dasher boards are chosen by the advertiser and are based on a first come, first served basis.

The boards are approximately 2m by 1m. The advertising fee for boards includes layout design and printing of the board and maintenance of the board throughout the contract. Advertisers will be responsible for furnishing high resolution-ready artwork of their company logo or design.

All rates are based on six months from the actual date of the instalment of the advertisement.

RATES: 3000 THB a month per board. Three months paid on signing contract



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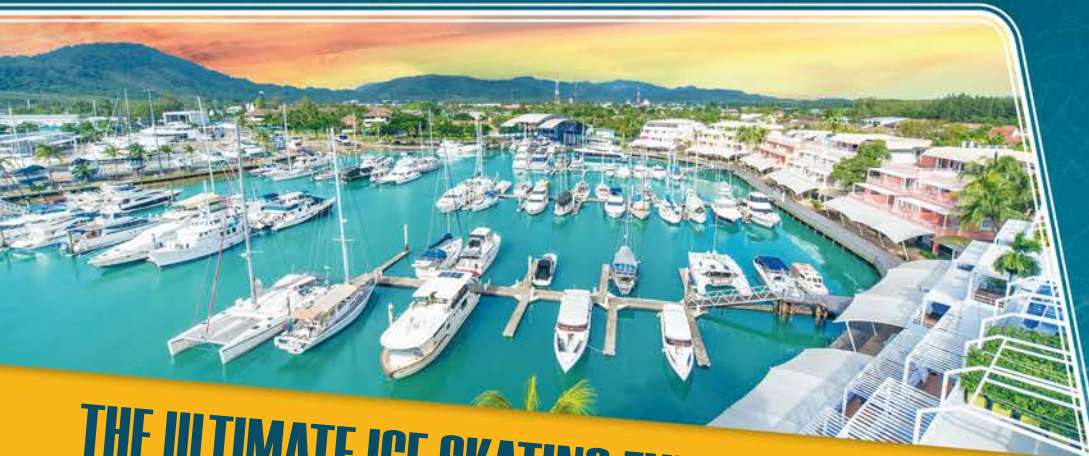
LOCATION

PHUKET BOAT LAGOON MARINA

Phuket Boat Lagoon Marina is Phuket's first marina complex. Officially opened in 1995 it is situated on the East Coast of Phuket in Southern Thailand.

Strategically located in the centre of Phuket Island, the complex is 20km from the airport and 8km to Phuket town.

Phuket Boat Lagoon Marina is a full resort complex with a 270 room resort hotel and boasts a host of facilities from Shopping, Lifestyle Retail, Marine Services & Workshops, Offices and Financial Services.



PHUKET

Phuket is an island located 862 km south-west of Thailand's capital Bangkok in the Andaman Sea.

November through March is the cool north-east monsoon season, when cool breezes keep things comfortable. The average daily temperature is around 24C to 32C.

Phuket's hottest months are from April through May, with temperatures ranging from 27C to 36C. However, frequent short heavy thundery showers, offer welcome relief from the temperature and humidity. June, July and August normally consists of sunny days with brief but heavy showers, with temperatures ranging from 20C to 33C.

PHUKET & TOURISM

PHUKET IS THE 26TH MOST VISITED "CITY"
IN THE WORLD (BANGKOK IS 1ST)

RESIDENT POPULATION

386,606

32 MILLION

OVERSEAS VISITORS TO THAILAND IN 2016

OVER 13 MILLION

VISITED PHUKET IN 2016

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OPENING HOURS

Ice Arena Phuket is open seven days a week, Monday to Saturday 06:00 to 23:00 and on Sundays 09:00 to 23:00. During these times there are selected periods for Figure Skating and Ice Hockey Camps

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
06:00	Hockey Camp Children 12-14	Hockey Camp Children 15-16	Hockey Camp Children 12-14	Hockey Camp Children 15-16	Hockey Camp Children 12-14	Hockey Camp Children 15-16	Hockey Camp
07:00	Hockey Camp Children 9-11	Hockey Camp Children 6-8	Hockey Camp Children 9-11	Hockey Camp Children 6-8	Hockey Camp Children 9-11	Hockey Camp Children 6-8	Hockey Camp
08:00	Figure Skating Camp 12-14	Figure Skating Camp 15-16	Figure Skating Camp 12-14	Figure Skating Camp 15-16	Figure Skating Camp 12-14	Figure Skating Camp 15-16	Figure Skating Camp
09:00	Figure Skating Camp 9-11	Figure Skating Camp 6-8	Figure Skating Camp 9-11	Figure Skating Camp 6-8	Figure Skating Camp 9-11	Figure Skating Camp 6-8	Figure Skating Camp
10:00-19:45	Public Skate (45min Sessions)	Public Skate (45min Sessions)	Public Skate (45min Sessions)	Public Skate (45min Sessions)	Public Skate (45min Sessions)	Public Skate (45min Sessions)	Public Skate (45min Sessions)
20:00-23:00	Adult Team Training	Adult Team Training	Adult Team Training	Adult Team Training	Adult Team Training	Adult Team Training	Adult Team Training
23:00	Closed	Closed	Closed	Closed	Closed	Closed	Closed

