

LAGUNA PHUKET TRIATHLON

23RD - 24TH NOVEMBER 2019

THE RACE OF LEGENDS

LAGUNA PHUKET TRIATHLON

SATURDAY 23RD - SUNDAY 24TH NOVEMBER 2019, PHUKET, THAILAND

Now in its 26th year, the Laguna Phuket Triathlon is Asia's premier destination triathlon featuring a unique 1.8KM Swim, 50KM Bike and 12KM run through spectacular tropical scenery.

Over the years the popular race has attracted thousands of age group athletes as well as triathlon legends Mark Allen, Greg Welch, Craig Alexander, Paula Newby-Fraser, Michellie Jones, Chris McCormack, Chrissie Wellington and Michael Realert to name just a few.

With in excess of 1,200 competitors, Laguna Phuket Triathlon has won many Awards including most recently Best Sports Event Venue in Thailand (Gold Winner) at the SPIA Awards 2018.

Spread over two-days the event includes a number of races, culminating in the triathlon:

Saturday 23rd November LPT Charity Fun Run 2KM, 5KM and 10KM

Sunday 24th November 25 For 25 Sprint: 0.5KM Swim, 18.5KM Bike, 6KM Run

Triathlon: 1.8KM Swim, 50KM Bike, 12KM Run
(Individual & Relay Team)

Integrate your marketing with the Laguna Phuket Triathlon 2019 – The Race of Legends

BEST SPORTS EVENT VENUE IN THAILAND (GOLD WINNER) SPIA AWARDS 2018



MISSION



SHOWCASE - the destination and promote Laguna Phuket, the island of Phuket and Thailand through print and electronic media, local television coverage and the production of a one hour television program to an international audience



TOURISTS - increase tourist arrivals to Phuket and Thailand



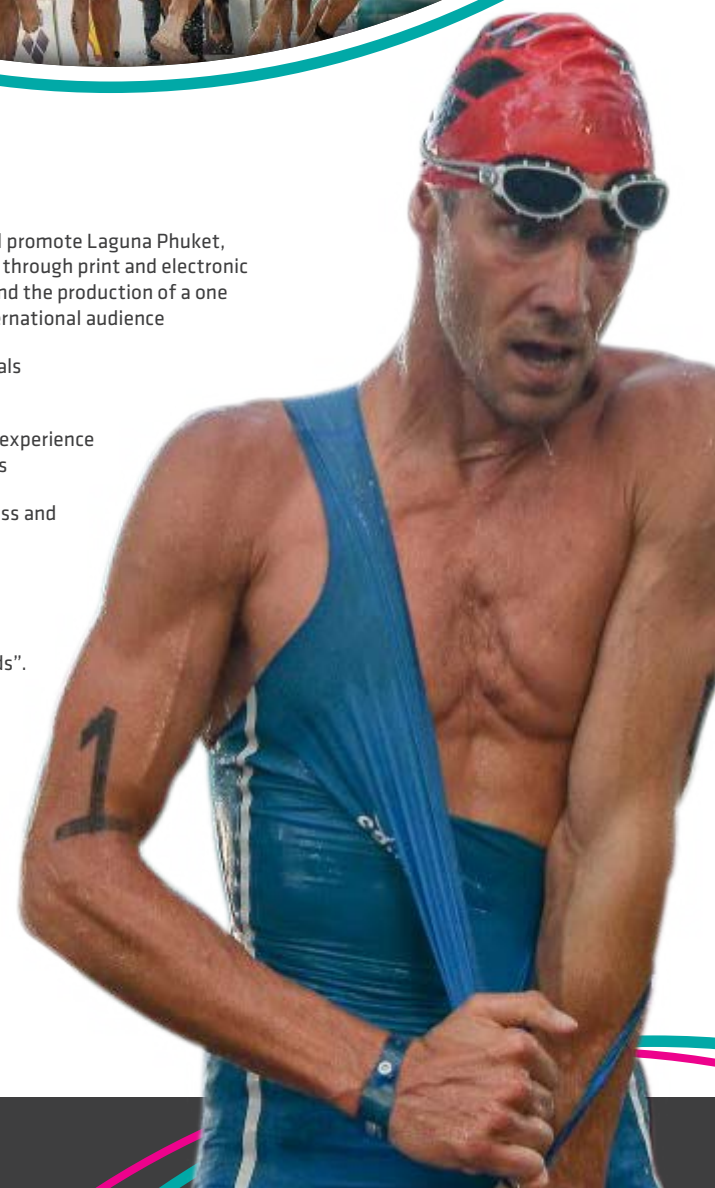
EXPERIENCE - provide a positive experience for triathletes and all stakeholders



