



# THE INAUGURAL BUBBLE FOOTBALL WORLD CUP

## IBFA WORLD CUP THAILAND 2017

March 3-5, 2017, BANGKOK

**International Bubble Football Association (IBFA) World Cup Thailand 2017 - the inaugural tournament to find the world's best bubble football nation - will take place in Bangkok in March 2017.**

Bubble football incorporates all the fun of zorbing and football with teams bumping, bashing, bobbling and rolling themselves to victory! Each games last for 20 minutes (2 x 10 minute halves) and comprises two teams of five players. Players wear bubble suits covering their upper torso and head and try to score as many goals as possible, while taking down their competitors at every opportunity.

Featuring 24 national teams from the world's best bubble football playing countries, including Brazil, China, Denmark, England, Germany, India, Japan, Sweden, Thailand and USA - the event offers a great opportunity for commercial sponsors and partners to align themselves with this new, fun and action packed sporting spectacle!

Organised by IBFA, under the auspices of Bangkok Bobble Football, IBFA World Cup Thailand 2017 will be held in the heart of downtown Bangkok at Central World Plaza.

The event will attract huge media interest as well, with attendance from sprcial VIP guests and Central World Plaza receiving over 100,000 customers per day.

**There are a number of commercial sponsorship and partnership opportunities available, including:**

- Title & Presenting Sponsors
- Co-sponsors
- Official Suppliers
- Official Media Partners
- Team Sponsors
- Venue Advertisers

**BE PART OF THE BUBBLE FOOTBALL EXPERIENCE -  
BECOME A COMMERCIAL PARTNER**





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## WHY GET INVOLVED?

Association with IBFA World Cup Thailand 2017 offers sponsors numerous benefits including:

- **Image Enhancement** - with a new, fun and action packed sport
- **Brand Exposure** - raising brand awareness of products and services and association with a different and unique sport
- **Experiential Marketing** - sampling of products at the venue and events
- **Hospitality** - entertaining target audiences; internal and external
- **Integrated Marketing** - national, regional & international media exposure
- **Networking** - with business leaders
- **Corporate Social Responsibility** - helping to promote bubble football and providing a positive role model for young people
- **Investment** - supporting the future of bubble football in Thailand, Asia and across the world





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## TIMETABLE & FORMAT

**NUMBER OF TEAMS:** 24

**TOURNAMENT FORMAT:** Group Stage  
6 Groups of 4 nations each playing each other once  
Top 2 nations qualify for knock out stage  
The 4 best 3rd placed teams also qualify for knockout stage

**KNOCK OUT STAGE:** 8 x knock-out games  
4 x Quarter Finals  
2 x Semi-Finals  
3rd and 4th Play-Off  
Final

**TIMING:** 4 days - March 2-5, 2017 - including the IBFA Conference timings to be confirmed

## IBFA CONFERENCE

The IBFA Annual Conference will be held in Bangkok prior to the IBFA World Cup Thailand 2017.

Representatives from 30 national governing bodies of bubble football coming together to discuss the sport.

The IBFA Conference offers Sponsors an opportunity to promote their brand to the decision makers of this international sport.





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## VENUE

The group stages, quarter-finals, The Semi Finals and Final of IBFA World Cup Thailand 2017 will be held at **Central World Plaza**.

## TEAMS

Each of the 24 teams offers an opportunity for Sponsors to have shirt naming rights and make their brand an integral part of the tournament.