TIMETABLE SUBJECT TO CHANGE

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FACILITIES & ACTIVITIES

ICE ARENA PHUKET SKATING CAMP

Ice Arena Phuket offers a wide variety of skating camp programs for all ages and ability levels. Suitable for toddlers to teens, adults & family groups, they are friendly sessions with an emphasis on learning whilst having fun.

Group lessons are structured to teach beginning skaters through more advanced skaters.

Ice Arena Phuket also offers figure skating and ice hockey lessons.

THE CHAMPION'S BAR & RESTAURANT

The Champion's Bar & Restaurant menu offers everything from burgers to multi-course meals to great tasting cocktails and locally hand crafted beers.

The Champion's Bar & Restaurant overlooks the rink so you can sit back and relax while your friends and family enjoy the ice, or come and fuel up after a hard skating session.

Ice Arena Phuket organises many Special Events throughout the year, supported by food & beverages from The Champion's Bar & Restaurant.

PRO SHOP PHUKET @ ICE ARENA PHUKET

A full-service Pro Shop offering a wide variety of beginner to advanced level figure skating and hockey equipment and clothing.

For Hockey equipment, Pro Shop Phuket will be the supplier of Bauer, and a few other product lines. Our knowledgeable staff will help you with your selections to help ensure a proper fit.

If you don't find what you are looking for we will be happy to custom order your equipment.

The Pro Shop can also help outfit teams with custom jerseys. Ice Arena Phuket is a fully stocked Pro Shop with everything you need for Ice Skating and Ice Hockey. It will also offer an ice skate sharpening service.



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MAIN SPONSORSHIP INVENTORIES

CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "The [VENUE NAMING PARTNER NAME] Ice Arena Phuket" for PR and advertising use	Yes			
Rights to title "Official Partner of The [VENUE NAMING PARTNER NAME] Ice Arena Phuket" for PR and advertising use		Yes		
Rights to title "Official Supplier of The [VENUE NAMING PARTNER NAME] Ice Arena Phuket" for PR and advertising use			Yes	
Rights to title "Official Media Partner of The [VENUE NAMING PARTNER NAME] Ice Arena Phuket" for PR and advertising use				Yes
Company name incorporated in logo	Yes			
Category exclusivity	Yes	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS				
INSIDE VENUE				
Advertising on Scoreboard (5m by 4m)	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)
Banners on the walls (4m by 4m) x 7 banners				
Banners on the sides of the Scoreboards (4m by 1m) x 4-6 banners				
Wall area between both sides of scoreboard, hanging from ceiling				
Dasher Boards around the rink each (2m by 1m) x 40 boards				
Ice Resurfacers (Zamboni) front and sides - resurfacing the ice every hour for approx. 10 to 15 minutes approx. 14 times per day				
All lockers				
Logos on the Wall of Fame walls in the lobby area and by the stairs leading to the Restaurant				
OUTSIDE VENUE				
On the Ice Arena sign (4m by 5m)	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)
4 banners around Ice Centre (4m by 5m)				
Ice Arena Main Billboard at the front				
LIGHTBOXES				
• Lightbox / advertising / sponsor logo: at the reception / lobby area (115cm by 175cm); at the rental area (120cm by 60cm); by the restrooms downstairs and upstairs; at the outside entrance; at ticketing office; at the rental area on the walls with the large windows facing the ice rink	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)
CLOTHING				
• Logo on: Jackets for hire; Staff Polo shirts and hats; Staff name tags; Coach Jackets and headgear; All Staff Ice guards; All headgear, which is included in the price of entrance; All gloves which they take home after; Restaurant staff full length aprons	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)

