



laGuna
PHUKET

MARATHON 2018

SOUTH EAST ASIA'S LEADING DESTINATION MARATHON

THOUSANDS TO "RUN PARADISE" AT 2018 LAGUNA PHUKET MARATHON

Friday 8th - Sunday 10th June 2018, Phuket Thailand.

The world-famous Laguna Phuket Marathon is set to celebrate its 13th year with numbers expected to break 8,000 runners from over 50 countries.

Sanctioned by the Association of International Marathons and Distance Races, the Laguna Phuket Marathon is held from sunset to sunrise over two days - 9th and 10th June, 2018 - and is organised by leading sports management company Go Adventure Asia with professional timing and results by Sportstats Asia, ensuring the highest of international standards.

6,575 athletes from around the world headed to Phuket to "Run Paradise" at the 2017 Laguna Phuket Marathon. Having put Phuket on the map as a world-class sports tourism destination, the Laguna Phuket Marathon has grown to become the leading destination marathon in South East Asia.

Runners will compete across five distances - 2KM Kids Run, 5KM Run, 10.5KM Run, Half Marathon (21.097KM) and Marathon (42.195KM).

For the first time, the Laguna Phuket Marathon will feature a Marathon Relay category in 2018. The relay will consist of four runners each running 10.55KM and will be held in conjunction with

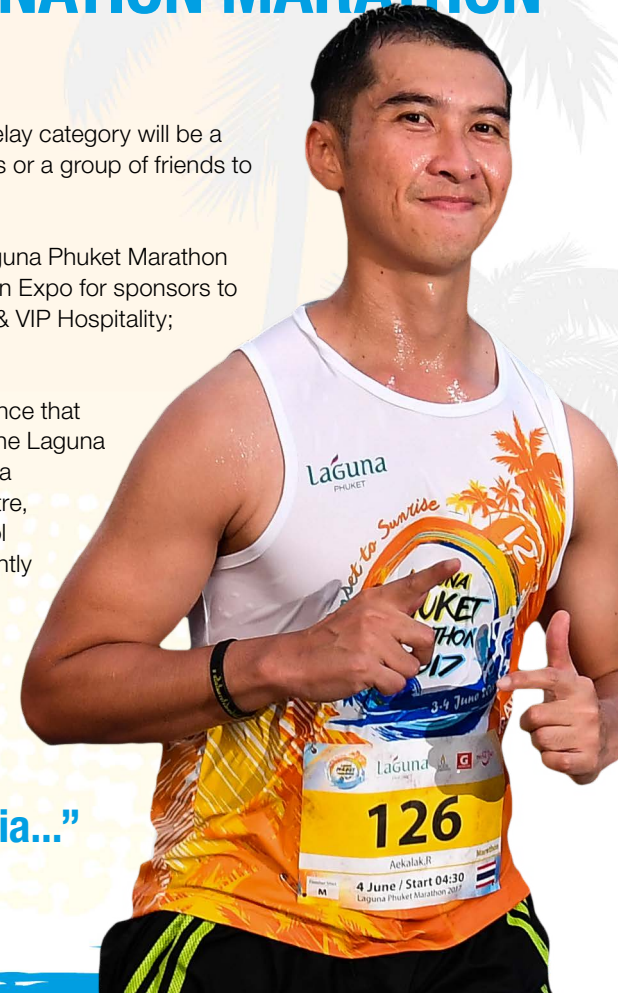
the marathon race on Sunday morning. The relay category will be a great opportunity for corporate teams, families or a group of friends to experience the event as part of a team.

Brought to you by Go Adventure Asia, the Laguna Phuket Marathon consists of three days of activities including: an Expo for sponsors to promote their products and services; Parties & VIP Hospitality; and Trophy Presentations.

The event is a fun and family-oriented experience that also supports local charities. In recent years the Laguna Phuket Marathon has raised money for Laguna Phuket's "Fully Booked" Mobile Learning Centre, One Million THB for the Baan Jao Krua School project in Phang-nga Province and most recently for Laguna Phuket's Children First Fund (CFF) providing nutrition to Phuket orphanages.