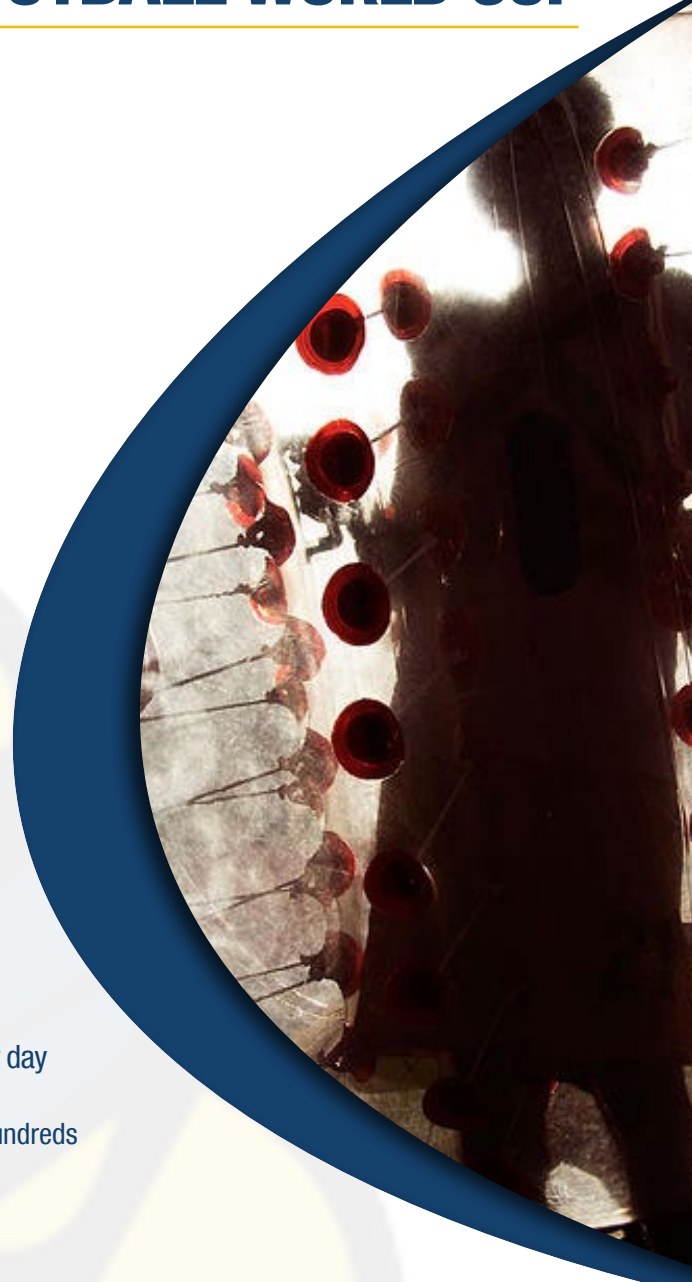
## SPECTATORS

**Central World Plaza** receives 100,000+ walk through customers per day

Past bubble football tournaments held in Bangkok have attracted hundreds of spectators with a 50/50 Thai/ Expat split and 35/65 female/male split.

Players range from 16 - 38 - 85% male.

The tournament organisers are committed to making each match a sell out and are offering schools free tickets enabling children to see the action first hand.





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## ABOUT BUBBLE FOOTBALL & IBFA

Bubble football originated in Norway in 2011 and soon became a worldwide phenomena following its airing on a local Norwegian TV programme followed by YouTube.

The sport spread around the world quickly to the Brazil, China, Denmark, England, India, Japan, Sweden, Thailand, USA and Germany where the first national tournaments were held.

The sport is governed by the IBFA, the official international association of bubble football, which was founded in 2014 by the national associations of Denmark and Germany.

Based in Germany, IBFA provides uniform rules, standards and an international network for national associations, clubs and players. Its goal is to drive awareness of bubble football and increase participation worldwide.

IBFA is an umbrella organisation for national associations and now represents over 30 countries including: Brazil, China, Denmark, England, Germany, India, Japan, Thailand and USA.

