



laGuna
PHUKET

MARATHON 2020

SOUTH EAST ASIA'S LEADING DESTINATION MARATHON

FIFTEEN THOUSAND TO "RUN PARADISE" AT 2020 LAGUNA PHUKET MARATHON

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J nf f] jk' o ad [] ge h] l'] Y [] jgk' five distances – 2KM Kids Run, 5KM Run, 10.5KM Run, Half Marathon (21.097KM) and Marathon (42.195KM).

The Laguna Phuket Marathon features a Marathon Relay category, consisting of four runners each running 10.55KM and will be held in conjunction with the marathon race on Sunday



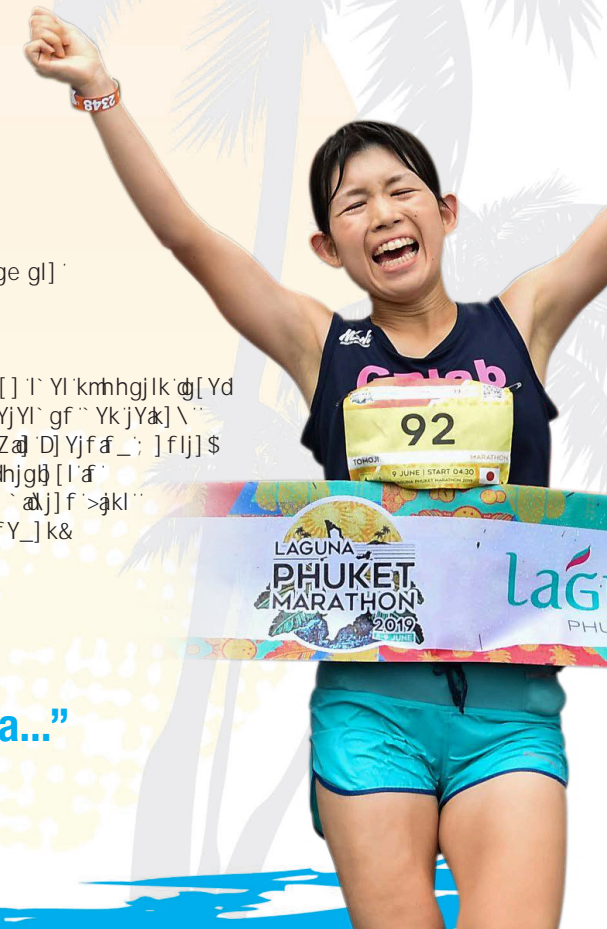
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"The Leading Destination
Marathon In South East Asia..."





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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 GAA Events 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 2020 will encourage the tourist industry to thrive throughout a typically quiet period.



SOUTH EAST ASIA'S LEADING DESTINATION MARATHON

2019 COUNTRIES OF ORIGIN

NATIONALITY	2018
Thailand	10,254
Hong Kong	221
Singapore	209
China	206
Malaysia	163
Japan	118
Other Countries	474
Total	11,645

2019 BREAKDOWN OF PROVINCES OF THAI PARTICIPANTS

1	Phuket	3,398	33.5%
2	Bangkok	2,888	28.4%
3	Nonthaburi	454	4.5%
4	Surat Thani	365	3.6%
5	Songkhla	288	2.8%
6	Samut Prakan	238	2.3%
7	Chonburi	216	2.1%
8	Krabi	190	1.9%
9	Pathum Thani	187	1.8%
10	Nakhon Si Thammarat	159	1.6%
	Others	1761	17.5%

2015 – 2019 PARTICIPANTS

	2015	2016	2017	2018	2019
Marathon	1,321	1,421	1,546	1,927	2,803
Half Marathon	1,407	1,769	2,190	2,997	4,432
10.5KM Run	1,378	1,410	1,387	1,990	2,644
5KM Run	756	1,018	1,204	1,620	1,552
2KM Kids Run	129	200	248	319	266
Relay				9	24
Total	4,991	5,818	6,575	8,862	11,645

2020 PARTICIPANT PREDICTION

	2020
Marathon	3,500
Half Marathon	6,000
10.5KM Run	3,400
5KM Run	1,800
2KM Kids Run	300
Relay	30
Total	15,030



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CHARITY

The Laguna Phuket Marathon 2020 will continue 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.

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.

In 2019 Laguna Phuket Marathon was part of the campaign UNHCR "2 Billion Kilometres to Safety" charity run - promoting walking, running and cycling around the world by collecting mileage and signatures to help refugees.

