



King's Cup Elephant Polo

2016 KING'S CUP ELEPHANT POLO SPONSOR DECK

AUDEMARS PIGUET
Le Brassus




ANANTARA
HOTELS • RESORTS • SPAS



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Dear Friends of Elephants,

We warmly invite you to be part of the King's Cup Elephant Polo Tournament, taking place 10 to 13 March 2016 in Bangkok, Thailand. This internationally recognised event celebrates its fourteenth edition and second in the Thai capital since moving from its original location in Hua Hin in 2014.

Since its inception in 2001 the tournament has grown in scope and popularity each year to become one of the most significant events in the Kingdom's sporting calendar and one of the largest charitable events across Southeast Asia. Last year the tournament hosted spectators, players and media from all corners of the globe to enjoy a unique festival celebrating Thailand's national animal.

The event received extensive international coverage from in excess of 180 media delegates and footage was featured on ESPN, Yahoo! Reuters, AFP, France 24, China Daily, MSN, CBS News, Channel 9 Australia, CNN, Bloomberg, Al Jazeera and South China Morning Post.

The primary purpose of the King's Cup Elephant Polo Tournament has been to effect real and lasting change for elephants in Thailand. To date, the event has raised in excess of USD 950,000. These funds have been donated to a number of projects that improve the lives of wild and domesticated elephants across the Kingdom.

Since 2009, donations have gone towards a number of projects including developing the world's first ever elephant therapy programme to research the rehabilitation benefits for autistic children. The Thai Elephant Therapy Project (TETP) was founded in collaboration with Chiang Mai University's Department of Occupational Therapy and the Thai Elephant Conservation Centre (TECC). The project began by rescuing five elephants from the streets of Bangkok where they were trained as assistant therapists for autistic children, and the programme now runs free therapy sessions for Thai children every year.

Other significant benefits from donations have gone towards building the first elephant hospital in southern Thailand; the planting of 10,000 trees to build elephant corridors in Kui Buri to reduce elephant/farmer conflicts; funding workshops showing traditional elephant trainers and camp owners the benefits of positive reinforcement training for domesticated elephants, and funding education programmes to teach and reinforce the importance of conservation and protection of Thailand's wild elephants to a new generation.

We are delighted that you are reviewing a sponsorship package for the event and welcome your generous contribution for the 14th annual King's Cup Elephant Polo Tournament 2016.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Tim Boda".

Tim Boda
Group Director of Culinary Excellence & Events, Minor Hotel Group



TAKSIN
BRIDGE

AVANI
RIVERSIDE
BANGKOK
HOTEL

ELEPHANT
ZONE

ANANTARA
RIVERSIDE-BANGKOK
RESORT

ASIATIQUE
THE RIVERFRONT

ASIATIQUE THE RIVERFRONT
เอเชียทีค เดอะ
ริเวอร์ฟรอนท์

Calypso Cabaret

HOST HOTELS

ANANTARA RIVERSIDE BANGKOK RESORT

Conveniently located on the banks of the mighty Chao Phraya River, Anantara Riverside Bangkok Resort is your gateway to Thailand's shimmering capital. Positioned amongst a backdrop of verdant greenery, Anantara Riverside offers the ultimate in luxurious waterfront serenity.

Combine the thrill of urban living and the calm of tropical luxury in this 11-acre oasis, both an ideal sanctuary to recharge and the perfect platform to facilitate your immersion in this ancient Kingdom on your own adventures.

Delve into an ancient city steeped in history and tradition, seek hidden treasures exploring Bangkok's labyrinthine network of sois or simply relax on banks of the river as life unfolds before your eyes.

Whether you want to experience an authentic side of Bangkok on your terms or simply relax and rejuvenate in a sanctuary of calm in the midst of this thriving metropolis, your individual journey in Bangkok will be enriched by your stay at Anantara Riverside.

AVANI RIVERSIDE BANGKOK HOTEL

One of the latest additions to the Minor portfolio, AVANI Riverside Bangkok Hotel is the perfect access point to Bangkok for any kind of visit, whether a leisurely family break or an important business meeting. All 241 rooms and suites are located on level 12 or above, allowing for uninterrupted views of the Chao Phraya River and Bangkok's glittering skyline.