### IBFA BOARD COMPRISES:

**President:** Dr. Patrik Jungen, Offenbach am Main, Germany

**Vice-President:** Kristian Meiniche, Aarhus, Denmark

**Financial Director:** Helge Kibbert, Offenbach am Main, Germany

**Director of Technology & Quality:** Andreas Klenk, Offenbach am Main, Germany

**Director of PR & Marketing:** Daniel Loebner, Frankfurt am Main, Germany

**Director of International Relationship:** Kamlesh Sharma, Mumbai, India

**Director of PR:** Bradley Martin, Director of Thailand's national governing body - Bangkok Bobble Football





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## BUBBLE FOOTBALL RULES

### EQUIPMENT

Bubble Football is played with a player wearing a bubble costume over his upper torso and head, known as Bumperz made by Funballz, which will be the standardized bobbles used for the tournament.

### PLAYING TIME

The playing time is 4 x 6 mins quarters with 5 minute break between quarters.

### FIELD

The Bubble Football field is 23m x 15m and is surrounded on all four sides by a minimum 80 cm high board, which can be used for advertising. On the shorter sides there are 2 gaps for the goals. The goal nets are not allowed to be fixed to the floor, because they have to be raised when there is a substitution of players.

### THE TEAMS

A Bubble Football team consists of five field players. Up to 3 substitutes are allowed.

### PLAYER SUBSTITUTION

For safety reasons players are not allowed to enter the field without wearing Bumperz.

### BEFORE THE GAME

The five starting players of each team enter the field in their Bobbles in a line and pass the players of the opposing team in the middle of the field. Because it is not possible to shake hands while inside the Bobbles, every player “bumps” the opponent lightly as a greeting.

### MATCH START

Both teams line up on the board of their goal line. The goal line referees check if everybody is touching the board with their Bumperz. The referee lays down the ball in the middle of the field and blows the opening whistle.





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## SCORING

A goal can be scored with every part of the body and with the Bobbles itself. The last ball contact has to take place in the half of the field, in which the goal is scored. Whether the last player, touching the ball, is an offender or defender is not relevant.

## GOALKEEPER

There is no official goalkeeper, because no player can touch the ball with his hands. It's up to the teams, whether they let one player guard the goal or not.

## BUMPING

You are only allowed to bump another player from the front or the side, so that the attacked player has the possibility to react and assemble a certain body tension. For health reasons bumping from behind is prohibited. The only exception is if the attacked player turns around shortly before the collision.

Every player can be bumped, no matter if he's got the ball or not. This way it is possible for an offender to put a defender away, who is standing in his way to the goal, without need that the defender has the ball. Likewise a defender is allowed to bump an offender away to prevent him from running straight to the goal untroubled.

Bumping is allowed on the borders, but never in corners. Players and Bumperz can be harmed this way, because there is no space to fall over.

## DISCIPLINE

The following lacks of sportsmanship are valued as a foul and lead to a yellow card: a player, who is laying on the floor, is bumped; a player, who is laying on the floor, trips someone up; exaggerated complaining against the referee; and demanding personal penalties for the opponent.

A third yellow card for one player results in a two-minute penalty. If a player gains the third two-minute penalty within one game, he will be banned for the rest of the game.

Full set of rules can be found at <http://en.ibfa-world.org/about-ibfa-2/official-rules-and-standards/>





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## PACKAGES

We have developed packages to suit differing levels of needs:

### TIER 1: TITLE & PRESENTING SPONSORS

One title sponsor with naming rights to the event  
One presenting sponsor with naming rights to the event

### TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to six official co-sponsors from non-competing categories  
Up to 10 official suppliers providing goods and services that are essential to the event  
Up to 10 official media partners

### TIER 3: TEAM SPONSORS & VENUE ADVERTISERS

In addition to the above sponsorship packages, brands can also take out advertising packages including:  
Team Sponsors - shirt sponsorship  
Venue Advertisers - perimeter and billboard advertising

## RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

### RIGHT TO TITLE:

Official Title & Presenting Sponsor / Official Co-sponsor / Official Supplier / Official Media

### EVENT BRANDING:

Signage and logos: at Stadium; On Match Ball; On Bubbles; On Teams; On Officials; In Programme; In Pre and Post Event Literature; On Website