HEALTH - encourage health, fitness and wellness through sports



CHARITY - raise funds through Children First Fund (CFF) via the Laguna Phuket Triathlon Charity Fun Run "Run for Fun, Run for Kids".



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PACKAGES

We have developed packages to suit differing levels of needs:

TIER 1: TITLE & PRESENTING SPONSOR

One Title Sponsor & one Presenting Sponsor

TIER 2: CO-SPONSORS

Up to six Official Co-sponsors from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to 10 Official Suppliers providing goods and services that are essential to the event

Up to 10 Media Partners providing editorial and advertising space

ISLAND PARTNERS

Packages for Phuket businesses

QUICK FACTS

- Laguna Phuket Triathlon is South East Asia's premiere triathlon, now it's 26th year
- 2-day sporting event 23rd -24th November 2019 in Laguna Grove, Laguna Phuket, Thailand
- Stunning race venue at Laguna Phuket
- World-class race organisation team
- Professional sport commentator & TV voice talent Whit Raymond
- 1,200 international participants from over 50 countries
- Direct audience of over 45,000 active triathletes, their supports and families
- Supporters include: Tourism Authority of Thailand; Sport Authority of Thailand; and Thai Airways International Public Company Limited



AWARD WINNING

SPIA AWARDS

Laguna Phuket Triathlon won the coveted Best Sports Event Venue In Thailand (Gold Winner) at SPIA Asia 2018 - Asia's Sports Industry Awards & Conference.

Held annually, the Awards celebrate the brands, agencies rights holders, marketers, venues and destinations, and organisations, which positively influence the sporting landscape in Asia and has become a mainstay, must attend event for the entire sporting industry in Asia.

www.spiaasia.com



ASIATRI AWARDS 2018

Laguna Phuket Triathlon won a number of accolades at the AsiaTRI Best Races in Asia Awards, beating over 70 events in 12 different countries. Awards included:

Best Overall Triathlon Race: Short Course - AsiaTRI Awards 2018

Best Destination Triathlon Race: Short course - AsiaTRI Awards 2018

Most Challenging Triathlon Race: Short Course - AsiaTRI Awards 2018

AsiaTRI is the leading website for all triathlon related news specific to the Asian region. In 2018, AsiaTRI covered 39 events from all over the world, which included world championships. Of the 39 events, 33 came from Asia and Oceania region.

www.asiatri.com

BEST OVERALL TRIATHLON RACE: SHORT COURSE - ASIATRI AWARDS 2018

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WHY GET INVOLVED?

Association with the Laguna Phuket Triathlon 2019 offers sponsors numerous benefits including:

IMAGE ENHANCEMENT

WITH ONE OF ASIA'S LEADING AWARD
WINNING TRIATHLONS

BRAND EXPOSURE

RAISING BRAND AWARENESS OF PRODUCTS AND
SERVICES AND ASSOCIATION WITH HEALTHY LIFESTYLE

NETWORKING

WITH BUSINESS LEADERS

INTEGRATED MARKETING

WORLDWIDE MEDIA EXPOSURE

HOSPITALITY OPPORTUNITIES

ENTERTAINING TARGET AUDIENCES; INTERNAL AND EXTERNAL

Companies associating with Laguna Phuket Triathlon 2019 tie in with the following values: Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

BRAND EXPOSURE

The opportunity to integrate with the Laguna Phuket Triathlon.

NAMING RIGHTS TO THE EVENT

PARTICIPANT BRANDING

EVENT BRANDING

RACE DAY BRANDING



BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of Laguna Phuket Triathlon's global distribution. In 2018 the event was broadcast on...



MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

LAGUNA PHUKET TRIATHLON MEDIA PARTNERS

Guaranteed coverage with our media partners: Live 89.5 and Phuket News.



CONTENT

Laguna Phuket Triathlon is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As With Participants; Fun Challenges; Athletes Features; Race Highlights; Onsite Promotion; Press Conferences; and Charity Links.

RACE LEAFLET

5,000 leaflets to promote the event internationally and domestically to target market.

RACE BOOKLET

An annual publication with circulation of 1,500 that is distributed in every athlete race pack providing event details, pro athlete profiles, tips of Tri Training and other interesting and useful stories.

BEST DESTINATION TRIATHLON RACE: SHORT COURSE - ASIATRI AWARDS 2018

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WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS

LAGUNA PHUKET TRIATHLON SOCIAL MEDIA PLATFORMS



TWITTER – 155 Followers
<https://twitter.com/LagunaPhuketTri>



FACEBOOK – 31,000+ Followers
www.facebook.com/LagunaPhuketTri



INSTAGRAM – 542 Followers
<https://www.instagram.com/lagunaphukettri/>



YOUTUBE – 221 Subscribers
<https://www.youtube.com/user/LagunaPhuket>



WEB
www.lagunaphukettri.com



MERCHANDISING RIGHTS

We offer our Sponsors, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example: Laguna Phuket Triathlon 2019 Goodie Bags.

HOSPITALITY & NETWORKING RIGHTS

Laguna Phuket Triathlon offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts – Laguna Phuket.

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 guests through bespoke packages. Parties include ... Pre Event Pasta Party; Pre Awards Cocktail Party; Awards Buffet; and After Party.

EXPERIENTIAL RIGHTS

Phuket attracts thousands of visitors in November offering huge opportunities for Sponsors & Partners 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; and Tourists.

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PARTICIPANTS

The Laguna Phuket Triathlon attracts 1,200 individual triathletes from around the world including around 50 relay teams.

The 2018 men's winner was Sweden's Fredrik Croneborg with a time of 2:21:39h. Second was Belgium's Bart Aernouts in 2:23:28h. Third place was Germany's Per Van Vlerken in 2:24:02h.

The women's race was won by Australian Annabel Luxford in 2:39:50h ahead of compatriot Dimity Lee-Duke in 2:42:08h and Hungary's Anna Eberhardt who was third in 2:46:21h.

RACES & COURSE

MAIN TRIATHLON - The Laguna Phuket Triathlon consists of:

1.8KM SWIM

The swim course comprises two bodies of water. Starting on the beach at Outrigger Laguna Phuket Beach Resort - Beach, competitors swim 1,200 metres in the sea before sprinting 100 metres across the beach to swim the last 600 metres in a lagoon finishing at the Laguna Grove Transition Area.

50KM BIKE

The bike course takes competitors out of Laguna Phuket onto narrow, winding roads with some steep hilly sections on the road to Naithon Beach north of Laguna Phuket. The bike course will have two aid stations.

12KM RUN

The run course is flat and leads runners north through the Laguna Phuket resort complex and onto the award-winning Laguna Golf Phuket Golf Course, before looping back past the Laguna Wedding Chapel through Canal Shopping Village and finishing at the Laguna Grove.

The course will have three aid stations approximately 2KM apart that runners pass twice.



25 FOR 25 SPRINT

Following the sold-out success at the first launch in 2018, LPT's sprint distance "25 For 25 Sprint" (0.5KM Swim, 18.5KM Bike and 6KM Run) will be staged once again on the same day as the Laguna Phuket Triathlon in 2019.

CHARITY FUN RUN

Back by popular demand, the 26th Laguna Phuket Triathlon will once again feature "Charity Fun Run". Comprising 5KM and 10KM run and 2KM distance for junior runners. The Charity Fun Run will take place on Saturday 23rd November's late afternoon and raise funds in support underprivileged children in Phuket.