Total charity donation by runners in 2019 was in excess of THB 250,000





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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 Sutthart (Tony) Charnvises, who set running the Half Marathon as one of their first fitness goals after finishing the show.

2020 RACE SCHEDULE

Date	Timing	Activity
Friday 4th December	13:00 – 21:00	Race Pack Collection & Expo at Big Marquee, Laguna Grove
Saturday 5th December	09:00 – 15:00 12:00 – 15:00 16:00 17:00 17:25 18:30 (approx.) 19:00 19:30	Race Pack Collection & Expo at Big Marquee, Laguna Grove Pasta Party at Angsana Laguna Phuket 2KM Kids Run Start, Laguna Grove 10.5KM Run Start, Laguna Grove 5KM Run Start, Laguna Grove Prize Presentation Ceremony For Overall Winners, Laguna Grove Awards Collection For Age Group Winners, Laguna Grove Race Finish, Laguna Grove
Sunday 6th December	04:00 – 04:20 04:30 05:30 06:50 (approx.) 07:05 (approx.) 08:00 – 12:00 09:00 (approx.) 09:30 12:00	VIPs and Media Arrive At VIP Marquee, Laguna Grove Marathon & Marathon Relay Start, Laguna Grove Half Marathon Start, Laguna Grove First Finisher Half Marathon, Laguna Grove First Finisher Marathon, Laguna Grove Expo at Big Marquee, Laguna Grove Prize Presentation Ceremony For Overall Winners, Laguna Grove Awards Collection For Age Group Winners, Laguna Grove Race Finish, Finish Line, Laguna Grove



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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	Open	16-29 yrs	16-29 yrs	13-19 yrs	13-19 yrs	12-16 yrs	12-16 yrs	Open	Open
30-39 yrs	30-39 yrs		30-39 yrs	30-39 yrs	20-29 yrs	20-29 yrs	Open	Open		
40-49 yrs	40-49 yrs		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 yrs & Over				
					60 yrs & Over					

2019 WINNERS

Men's Marathon - Japan's Takashi Mino won the marathon crown in a time of 2:35:02h. The course record is 2:33:48h set by Russia's Vsevolod Khudyakov in 2012.

Women's Marathon - Japan's Tomomi Nakajima took the crown with a time of 3:03:55h.

Marathon Relay - Team 2 from Thailand won the marathon relay in a time of 03:25:27h.

Half Marathon - The men's race was won by the Philippine's Richard Salano in 01:13.25h and the women's by the Philippine's Christine Hallasgo in 01:25:28h.

10.5KM Run - The men's race was won by Japan's Hiroki Nakajima in 00:34:47h and the women's by Australia's Dimity-Lee Duke in 00:41:31h.





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EXPO

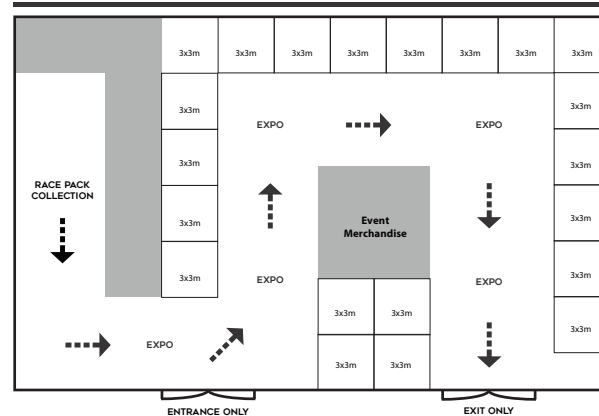
The Expo features a multitude of exhibitors showcasing, demonstrating and selling everything from running shoes, apparel, running watches, sports gels, energy drinks and eyewear. All will be under one roof.

The 3-Day Expo will be held on: Friday, 4th December 2020, from 13:00h to 21:00h; Saturday, 5th December 2019, from 09:00h to 15:00h; and Sunday, 6th December 2019, 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.

Total spending at the 2019 Race Expo was THB 4,200,000.

EXPO FLOOR PLAN





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PASTA PARTY

The Laguna Phuket Marathon pre race pasta party is a celebratory ritual giving runners the opportunity to sample some of the hospitality Laguna Phuket has to offer.

The Pasta Party brings together runners, families and friends 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.

Saturday 5th December 12:00h – 15:00h.