### MERCHANDISE BRANDING:

Logos on: Medals; Trophies; Goodie Bags; Tickets; Passes; T-shirts; Posters; Leaflets

### HOSPITALITY & NETWORKING:

Hospitality Packages to Parties; VIP Area Access

### EXPERIENTIAL MARKETING:

Presence Marketing: Sampling; Leafleting; Information Booths

### PROMOTIONAL CAMPAIGN:

Inclusion in: Promotional Campaign; PR Campaign; Website; Social Media

### ACCOUNT MANAGEMENT:

Evaluation Reports





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INVENTORIES	TITLE & PRESENTING SPONSOR	CO-SPONSOR	SUPPLIER / MEDIA PARTNER
<b>TITLE &amp; EXCLUSIVITY</b>			
"[Title Sponsor Name] IBFA WORLD CUP THAILAND 2017 presented by [Presenting Sponsor Name]" for advertising and PR use	Yes		
"Co-Sponsor/Official Supplier/Media Partner "[Title Sponsor Name] IBFA WORLD CUP THAILAND 2016 presented by [Presenting Sponsor Name]" for advertising and PR use		Yes	Yes
Product exclusivity	Yes	Yes	Yes
<b>EVENT BRANDING</b>			
Logo at venues (1m T Board)	X 8	X 2	X 1
Logo on outside of venue e.g. billboards	Yes	Yes	Yes
Acknowledgment during event	Yes	Yes	
Logo on event tickets	Yes	Yes	
Logo on media and VIP entry passes	Yes	Yes	
Logo on bubbles	Yes	Yes	
Logo on match ball	Yes		
<b>MEDIA BRANDING</b>			
Logo on press conference backdrop	Yes	Yes	Yes
Inclusion in PR campaign	Yes	Yes	Yes
Company profile in Press Pack	Yes	Yes	Yes
Verbal mention on any Official DVD	Yes	Yes	
Logo on any Official DVD	Yes	Yes	Yes
<b>PROMOTION - MATERIALS</b>			
Logo on advertising	Yes	Yes	Yes
Logo on Medals and Trophies	Yes		
Trophy Presentation – presented by representative of Title Sponsor	Yes		
Logo shown on cover of official Programme	Yes	Yes	Yes
Official Programme advertising	1 page inside back cover and back cover	1/2 page	Logo
Logo on Officials - Referees	Yes		



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INVENTORIES	TITLE & PRESENTING SPONSOR	CO-SPONSOR	SUPPLIER / MEDIA PARTNER
<b>ONLINE PROMOTION</b>			
Logo on main IBFA tournament websites and IBFA member websites	Yes	Yes	Yes
Logo on Facebook page and other official social media	Yes	Yes	Yes
<b>HOSPITALITY</b>			
Access passes to VIP Area	Yes	Yes	Yes
VIP Tickets for Opening and Closing Parties	Yes	Yes	Yes
<b>MERCHANDISING</b>			
Opportunity to produce joint branded merchandise which can be sold at the event, used as give-aways or included in goodie-bags	Yes	Yes	Yes
<b>EXPERIENTIAL MARKETING</b>			
On-site promotional space	Yes	Yes	Yes
Insertion of promotional material into any Goodie Bags produced	Yes	Yes	Yes
Promotional material at event in Expo area	Yes	Yes	Yes
<b>ACCOUNT MANAGEMENT</b>			
Provision of account manager to manage sponsorship	Yes	Yes	Yes
Post event report on sponsorship effectiveness	Yes	Yes	Yes





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## BENEFITS

### PR

Sponsors can create media coverage through news PR activity. There will be coverage in Thai 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 web sites.

All Sponsors, Suppliers and Partners will have rights to associate with IBFA World Cup Thailand 2017 for PR and advertising activity.

### MEDIA COVERAGE

IBFA World Cup Thailand 2017 will attract lots of media interest with coverage in regional, national and local media across all platforms: TV, Radio, Press and online.