**Integrate your marketing with the
Laguna Phuket Marathon 2018...**

**"The Leading Destination
Marathon In South East Asia..."**





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PARTICIPANTS

The Laguna Phuket Marathon is the leading destination marathon in South East Asia.

The focus of the event is not on breaking world records but in establishing a respected competition that exposes the true beauty of Phuket.

The event is organised by Go Adventure Asia to be a fun and family-oriented affair offering race distances for all ages and physical abilities.

The date of the event is specifically chosen to maximise the benefits for the Island. Held during a traditional low-season, the Laguna Phuket Marathon 2018 will encourage the tourist industry to thrive throughout a typically quiet period.

2017 COUNTRIES OF ORIGIN

NATIONALITY	2017
Thailand	5,460
China	199
Malaysia	176
Japan	163
Singapore	159
Hong Kong	127
Other Countries	291
Total	6,575

2017 BREAKDOWN OF PROVINCES OF THAI PARTICIPANTS

1	Phuket	2533	46.39%
2	Bangkok	1632	29.89%
3	Nonthaburi	190	3.48%
4	Chonburi	139	2.55%
5	Phang Nga	115	2.11%
6	Surat Thani	110	2.01%
7	Songkhla	82	1.50%
8	Chiang Mai	72	1.32%
9	Pathum Thani	66	1.21%
10	Nakhon Si Thammarat	52	0.95%
	Others	469	8.59%

2010 - 2017 PARTICIPANTS

	2010	2011	2012	2013	2014	2015	2016	2017
Marathon	634	701	720	775	1,380	1,320	1,421	1,546
Half Marathon	876	883	899	1,054	1,236	1,407	1,769	2,190
10.5KM Run	1,434	1,292	1,310	1,410	1,403	1,378	1,410	1,387
5KM Community Walk	1,221	1,343	1,469	1,448	922	889	1,202	1,204
2KM Kids Run	500	620	690	690	671	675	200	248
Total	4,665	4,839	5,088	5,377	5,612	5,669	6,002	6,575



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CHARITY

The Laguna Phuket Marathon 2018 continues to build on the charitable success of the past marathons with runners encouraged to raise money for charity through the "Laguna Phuket Foundation".

Established in 2009, Laguna Phuket Foundation supports educational and social development of local communities, marine and natural environmental conservation, and emergency relief. Laguna Phuket Foundation's initiatives include the Developing Sustainable Schools Program, which consists of School Partnership Project, Survival Swim with Laguna Phuket, and Laguna Phuket's "Fully Booked!" Mobile Learning Centre.

In addition, the foundation supports on-going sea turtle conservation efforts by Phuket Marine Biological Centre and 3rd Area Naval Command, Royal Thai Navy, and Laguna Phuket Community English Language Centre. Foundation initiatives are funded by the generosity of Laguna Phuket stakeholders including guests, associates, community members, and our businesses.

Furthermore, the event was a platform to raise awareness and funds for "Children First Fund" (CFF), with an ideal of "Nourishing Hearts, Inspiring Dreams" to support the nutrition of needy children. CFF supported more than 400 orphans and underprivileged children in seven orphanages in Phuket.





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COURSE

The race course is set against the magnificent backdrop of the lush greenery of Phuket's tropical forests, rubber and pineapple plantations, spectacular beaches, quaint local villages, beautiful cultural landmarks, and, of course, stunning Laguna Phuket.

The Laguna Phuket Marathon offers a mostly flat and scenic course covering 42.195KM of the beautiful island of Phuket.

Starting at Laguna Phuket the course heads North East to Baan Don and then North past Thalang onto Nai Yang Beach before turning back to Laguna passing Layan Beach along the way.