To ensure every requirement is satisfied, four restaurants and bars offer simply delicious eats and treats, from grab-and-go snacks in the designer deli to exotic indulgences at the rooftop or lobby bar.

Its location by Riverside Plaza shopping complex and directly opposite Asiatique, Bangkok's largest open-air night market, affords guests a wealth of entertainment options whilst the rest of Bangkok's delights are easily accessed by complimentary boat shuttle to Saphan Taksin boat pier.

Whether seeing the city's many sights or brokering deals, family fun or individual adventures, AVANI Riverside Bangkok is designed with you in mind.



TENTATIVE PROGRAMME

2016 KING'S CUP ELEPHANT POLO
TENTATIVE PROGRAMME 9 TO 13 MARCH 2016

12.00 noon – 5.00 pm
Training session

7.00 pm
Tournament
handicapping
draw event**

** By Invitation Only

9.00 am
Elephant & monk
blessing ceremony

10.00 am – 6.00 pm
Tournament matches
all day

11.00 am
Fruit buffet for
elephants

7.30 pm
Special event**

** Players and Invited
Guests Only

Elephant Conservation Education day

10.00 am
Tournament matches
all day

10.00 am
School visits with
fun and educational
activities all day

7.30 pm
Special event**

** Players and Invited
Guests Only

Ladies' Day & Grand On Pitch Dinner Party / Charity Auction

10.00 am – 6.00 pm
Tournament matches
all day

1.00 pm
Ladies' day fashion
show and best dressed
prize ceremony

4.00 pm
Special Entertainment
set

8.00 pm until late
On Pitch Gala Dinner
and Charity Auction**

Elephant Festival in
public areas

**Players and Invited
Guests Only

Grand Final

11.30 am
Quarter & final matches

3.00 pm
National anthem

King's Cup Elephant
Polo Grand Final 2016

4.00 pm
Trophy giving
ceremony by royal
representative

Fruit buffet for
elephants

5.00 pm
End of tournament
celebrations

MARCH
2016

9

Wednesday

10

Thursday

11

Friday

12

Saturday

13

Sunday

14

Monday

THE GOLDEN TRIANGLE ASIAN ELEPHANT FOUNDATION





Established in 2006, The Golden Triangle Asian Elephant Foundation (GTAEF) was set up to improve the plight of Thailand's elephants. Since then its scope has increased to include welfare projects that incorporate wider philanthropic and cultural objectives across broader Southeast Asia.

Since the foundation's inception more than 40 elephants have been rescued from Thailand's city streets, accompanied by their entire mahout family. Recognising the cultural significance of mahouts whilst staying committed to the ideals of creating elephant friendly circumstances, a broader community development programme for mahouts and their families has been implemented. Through this programme English lessons are provided for mahouts and their wives, education programmes offered for their children and a silk making enterprise for the mahout's wives has been established, with all profits from sales going back directly to the wives.

In addition to performing street rescues the GTAEF cooperates with the Thai government and other organisations in projects including supporting scientific research and clinics using elephants as assistant therapists for children living with autism; donating equipment and

vehicles to government elephant hospitals in Lampang & Krabi; sending their team of expert vets to assist elephants throughout Thailand, Indonesia, Myanmar, Cambodia and Laos; developing scientific positive reinforcement training techniques for elephants; reducing human–elephant conflict in Thai national parks and building the world's first and only research facility dedicated to researching elephant intelligence and behaviour.

Working with local partner Wildlife Alliance, GTAEF, along with their parent company Minor International, have successfully funded and implemented the protection of 18,000 hectares of standing forest in Cambodia's Cardamom

Mountains, the only remaining link between elephant territories to the north and south of the country. Since protection, the wildlife has become visible and wild elephants have started using the forest again.

The GTAEF has had unprecedented success in creating positive outcomes for both wild and captive elephants, helping provide a voice for these incredible creatures.





BENEFITS FOR OUR ELEPHANTS

Every elephant attending the King's Cup Elephant Polo tournament has a unique microchip number which is required by law and means that Thai authorities know the animal was not taken from the wild. The elephants receive no specific training to play polo. In addition, only young elephants who like to run around and enjoy themselves participate in the tournament, and consequently tend to easily pick up the game (some better than others!). Each elephant only plays two games a day – we don't want our elephants to get tired so they only play for 28 minutes each day compared with working 10 hours a night on the streets or 5 hours a day in a trekking camp.