BEST SPORTS EVENT VENUE IN THAILAND (GOLD WINNER) SPIA AWARDS 2018

2019 RACE SCHEDULE



| DATE / TIME | ACTIVITY | VENUE |
|-------------------------|--|--|
| THURSDAY, 21 NOVEMBER | | |
| 09:00 – 17:00 | Bike Mechanic Service | Laguna Grove |
| FRIDAY, 22 NOVEMBER | | |
| 07:30 – 17:00 | Bike Mechanic Service | Laguna Grove |
| 08:00 | | |
| SATURDAY, 23 NOVEMBER | | |
| 09:00 – 17:00 | Bike Mechanic Service | Laguna Grove |
| 10:00 – 17:00 | Expo Opens | Laguna Grove – Big Marquee |
| 10:00 – 14:30 | Race Pack Collection for Charity Fun Run | Laguna Grove – Big Marquee |
| 10:00 – 17:00 | Race Pack Collection for Triathlon | Laguna Grove – Big Marquee |
| 10:00 – 17:00 | Mandatory Bike Check-In* | Laguna Grove – Transition Area |
| 11:00 | Pro Athlete Briefing* | Dusit Thani Laguna Phuket |
| 12:00 | Race Briefing in English* | Latitude Marquee, Angsana Laguna Phuket |
| 13:00 | Race Briefing in Thai* | Latitude Marquee, Angsana Laguna Phuket |
| 14:00 | Press Conference | Laguna Grove – Big Marquee |
| 15:30 – 19:00 | Medical Service Available | Laguna Grove |
| 16:00 | 2km Charity Kids Fun Run Start | Laguna Grove |
| 17:00 | 10km Charity Fun Run Start | Laguna Grove |
| 17:12 | 5km Charity Fun Run Start | Laguna Grove |
| 18:00 – 18:30 (approx.) | Award Presentation | Laguna Grove – Big Marquee |
| 18:00 – 21:00 | Pasta Party (Carbo-load) | Latitude Marquee, Angsana Laguna Phuket |
| SUNDAY, 24 NOVEMBER | | |
| 05:00 – 06:15 | Athlete Check-in & Numbering | Laguna Grove – Transition Area |
| 05:00 – 11:00 | Bike Mechanic Service | Laguna Grove |
| 05:00 – 12:30 | Medical Service Available | Laguna Grove |
| 05:30 – 07:10 | Athletes Transfer to Swim Start | Outrigger Laguna Phuket Beach Resort – Beach |
| SUNDAY, 24 NOVEMBER | | |
| 05:00 – 06:15 | Athlete Check-in & Numbering | Laguna Grove – Transition Area |

| DATE / TIME | ACTIVITY | VENUE |
|-----------------|--|--|
| 05:00 – 11:00 | Bike Mechanic Service | Laguna Grove |
| 05:00 – 12:30 | Medical Service Available | Laguna Grove |
| 05:30 – 07:10 | Athletes Transfer to Swim Start | Outrigger Laguna Phuket Beach Resort – Beach |
| 06:30 | Start LPT – Pro Males | Outrigger Laguna Phuket Beach Resort – Beach |
| 06:31 | Start LPT – Pro Females | Outrigger Laguna Phuket Beach Resort – Beach |
| 06:35 | Start LPT Age Groups – Rolling Start (5 athletes every 5 seconds) | Outrigger Laguna Phuket Beach Resort – Beach |
| 06:55 (approx.) | First Athlete Swim Finish – (LPT) | Laguna Grove – Swim Finish |
| 07:25 | Start 25 for 25 Sprint – Rolling Start (5 athletes every 5 seconds) | Outrigger Laguna Phuket Beach Resort – Beach |
| 07:45 | Sprint Swim Cut-off (20 minutes after athlete's individual race start time) | Laguna Grove – Swim Finish |
| 07:45 | LPT Swim Cut-off (1.10h after athlete's individual race start time) | Laguna Grove – Swim Finish |
| 08:00 – 12:00 | Expo Opens | Laguna Grove – Big Marquee |
| 08:10 (approx.) | LPT First Athlete Bike Finish | Laguna Grove – Transition Area |
| 08:50 (approx.) | LPT First Athlete Finisher | Laguna Grove – Finish Line |
| 09:00 – 12:30 | Athlete Hospitality & Massage Service | Laguna Grove – Athlete Area |
| 09:30 – 10:30 | Post Race Media Interviews with Pro Athletes | Laguna Grove – VIP/Media Area |
| 10:05 | LPT Bike Cut-off (3.30h after respective wave start) | Laguna Grove – Bike Finish |
| 10:30 – 13:00 | Bike Check-out (Athlete MUST collect equipment from the transition area before closing time) | Laguna Grove – Transition Area |
| 11:05 | LPT Run Cut-off at 6km (4.30h after athlete's individual race start time) | Laguna Grove – Run Finish Lap 1 |
| 12:05 | LPT Finish Line Cut-off (5.30h after athlete's individual race start time) | Laguna Grove – Finish Line |
| 12:30 | Race Finish | Laguna Grove |
| 17:00 – 18:30 | Pre-Award Cocktail Party | Xana Beach Club – Angsana Laguna Phuket |
| 18:30 – 21:00 | Awards Buffet | Xana Beach Club – Angsana Laguna Phuket |
| 19:00 – 20:00 | Awards Presentation | Xana Beach Club – Angsana Laguna Phuket |
| 21:00 | After Party Starts | Xana Beach Club – Angsana Laguna Phuket |