CELEBRITY

The Laguna Phuket Marathon attracts a number of celebrity faces, all supporting the event's charity projects, including: Toon from the famous Thai rock band Body Slam; Vanessa Muangkod, Miss Thailand World; Thai TV star Mario Maurer; Thai movie star Ananda Everingham; and contestants from the TV reality weight loss show Asia's Biggest Loser, including Garry Holden and Suthat (Tony) Charnvises, who set running the Half Marathon as one of their first fitness goals after finishing the show.



2018 RACE SCHEDULE

Date	Timing	Activity
Friday 8th June	13:00 – 21:00	Race Pack Collection & Expo at Laguna Grove
Saturday 9th June	09:00 – 16:00 12:00 – 15:00 16:15 17:00 17:20 18:00 (approx.) 18:30 19:30	Race Pack Collection & Expo at Laguna Grove Pasta Party at Latitude Marquee 2KM Kids Run Start 10.5KM Run Start 5KM Run Start Prize Presentation Ceremony For Overall Winners Awards Collection For Age Group Winners Race Finish
Sunday 10th June	04:00 – 04:20 04:30 05:30 06:50 (approx.) 07:05 (approx.) 08:00 – 12:00 08:30 (approx.) 09:00 12:00	VIPs and Media Arrive At VIP Marquee, Laguna Grove Marathon Start Half Marathon Start First Finisher Half Marathon First Finisher Marathon Expo at Laguna Grove Prize Presentation Ceremony For Overall Winners Awards Collection For Age Group Winners Race Finish



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RACE CATEGORIES

Marathon			Half Marathon		10.5KM Run		5KM Run		2KM Kids Run	
Male	Female	Relay	Male	Female	Male	Female	Male	Female	Male	Female
18-29 yrs	18-29 yrs	Male	16-29 yrs	16-29 yrs	19 yrs & under	19 yrs & under	12-16 (Jr)	12-16 (Jr)	open	open
30-39 yrs	30-39 yrs	Female	30-39 yrs	30-39 yrs	20-29 yrs	20-29 yrs	open	open		
40-49 yrs	40-49 yrs	Mixed	40-49 yrs	40-49 yrs	30-39 yrs	30-39 yrs				
50-59 yrs	50 yrs & over		50-59 yrs	50 yrs & over	40-49 yrs	40-49 yrs				
60 yrs & over			60 yrs & over		50-59 yrs	50-54 yrs				
					60-64 yrs	55-59 yrs				
					65 yrs & over	60 yrs & over				

2017 WINNERS

Men's Marathon - Japan's Nakajima Hiroki won the marathon crown in a time of 2:34:57h. The course record is 2:33:48h set by Russia's Vsevolod Khudyakov in 2012.

Women's Marathon - Japan's Inoue Tomomi took the crown with a time of 3:10:34h.

Half Marathon - The men's race was won by Thailand's Danchai Pumkong in 01:19:37h and the women's by the Australia's Elle Brookes in 01:38:38h.

10.5KM Run - The men's race was won by Singapore's Marcus Ong in 00:36:24h and the women's by Great Britain's Imogen Simmonds in 00:39:41h.





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EXPO

The 3-Day Expo will be held on: Friday, 8th June 2018, from 13:00h to 21:00h; Saturday, 9th June 2018, from 09:00h to 16:00h; and Sunday, 10th June 2018, from 08:00h to 12:00h at Laguna Grove, Laguna Phuket.

The Expo includes a number of activities and is an ideal platform for sponsors to promote their products and services through trade booths and sampling activity.

PASTA PARTY

The Pasta Party will bring together participants on the eve of the Marathon offering a five star buffet meal that will get the taste buds excited at Laguna Phuket's Latitude Marquee.

As well as a carbo-loading exercise, the Pasta Party is a chance for fellow runners to meet and share interesting stories.