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PREVIOUS SPONSORS

The Laguna Phuket Marathon 2019 attracted many sponsors, including:

Title Sponsor
Laguna Phuket



Supporting Authority
Phuket Province
SAT
TAT
TCEB
Tourism & Sports Ministry



Co-Sponsors

AIA Vitality
Amazing Thailand
Gatorade
Run On Clouds



Media Partners

Live 89.5
RUN Singapore
True Vision



Official Suppliers

Aquafina
Bangkok Hospital Phuket
Big Bang
Finisher Pix
Go Thailand Tours
Oakley
SEIKO
Tom & Co
Turkish Airlines



Online Registration Partner

Go To Race



Organiser

GAA Events



Professional Timing & Results

Sportstats Asia



Sanctioned By

Association of International Marathons
and Distance Races - AIMS



Marketing Support

The Sponsorship Experts

THE SPONSORSHIP EXPERTS
WWW.PAULPOOLE.CO.TH

Event Charities

Children First Fund
UNHCR





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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





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SPONSORSHIP INVENTORIES	PRESENTING SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER, MEDIA PARTNER
Rights to title the "Laguna Phuket Marathon 2020 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 2020 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 2020 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	
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		
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Party Tickets	Yes	Yes	
Use of backside of Party Tickets for advertising purposes (at sponsors cost)	Yes		
Logo on VIP, Media and Staff passes	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS			
Complementary Race Entry	80 entries total Marathon: 15 entries Half Marathon: 15 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		
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



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SPONSORSHIP INVENTORIES

Logo categorised by sponsor level on promotional booth display when attending marathon expos promoting the event throughout the year (minimum of 5 expos attended)

Advertising In Media Partner Publications

Logo categorised by sponsor level on advertising artwork

DIGITAL & SOCIAL RIGHTS

Logo on emails, website, and all site communications including e newsletters regularly to database of 160,000 contacts

Logo inclusion in any APP produced

Short feature on sponsor in athlete newsletter sent to athlete database of 110,000 contacts

MEDIA & PR RIGHTS

Inclusion in and exposure through PR campaign

Company profile included in media kit

TV Production

30 minute TV highlight show production for local & international distribution

Sponsor branding to be featured in program

Mentioning of sponsor

Media Partner Advertising

Logo on advertising in media partner publications – size dependent on sponsorship level

PRESENTING SPONSOR

Yes

CO-SPONSOR

Yes

OFFICIAL SUPPLIER, MEDIA PARTNER

Yes

Yes

Yes

Yes

Yes
Prominent

Yes
Less Prominent

Yes
Less Prominent

Yes
Prominent

Yes
Less Prominent

Yes
Less Prominent

Yes

Yes

Yes

Yes

Yes

Limited

Yes

Yes

Limited

Yes

Yes

Yes

Yes

Yes

Limited

Yes

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 2020" for PR and advertising use.	Yes
EVENT BRANDING	
Banner (0.80 m x 2.40m) 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 2020 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 2020 tie in with the following values: Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

PROMOTIONAL PLAN

The Laguna Phuket Marathon will be promoted through pre-event press conferences in Bangkok and Phuket, by international travel partners as well as a comprehensive digital marketing campaign that includes social media posts (Facebook and Instagram), social media advertising and regular newsletters to the event's database of 160,000 contacts.

During event week, the event will host a media program for a total of 40 selected local media, international media and social media influencers covering the event for a range of media outlets.





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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 2020 with the event's online community growing considerably.

The Facebook page currently has just above 26,837 followers up by over 38% in the past twelve months. Instagram – 1,203 Followers.

The social media strategy for 2020 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 2020 for PR and advertising activity.



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MEDIA VALUE

Total PR value of media clippings in 2019 was similar to 2018 – 43 MILLION THB

TV CLIPPINGS X 39
26,543,900THB

PRINT CLIPPINGS X 54
4,868,383THB

ONLINE CLIPPINGS X 165
11,464,382THB

ECONOMIC IMPACT

 2,924
JOBS CREATED

 GDP CONTRIBUTION
291+ MILLION THB

ECONOMIC OUTPUT
503+ MILLION THB

TAX GENERATION
38+ MILLION THB





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HOSPITALITY

The Laguna Phuket Marathon 2020 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 2020 Goodie Bags.

EXPERIENTIAL MARKETING

Phuket attracts thousands of visitors in December 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

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GO TO RACE

Online registration for the Laguna Phuket
Marathon 2020 will only be available at
<http://www.phuketmarathon.com/registration/>