*Athlete attendance is compulsory

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CHARITY PROJECTS

DEVELOPING SUSTAINABLE COMMUNITIES

Laguna is a community nestled within a community – a network of hotels, properties, restaurants, services and leisure facilities that provides a wealth of jobs and a complete lifestyle for local, regional and international audiences.

In delivering this service, a focus on triple bottom line performance touches all stakeholders in our quest to deliver environmental and social benefits alongside increasing economic performance.

Our integration with local society creates memorable, vibrant experiences for guests and staff whilst synchronously developing relationships, security and a model for sustainable tourism.

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.

CHILDREN FIRST FUND

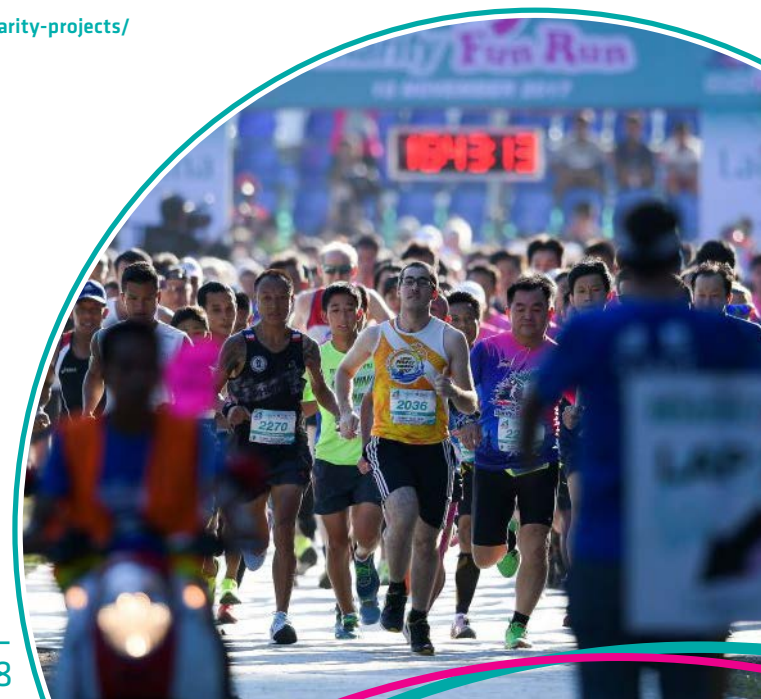
Children First Fund (CFF) was established in 2017 to commemorate the 30th anniversary of Laguna Phuket as well as to build upon and extend the community services that Laguna provides in the area of education, a core aspect of Laguna CSR focus. The CFF complements Laguna Phuket Kindergarten, the Community Learning Centre and the Mobile Learning Centre by empowering the future generations.