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PREVIOUS SPONSORS

The Laguna Phuket Marathon 2017 attracted many sponsors, including:

Title Sponsor
Laguna Phuket



Supporting Authority
Phuket Province
SAT
TAT
TCEB
Tourism & Sports Ministry



Co-Sponsors
Amazing Thailand
Gatorade



Media Partners
Esquire
IMAGE Asia
Live 89.5
My Mate Nate
RUN Singapore
True Vision



Official Suppliers

Aquafina
Bangkok Hospital Phuket
Finisher Pix
Go Thailand Tours
Oakley
SEIKO
Zespri Kiwifruit



Online Registration Partner
Go To Race



Organiser
Go Adventure Asia



Professional Timing & Results
Sportstats Asia



Sanctioned By
Association of International Marathons
and Distance Races - AIMS



Marketing Support
The Sponsorship Experts



OFFICIAL HOTEL

Laguna Phuket is Asia's finest destination resort - a collection of deluxe hotels and villas including: Banyan Tree Phuket; Angsana Laguna Phuket; Dusit Thani Laguna Phuket; Outrigger Laguna Phuket Beach Resort; Angsana Villas Resort Phuket; Cassia and Laguna Holiday Club Resort.

All hotels and villas share 1,000 acres of tropical parkland and three kilometres of beach frontage with: the Laguna Phuket Golf Club; Canal Shopping Village; Banyan Tree Spa; four Angsana Spas; Laguna Wedding Chapel; Quest Laguna Phuket Adventure - an on-site team building facility; and Latitude - a unique stand-alone function venue.





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PACKAGES

We have developed packages to suit differing levels of needs:

Tier 1: Presenting Sponsor

One event presenting sponsor

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 media partners

Tier 3: Island Partners

Packages for Phuket businesses



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



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SPONSORSHIP INVENTORIES	PRESENTING SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER, MEDIA PARTNER
Rights to title the "Laguna Phuket Marathon 2018 presented by [Sponsor Name]" for PR & advertising use	Yes		
Rights to title [Sponsor Name] Official Co-sponsor/Supplier/Media Partner of the Laguna Phuket Marathon 2018 for PR and advertising use		Yes	Yes
Category Exclusivity	Yes	Yes	
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
<i>Logos & Images</i>			
Right to use Laguna Phuket Marathon 2018 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
EVENT BRANDING			
<i>Race Day</i>			
Logo on Start Gate	Centre Left & Right Top Column	Left & Right Top Column	Yes
Logo on Finish Gate	Centre Left & Right Top Column	Left & Right Top Column	Yes
Logos on Stage Backdrop	Dominant	Yes	Yes
Banner (0.80m x 2.40 m) along Start Straight and Finish Straight	X20	X9	X6
Logo on Finish Line Tape	Yes	Yes	No
Verbal mentioning of sponsor name during race by MC	X 50	X20	X10
<i>Pasta Party</i>			
Logo on Backdrop	Dominant	Yes	Yes
<i>Press Conference</i>			
Logo on Stage Backdrop	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes	No	No

SPONSORSHIP INVENTORIES	PRESENTING SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER, MEDIA PARTNER
MERCHANDISE RIGHTS			
Logo on Participant T-shirt or Singlet (minimum 7,000 produced)	Yes	No	No
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Party Tickets	Yes	Yes	No
Use of backside of Party Tickets for advertising purposes (at sponsors cost)	Yes	No	No
Logo on VIP, Media and Staff passes	Yes	Yes	No
HOSPITALITY & NETWORKING RIGHTS			
Complementary Race Entry	80 entries total Marathon: 15 entries Half Marathon: 5 entries 10.5km: 30 entries 5km: 20 entries	20 entries total Marathon: 5 entries Half Marathon: 5 entries 10.5km: 5 entries 5km: 5 entries	4 entries total of any race distance
Complementary Pasta Party Tickets	X 40	X12	X 4
Complementary VIP Tent Tickets Race Day	X 40	X12	X 4
Complementary Room nights at Laguna Phuket incl. daily buffet breakfast at host hotel	10 rooms for 2 nights	3 rooms for 2 nights each	1 room for 2 nights
Opportunity to host a seminar or staff incentive program at a Laguna Phuket Hotel (at sponsors expense)	Yes	Yes	Yes
Provision of staff hospitality tent at start & finish area	Yes	No	No
EXPERIENTIAL MARKETING			
Display Space at 3-Day Marathon Expo attended by 7,000 runners and their families	30 m ²	18 m ²	9 m ²
PROMOTIONAL RIGHTS			
<i>Promotional Materials</i>			
Logo categorised by sponsor level on Event Promotional Flyers (Minimum of 40,000 produced and distributed)	Yes	Yes	Yes
Logo categorised by sponsor level on promotional booth display when attending marathon expos promoting the event throughout the year (minimum of 5 expos attended)	Yes	Yes	Yes
<i>Advertising in media partner publications</i>			
Logo categorized by sponsor level on advertising artwork	Yes	Yes	Yes