Young elephants enjoy running around and playing games – and at the Golden Triangle Asian Elephant Foundation we have an area for the young elephants to play, which they'll do for hours at a time, participating in possession games with tyres and such.

High-energy food is essential for all 'ele-athletes' and each elephant participating

in the tournament is fed 20 stems of bananas, 50 sticks of sugarcane and 10 pineapple plants per day, in addition to being provided with veterinary care and vitamin supplements.

The tournament's largest expense is maintaining and pampering the elephants – this is on top of the money raised at the Gala Dinner which is used for more strategic projects that benefit all of Thailand's elephants. An elephant that does not enjoy elephant polo is immediately retired and still gets to keep their bonuses, as this is usually the only time of the year they receive regular veterinary check-ups, vitamin supplements and a chance to rest in natural surroundings.

Each elephant receives a veterinary check before she's declared fit to play. Those that fail don't get sent home; they just get prescribed rest – something often not possible throughout the rest of the year. We aim to make this as much of a holiday for the elephants as for our guests.

HISTORY AND RULES

The Story Behind the Game

What started out as a whimsical conversation between two quirky sport lovers has evolved into one of the largest annual events in the Thai tourism calendar. The event in question is polo, with the adventurous twist of being played on the back of elephants.

The World Elephant Polo Association established the governing rules for Elephant Polo in 1982. The association's headquarters are based at the Tiger Tops Jungle Lodge in the Royal Chitwan Park in Nepal, where the World Elephant Polo Tournament is played every year by teams from Nepal, Sri Lanka and Thailand on a grassy airfield in Megauly.

In Thailand, the King's Cup Elephant Polo Tournament was first launched in Hua Hin by Anantara in 2001. In 2006 the tournament moved to the Golden Triangle and was hosted by Anantara Golden Triangle Elephant Camp & Resort). In 2011 the tournament returned to its original venue at Hua Hin for the following three years, and in 2014 is being proudly hosted in Bangkok by Anantara Riverside Bangkok Resort & Spa.

Elephants are a key symbol of Thailand's history. Nothing but the utmost respect is given to these pachyderms, with all proceeds of the tournament used to ensure their welfare, sustenance, employment, mahout training and the provision of medical treatment.

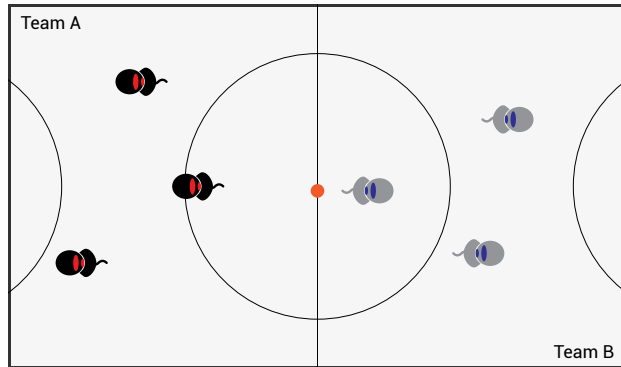
Thai Elephant Polo Association

- Due to the size of these great mammals, each team comprises three players and their four legged accomplices. Matches take place on a marked pitch of 80 metres by 48 metres, using a standard size polo ball.
- The game is divided into two 7-minute "chukkas", or halves, of playing time with an interval of 15 minutes. A whistle blast from the referee signals the start and end of play. Both the elephants and playing pitch ends are changed after the first chukka.
- The pitch is marked with lines; a circle with a radius of 10 metres marks the middles of the field, while a semi-circle arch in front of the goals has a radius of 20 metres, measured from the centre of the goal line at either end of the pitch and referred to as the D.
- The scoring system awards two points to a winning team and one point apiece to teams which draw.