MAIN SPONSORSHIP INVENTORIES

OTHER	PARTNER LEVEL			
	TIER 1 VENUE NAMING PARTNER	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIER	TIER 3 MEDIA PARTNER
Sponsor logo on specially printed free entry tickets distributed to all International and English Programme Schools, Thai Schools, Language Schools, and all Universities in Phuket	Yes			
MEDIA & PROMOTIONAL RIGHTS				
Logo on all printed matter including: tickets, brochures, flyers, membership cards, name cards, promotional posters	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)
Inclusion in all newspapers, magazines radio, television, online advertisements				
Logo on takeaway paper cups / boxes / paper bags	Yes			
Logo on Ice Arena car bumper stickers for everyone with cars	Yes			
Ice Arena stickers for kids to stick at home or on computers	Yes			
Ice Arena Fridge magnets	Yes			
Ice Arena coloured wrist bands	Yes			
EXPERIENTIAL / PRESENCE MARKETING RIGHTS				
Promotional / trade area in Sponsor area with promotional staff	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)
Sampling and promotional literature around Ice Arena				
Opportunities to sell product and / or promote product and services at the retail outlets inside Ice Arena Phuket	Yes	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS				
Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube and other digital channels including EDMs	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS				
PRIVATE HIRE OF ICE ARENA				
Private Hire of Ice Arena for entertaining customers		Additional cost dependent on number of attendees / duration		
SPECIAL EVENTS				
VIP tickets to each Ice Arena Special Events e.g. Halloween, Salsa On Ice, Children's Day	25	15	10	10
10% discount on ticket purchases on all ticket categories (except VIP category) for each Ice Arena Special Event (maximum 25 tickets per event)	Yes	Yes	Yes	Yes
SPECIAL ACCESS				
Priority ticket booking period for the Sponsor	Yes	Yes	Yes	Yes
MERCHANDISING RIGHTS				
Opportunity to put Logo on Ice Arena merchandise for giveaways e.g. beanies or bags with memberships / figure skating / ice hockey / first time courses	Yes	Yes	Yes	Yes
Logo on promotional giveaway t-shirts or jackets	Yes			
Logo on Ice Hockey Team Jerseys	Yes			

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BENEFITS

Ice Arena Phuket offers a huge opportunity to commercial sponsors, including:

BRANDING, PR & PROMOTION

Venue Naming Partner, Official Partners, Official Suppliers and Media Partners will have rights to associate with Ice Arena Phuket for PR and advertising activity.

Ice Arena Phuket offers huge opportunities to create local, regional and international media coverage for sponsors through news PR activity.

Press releases and email newsletters will also be issued through a variety of regional and international websites as well as editorial agreements with Media Partners leading to widespread editorial coverage in TV, print and on the web.

EXPERIENTIAL MARKETING

Ice Arena Phuket provides sponsors with a mass audience including: Phuket Residents, all International School children and their families, plus the Domestic and International Tourists.

Ice Arena Phuket will feature a special Sponsor area, where Venue Naming Partner, Official Partners, Official Suppliers and Media Partners can sell and showcase their products and services.

HOSPITALITY & NETWORKING

Ice Arena Phuket offers a plethora of fantastic opportunities to entertain customers, clients and executives - an excellent way to promote your business.

MERCHANDISING

We offer Venue Naming Partner, Official Partners, Official Suppliers and Media Partners the opportunity to produce joint branded merchandise.

This could be used as a give-away through media and presence marketing promotions. For example: Ice Arena Phuket caps, polo shirts, as well as sponsor giveaways.



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HISTORY OF ICE SKATING

The history of ice skates goes back a very long time! What's thought to be the first pair of ice skates were found at the bottom of a lake in northern Europe - scientists estimating the skates might have been worn in about 3000 B.C. The skates were made from the leg bones of large animals. Holes were drilled on each end of the bone, and skaters used leather straps as laces to tie the skates onto their feet.

In the 14th Century, the Dutch invented wooden platform skates with iron runners on the bottom. Much like skiing, skaters would then use poles to push their body weight over the ice. In the next century, the Dutch added a double-edged blade to the bottom of ice skates, which meant poles were no longer necessary. Skaters could propel themselves by pushing and gliding with their feet.

Until the 17th Century, ice skating was mostly used for transportation. Sometime in the 17th Century, however, King Charles II saw ice skating in Holland and decided to introduce it to England.

Historians believe that the British used the blades of their skates to make tracings and drawings on the ice. In 1763, England became the site of the first official ice skating competition, as skaters raced across 15 miles of frozen canals.

Historians give credit to an American, Jackson Haines, for making figure skating what it is today. Haines developed a special skating blade in 1865. With this new blade, he was able to accomplish new skating moves, jumps, and spins. A few years later, Haines added the toe pick to his skates, which allowed skaters to master all sorts of new leaps and jumps.

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