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



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SPONSORSHIP INVENTORIES

DIGITAL & SOCIAL RIGHTS	PRESENTING SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER, MEDIA PARTNER
Logo on emails, website, and all site communications including e newsletters regularly to database of 110,000 contacts	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Short feature on sponsor in athlete newsletter sent to athlete database of 110,000 contacts	Yes	Yes	No
MEDIA & PR RIGHTS			
Inclusion in and exposure through PR campaign	Yes	Yes	Limited
Company profile included in media kit	Yes	Yes	No
TV Production			
30 minute TV highlight show production for local & international distribution	Yes	Yes	Yes
Sponsor branding to be featured in program	Yes	Yes	Limited
Mentioning of sponsor	Yes	No	No
Media Partner Advertising			
Logo on advertising in media partner publications – size dependent on sponsorship level	Yes	Yes	Yes

ISLAND PARTNERS

We have opportunities for Island Partners, which offer branding and hospitality benefits...

TITLE RIGHTS	
Rights to title (sponsor name) *Official Island partner of the Laguna Phuket Marathon 2018 for PR and advertising use.	Yes
EVENT BRANDING	
Banner (0.80 m x 2.40.m) along Start Straight and Finish Straight	X 2
HOSPITALITY	
Complementary Pasta Party Tickets	X 2
Complementary VIP Tent Tickets Race Day	X 2





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BENEFITS

Association with the Laguna Phuket Marathon 2018 offers sponsors numerous benefits including:

- **Image Enhancement** - with the leading destination marathon in South East Asia
- **Brand Exposure** - raising brand awareness of products and services and association with healthy lifestyle
- **Hospitality Opportunities** - Entertaining target audiences; internal and external
- **Integrated Marketing** - Worldwide Media Exposure
- **Networking** - with business leaders

Companies associating with Laguna Phuket Marathon 2018 tie in with the following values: Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

PROMOTIONAL PLAN

The Laguna Phuket Marathon 2018 will be promoted through press conferences, event flyers distribution through international travel agents, marathon expos, TAT offices worldwide and a campaign of regular newsletters and Facebook advertising.

- **Japan** - 40,000 Event Flyers
- **Thailand** - 50,000 Event Flyers
- **Singapore** - Standard Chartered Marathon - 40,000 Event Flyers
- **Malaysia** - Women Marathon - 5,000 Event Flyers
- **Newsletter** - Database of 110,000 runner contacts in Thailand and worldwide
- **Facebook** - Frequent advertising campaign targeting runners in key markets
- **Press Conference** - Pre event press conference in Phuket and Bangkok

At all marathon expos attended, the Laguna Phuket Marathon 2018 will be presented in an expo booth together with its main sponsors.

Sponsors will receive extensive exposure in association with the promotion of the event at marathon expos. In order to draw visitors to the expo booth and to collect runner contacts for direct marketing purposes a lucky draw will be offered at each expo. In the lucky draw a trip will be given away to the Laguna Phuket Marathon 2018 including airfare and accommodation.

Moreover, the event will be represented by an event ambassador from Thailand.