Spectator Regulations

- No flags or banners are permitted on the grounds without the permission of the organisers.
- No whistles or horns are allowed at any time, as they may scare the elephants.
- Smoking is not permitted in the restaurant or public areas.
- For your own safety, please do not approach the elephants.
- No gambling or betting of any sort is permitted on the premises.
- Please do not litter; use the conveniently located garbage cans.
- Elephants must always be given right of way and at no time shall unauthorised personnel enter the elephant area.
- Selling goods or services is not permitted without prior approval of the event organisers.
- Please use the public facilities which have been made available on the grounds.
- Do not leave children unattended at any time.
- Spectators under the age of 18 must be under adult supervision and are not permitted to consume tobacco or alcohol.
- Adults are requested to consume alcohol responsibly.
- For your safety, please refrain from crossing over or sitting on the field fence and maintain a safe distance from the pitch.
- Do not feed, touch or throw things at the elephants.
- No firearms or fireworks of any kind are permitted on the grounds.
- The tournament welcomes the public from 9.00 am to 6.00 pm; guests are not permitted on the grounds at any other time.
- Please note that by attending the tournament, guests may have their picture published in media outlets or on internet news sites.
- Complimentary parking is available at guests' own risk in designated areas.
- Please respect and abide by the rules of the VR Sports Club. The event organisers reserve the right to refuse entry or request guests to leave the grounds at any given time.



HOW TO PLAY

GAME TECHNICALITIES

- No elephants may lie down in front of the goal mouth. To do so constitutes a foul and a free hit is awarded to the opposing side from the semi-circle in front of the goal.
- An elephant may not pick up the ball in its trunk during play. To do so constitutes a foul and a free hit is awarded to the opposing team from the spot where the ball was picked up. The defending players must be 15 metres from the spot.
- Teams are made up from the pool of elephants and balanced out as fairly as possible, bearing in mind the size and speed of the elephants. Once the pool of elephants has been selected, each elephant is categorised and marked as A, B, C, D, E and F.
- Sugar cane or rice balls packed with vitamins (molasses and rock salt) are given to the elephants at the end of each match, and a cold beer or soft drink to the elephants' drivers, and not vice versa! The health and welfare of the elephants used in the T.E.P.A. tournaments is of prime concern. Abuse of an elephant is considered to be the most serious offence.

FUN FACTS

- Elephants in this tournament only respond to Thai commands from their mahouts.
- The first elephant polo games were played with a soccer ball. These were quickly changed to standard polo balls after it was realised the elephants like to stamp and pop the soccer balls.
- Some players train by sitting on top of a slow moving jeep and swinging at the ball using an elephant polo stick!

SPONSOR PACKAGE SUMMARY



TEAM SPONSORS

Space available: **10** Fee: **THB 750,000**

Enjoy all the excitement of the King's Cup Elephant Polo Tournament whilst maximising your brand's exposure. There are multiple branding opportunities including announcements by the MC, player interviews with local and international visiting media, great photo opportunities of your players in action and participation in all major and side events.

Sponsors can choose to either put forward a set of players for approval or ask us to source players for the event. Teams consist of two types of players, either professional elephant polo players or celebrities and we will work together closely to select the team that is most beneficial to the tournament, the game and the exposure of your brand.

CAR EXHIBITOR

Space available: **1** Fee: **THB 1,500,000**

Designed for maximum visibility, reach and exposure, this exclusive package is available for a single brand. The package includes the right to display up to 8 cars in strategic locations around the pitch and at the VIP enclosure as well as maintaining a tent space at the event representation. Further activities can incorporate driving the winning team, sponsorship of ladies day, placing of cars at the host hotels and more.

CORNERSTONE SPONSORS

Space available: **4** Fee: **THB 500,000**

Cornerstone sponsors are the partners that make the building of the playground happen and create a world-class polo pitch with security fences, goal posts and safety nets. Branded fence banners are displayed prominently across the event allowing for excellent exposure for your brand. These banners present one of the best opportunities to present your brand at the event as they are prominently featured in event and media photography.

AIRLINE SPONSOR

Space available: **1** Fee: **THB 400,000**

This exclusive sponsorship package is available for a single airline. The sponsor will be offered representation with a branded booth at the VIP tent as well as a 5 x 5 metre tent in the public area. Additionally they will receive access tickets to the event, VIP area and gala dinner. Traditionally sponsored flight tickets combined with hotel stays have been some of the top auction gala items, increasing your brand exposure.

EDUCATION TENT SPONSOR

Space available: **1** Fee: **THB 500,000**

Supporting our goal of improving the wellbeing of Asian elephants, this package is available to a single sponsor. The education tent sponsor will enjoy full branding of this tent and is invited to install a booth for representation inside the tent for the duration of the tournament.