With an objective of "Nourishing Hearts, Inspiring Dreams" to support the nutrition of needy children in Phuket orphanages, funds raised from Laguna Phuket's main events together with Laguna Phuket contribution will go to "Children First Fund". Monthly contribution of food and necessities were given to Children First Fund's program partners – the 7 orphanages in Phuket, housing more than 400 orphans and underprivileged children, throughout the year 2017. CFF will continue to support and improve the livelihood of Phuket children in 2019.

<https://www.lagunaphukettri.com/charity-projects/>



BEST DESTINATION TRIATHLON RACE: SHORT COURSE – ASIATRI AWARDS 2018



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PARTIES

A number of parties will be held during the Laguna Phuket Triathlon, including:

PASTA PARTY

The Pasta Party will bring together participants on the eve of the Triathlon offering a five star meal at a five star location.

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

A live band will provide entertainment and the chefs from Laguna Phuket will prepare a buffet that will get the taste buds excited!

AWARDS BUFFET

The Awards Buffet will be held after the race – where athletes will have a chance to talk to other competitors and share their stories and experiences of the day.

The Awards Buffet will be held Xana Beach Club – Angsana Laguna Phuket.

PRE-AWARDS COCKTAIL PARTY

A Pre-Awards Cocktail Party will be held at Xana Beach Club – Angsana Laguna Phuket immediately prior to the Awards Buffet.

LAGUNA PHUKET TRIATHLON AFTER PARTY

A Post-Awards Party will be held at Xana Beach Club – Angsana Laguna Phuket immediately after the Awards Buffet.

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 2-Day Expo will be held on: **Saturday 23rd, from 10:00h to 17:00h;**
and **Sunday, 24th November 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.

MOST CHALLENGING TRIATHLON RACE: SHORT COURSE – ASIATRI AWARDS 2018



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2018 SPONSORS

The Laguna Phuket Triathlon 2018 attracted many sponsors, including:

Title Sponsor: 

Official Sponsors:  

Official Suppliers:     

Media Partners:  

Supported By:  

On-line Registration Partner: 

Professional Timing & Results: 

Organiser: 



OFFICIAL HOTEL

Laguna Phuket, Asia's first integrated destination resort, is a holiday paradise of deluxe hotels and villas spanning 1,000 acres of tropical parkland along an eight kilometer stretch of pristine beach at Bangtao Bay on Phuket's west coast, in Thailand.

Facilities and activities include 18-hole golf course, spas, restaurants, bars, boutique shopping, private charter and join-in luxury tours, daily activities at most Laguna Phuket hotels, canoeing and (of course) the pristine beaches and azure waters of the Andaman Sea.

Everywhere within the resort is easily accessed within minutes by shuttle boats and buses.

Whether you're travelling with friends, vacationing with family or planning a romantic escape, Laguna Phuket offers something for everyone with ample opportunities for fun, romance, relaxation and exploring.