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MEDIA PARTNERSHIPS

The event will again seek media partnerships with a maximum of 10 media partners. Previous media partners included: 91.5FM Phuket Island Radio; Action Asia; Asia Runner; Esquire; Live 89.5; MTV; Newspaper Direct; Phuket Gazette; Phuket News; PGTV; The Nation; Run Singapore; and True Visions

SOCIAL MEDIA



The event has run social media activities since 2011 with great success, most notably on Facebook, YouTube and Instagram, which allows for extra exposure of sponsors. Social media activities will be further increased in 2018 with the event's online community growing considerably.

The Facebook page currently has just above 14,648 likes up by over 30% in the past twelve months. Instagram - 683 Followers.

The social media strategy for 2018 is to increase the reach of posts by creating interesting content as well as increasing awareness of the event by running targeted advertising campaigns on social media.

TRAVEL PARTNERS

The event has partnerships with the overseas travel agents in Japan, Australia, Germany, Denmark, Sweden, USA and China.

ONLINE PROMOTION

Activity includes: regular email blasts to database of 110,000 runners; inclusion in SAT and TAT websites and newsletters; link on Laguna Phuket website; event date on Laguna Phuket's events calendar; event date on AIMS and other running websites.

PR SUPPORT

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 running web sites.

All Sponsors, Suppliers and Island Partners will have rights to associate with the Laguna Phuket Marathon 2018 for PR and advertising activity. The 2018 PR Campaign is supported by "Infinity Communications", a reputable PR and Marketing Communication agency.



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MEDIA VALUE

2017

Total PR Value of Media clippings - value of 69,952,408.53 THB

Comprising:

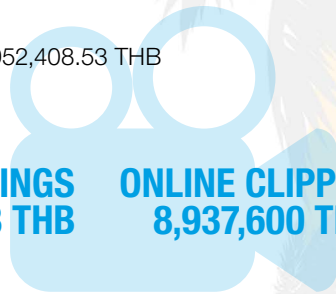
TV CLIPPINGS
55,314,099 THB

PRINT CLIPPINGS
5,700,709.53 THB

ONLINE CLIPPINGS
8,937,600 THB

TV Coverage 2017

Siam Sport
T-Sport
NBT
IPM Entertainment
MGTV (東盟衛視)
True 4U
Channel 3 (Khaowan Mai)
Channel 3 (Sanae Keela)
Spring News
MCOT Family (Sport Active)
True Sports 6 (30-minute show)





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HOSPITALITY

The Laguna Phuket Marathon 2018 offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts - Laguna Phuket, official hotel and title sponsor.

With a number of parties plus a wealth of relaxation and recreation activities this is an excellent way to do and promote your business.

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

MERCHANDISING

We offer our Sponsor, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions.
For example: Laguna Phuket Marathon 2018 Goodie Bags.

EXPERIENTIAL MARKETING

Phuket attracts thousands of visitors in June and with its huge opportunities for sponsors to promote their products and services.

The visitors provide sponsors with a mixture of:

- High, Net Worth Individuals from media celebrities to business entrepreneurs from all industries
- Corporate high flyers from media and advertising
- Tourists





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SOUTH EAST ASIA'S LEADING DESTINATION MARATHON

CONTACT

GO ADVENTURE ASIA

8th Floor CCT Building
109 Surawong Road, Bangkrak,
Bangkok 10500
Thailand
Tel. +66 2236 2931
Fax: +66 2237 3221
www.phuketmarathon.com

Roman Floesser - General Manager

(German/English Speaking)
email: roman@goadventureasia.com
Tel. +66 2236 2931

Konwika Phochatan (Kitar) - Sales & Marketing Manager

(Thai/English Speaking)
email: kitar@goadventureasia.com
Tel. +66 92 092 5912

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

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

Paul Poole - Managing Director

(English Speaking)
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan - Personal Assistant

(Thai/English Speaking)
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949

GO TO RACE

Online registration for the Laguna Phuket Marathon 2018
will only be available at <http://www.gotorace.com/event/laguna-phuket-marathon-2018-sunday/>