PUBLIC AREA TENT RENTAL

Space available: **25** Fee: **THB 150,000**

Highlight your brand with a 5 x 5 metre tent in the busy public area. Selecting this sponsorship option grants you the right to sell prior agreed goods such as food, beverage, merchandise or simply host a representation of your company.

ELEPHANT FRUIT BUFFET SPONSOR

Space available: **1** Fee: **THB 150,000**

Elephants are invited to enjoy a lavish food buffet at two occasions throughout the tournament. These buffets are timed at key moments of the tournament, Thursday after the opening parade and at the closure of the tournament on Sunday. A 15-metre long set-up with branded banner skirted tables are always a must for media and spectators to see.

TUK TUK SHUTTLE

Space available: **1** Fee: **THB 250,000**

Present your brand to the world with 30 tuk tuks emblazoned with your logo and flags. These vehicles will shuttle players, spectators and VIPs from the nearby Anantara Riverside host hotel to the pitch and back, creating a unique means of presenting your company to the world.

PRODUCT AND SERVICE SPONSOR

Space available: **Various** Fee: **Contact us**

A variety of packages are available, depending on value of contribution. Contact us for further details regarding product and service packages.



MEDIA SUMMARY

The 2014 King's Cup was a resounding success both on and off the pitch! More than 180 local and international media attended the tournament with coverage extending across the region and the globe. Some of the highlights include ESPN, Yahoo! Reuters, AFP, France24, China Daily, MSN and CBS News

Key Local media in attendance included:

Key Local media in attendance included:

TV networks:

Channel 3, Travel Channel, Spring News, VOICE TV, MTV Bangkok, Top Visions, Destination TV, The iTravel Channel, TNN 24, Siam Sport News, Flavors Time, Ban Tuek Thai Bev, English Breakfast

Consumer publications:

Prestige, Thailand Tatler, Hello, Esquire, Anywhere, Where, GM Watch, daybeds, Around, Modern Mom, Rak Luke, Health & Cuisine, Lookeast, The Big Chilli, Lifestyle Asia, Luxury Society Asia, Real Parenting, Maxim, Hi-Class, 2Magazine, Honeymoon+Travel, Family Travel

Daily papers:

Daily News, Post Today, Naew Na, Siam Sport, Khao Sod, Pim Thai

Radio:

Radio FM 100.5 MCOT

MEDIA LINKS

<http://www.voanews.com/content/elephant-polothailand/2431771.html>

<http://www.nbcnews.com/news/world/thaielephant-polo-tournament-aims-help-beleaguerdpachyderms-n193086>

MEDIA SCREEN SHOTS

NBC



Washington Post



Voice of America



LA Times



Reuters



The Guardian



Yahoo Spain



Yahoo Singapore



12GoAsia



Hotelier Middle East



Destinations of the World



Asia Travel Tips



Incentive Travel



eGlobal Travel Media



HIGHLIGHT

T U S K F O R C E



Nathan
Upalawanna,
Ardhawadee
Jiramaneekul,
Onchuma
Durondej and
Pitipat Preedanont



Dilip and Chris
Rajakarier



Joy Sopitpongstorn and
William Heinecke,



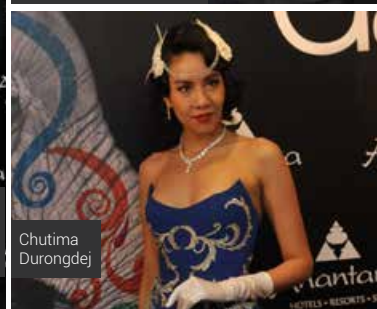
Oliviero Bottineilli,
William Heinecke,
Darren Buckley and
Michael Zink



Paul-Dominique and Sonia
Vacharasinthu, Cindy and
Byron Bishop and Methinee
and Edward Sharples



Fah and Chakrit Benedetti



Chutima
Durondej



Arto and Sirin
Artinian and
Suthita and
Tim Boda



Kornkanok
Yongsakul

DON'T WASTE ANY TIME!

SPONSORSHIP ENQUIRIES:

THE SPONSORSHIP EXPERTS
WWW.PAULPOOLE.CO.TH

For further information or to sign up for King's Cup Elephant Polo 2016, please contact:

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Marketing Support by Paul Poole (South East Asia) Co., Ltd. - The Sponsorship Experts