**Bubble football generates huge amounts of press coverage. Recent features include:**

**Playboy Magazine:** <https://www.facebook.com/bangkokbobblefootball/posts/913895962009906>

**GQ Magazine:** <https://www.facebook.com/bangkokbobblefootball/posts/761590733907097>

**Channel 5, Teen Club:** [https://www.youtube.com/watch?v=TNkzTBD\\_jiw](https://www.youtube.com/watch?v=TNkzTBD_jiw)

**Channel 9, Woody Talk:** <https://www.youtube.com/watch?v=95KGb7RtQpg>

**Channel 7, TV Burapa:** <https://www.youtube.com/watch?v=tuVAzia1lp8>

**Bangkok.com:** <http://www.bangkok.com/magazine/bobble-football.htm>

IBFA is currently in talks with broadcast partners to televise the event in Thailand and in each of the participating countries.

Coverage is also guaranteed with media partners.





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## SOCIAL MEDIA

Bubble football has over 500,000 followers on its social media around the world and generates vast amounts of social media content - IBFA World Cup Thailand 2017 will be no exception.

Sites include:

### FACEBOOK:

<https://www.facebook.com/worldbubblefootball>  
[www.facebook.com/bangkokbobblefootball](http://www.facebook.com/bangkokbobblefootball)

### INSTAGRAM:

<https://instagram.com/bangkokbobblefootball/>

### TWITTER:

<https://twitter.com/bkkbobble>

### MEETUP:

<http://www.meetup.com/Bangkok-Bobble-Football/>

## PROMOTION

IBFA World Cup Thailand 2017 is supported by a full programme of promotional activity including:

- Pre event press conferences and regular press releases
- Posters & leaflets distributed nationally and internationally
- Web site promotion
- School marketing campaign during workshops in Thailand.

## HOSPITALITY

IBFA World Cup Thailand 2017 offers a plethora of fantastic opportunities to entertain customers, clients and executives at an international sports festival.

## MERCHANDISING

We offer our Sponsors, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-away through media and presence marketing promotions. For example: IBFA World Cup Thailand 2016 polo shirts, t-shirts, caps.





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## EXPERIENTIAL MARKETING

IBFA World Cup Thailand 2017 offers numerous opportunities for sponsors to sample and promote their products and services.

The event will have an Expo area that will consist of sponsor sales booths and food stalls. Sponsors will have the chance to promote and sell their products.

## VIRAL MARKETING CAMPAIGNS

IBFA World Cup Thailand 2017 has an exclusive agreement with My Mate Nate, Thai YouTube personality and filmmaker, to create a series of viral videos using Bubbles, as part of the world cup campaign.

These videos will be featured on the front page of Sanook.com as part of their new-featured videos campaign. The viral videos will include: The World's Biggest Bubble Sumo Match; Bubble Streaking at TPL match; Bubbles in skytrain; Bubble Sumo in shopping centres; Bubble Sumo in Lumpini Park during group exercising; plus many more!





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## ORGANISERS

IBFA World Cup Thailand 2017 is run under the auspices of Bangkok Bobble Football, Thailand's first and only bubble football experience, giving people the chance to experience one of the world's latest fun sports.

Founded by Bradley Martin, a board member of IBFA, and Danny Chang, its mission is to make bubble football the number one casual sports entertainment activity in Thailand.

In 2015 Bangkok Bobble Football launched the first Bangkok Bobble Football League – the winner of which will be chosen to represent Thailand in IBFA World Cup Thailand 2017.

Bangkok Bobble Football also runs school workshops at international schools within Bangkok, for students aged 16 - 18. Once all workshops are complete, a one-day tournament will be held with all of the schools to decide an inter-school champion.

Bangkok Bobble Football plans to develop franchise partnerships in other high density populated regions, such as: Phuket; Chiang Mai; Pattaya; and Koh Samui.





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## CONTACT

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