BEST SPORTS EVENT VENUE IN THAILAND (GOLD WINNER) SPIA AWARDS 2018

| SPONSORSHIP INVENTORIES | TITLE SPONSOR & PRESENTING SPONSOR | CO-SPONSOR | OFFICIAL SUPPLIER / MEDIA PARTNER |
|--|------------------------------------|------------|-----------------------------------|
| CATEGORY EXCLUSIVITY & TITLE RIGHTS | | | |
| Rights To Title For PR & Advertising Use:[Title Sponsor Name] Laguna Phuket Triathlon 2019 Presented By [Presenting Sponsor Name] | Yes | | |
| Rights To Title For PR & Advertising Use:Co-sponsor [Title Sponsor Name] Laguna Phuket Triathlon 2019 Presented By [Presenting Sponsor Name] | | Yes | |
| Rights To Title For PR & Advertising Use:Official Supplier [Title Sponsor Name] Laguna Phuket Triathlon 2019 Presented By [Presenting Sponsor Name] | | | Yes |
| Rights To Title For PR & Advertising Use:Official Media Partner [Title Sponsor Name] Laguna Phuket Triathlon 2019 Presented By [Presenting Sponsor Name] | | | Yes |
| Category Exclusivity | Yes | Yes | Yes |
| INTELLECTUAL PROPERTY & BRANDING RIGHTS | | | |
| LOGOS & IMAGES | | | |
| Right to use Laguna Phuket Triathlon 2019 Composite (lock-up) Logo on all internal and external marketing | Yes | Yes | Yes |
| EVENT BRANDING - SIGNAGE | | | |
| Logo on Swim Start Structure (Two Sided) Total 4 Logos | x 2 | | |
| Start Line Chute Banners | x 2 | x 2 | x 1 |
| Swim Exit Chute (Sea to Lagoon) Banners | x 2 | x 1 | x 1 |
| Swim Exit Chute (At Lagoon) Banners | x 1 | x 1 | x1 |
| Logo On Swim Exit Structure (At Lagoon, Two-Sided) Total 4 Logos | x 2 | | |
| Logo On Transition Structure (Two-sided) | x 2 | x 1 | x 1 |
| Transition Area Banners | x 3 | x 2 | x 1 |
| Logo On Finish Line Structure (Two-Sided) | x 2 | | |
| Logo On Finish Line Tape | x 1 | | |
| Finish Line Chute Banners | x 3 | x 2 | x 1 |
| Logo On Pro Athlete Interview Area | x 1 | x 1 | |
| Race Course Banners | x 12 | x 5 | x 1 |
| Logo On Press Conference & Awards Ceremony Backdrop | x 1 | x 1 | x 1 |
| Logo On Welcome Party Backdrop | x 1 | x 1 | x 1 |
| Logo On External Event Billboards Phuket International Airport Road; Outside Laguna Phuket; At Laguna Phuket Entrance | x 1 | x 1 | x 1 |
| EVENT BRANDING - RACE DAY | | | |
| Logo On All Swim Caps | Yes | | |

| SPONSORSHIP INVENTORIES | TITLE SPONSOR & PRESENTING SPONSOR | CO-SPONSOR | OFFICIAL SUPPLIER / MEDIA PARTNER |
|--|------------------------------------|------------|-----------------------------------|
| Logo On All Competitor T-Shirts | x 3,000 | | |
| Logo On All Racer Bib Numbers Worn At All Times During The Bike & Run | x 3,200 | | |
| Logo on All Competitor Race Bags | x 3,200 | | |
| Logo on All Competitor Water Bottles | Yes | | |
| Opportunity To Provide Sponsor-Identified Volunteer T-Shirts | Yes | Yes | |
| Logo On Trophies | x 78 | | |
| Logo On Medals (Fun Run x 2,000, LPT x 1,200) | x 3,200 | | |
| Representative Has Right To Present Trophies & Awards | Yes | Yes | |
| Audio Acknowledgment During The Event & At Awards Ceremony | x 10 | x 10 | x 10 |
| Logo On Event Function (Awards & Pasta Party) Tickets | x 2,000 | x 2,000 | |
| Logo on Media, VIP & Committee Passes | Yes | | |
| MEDIA, PROMOTION & PR RIGHTS | | | |
| Commercial 30 Secs Spot During Airing On Thailand TV Channel 7 | x 3 | x 2 | |
| Full A4 Page Advertisement Inside Official Race Program (Circulation 1,500, Printed 1,500) | x 1,500 | x 1,500 | |
| Logo On Cover Of Official Race Program | x 1,500 | x 1,500 | x 1,500 |
| Logo On Race Leaflets | x 3,000 | x 3,000 | x 3,000 |
| Logo Inside Race Program (Committee page) 1 book / 1,500 copies (Circulation 1,500, printed 1,500) | x 1,500 | x 1,500 | x 1,500 |
| Representative Right To Present Trophies At Awards Banquet | x 1 | x 1 | x 1 |
| Logo Print On Local Mobile Car Promotion Material | x 3 | | |
| Development Of PR Strategy. Press Releases With Logo - Before & Post Event. For Example, Flyer Distribution At Triathlon Events In Thailand & International Events | Yes | Yes | Yes |
| Promotion In Phuket News Paper (Oct-Dec) | Yes | Yes | Yes |
| Company Profile / Brochures Included In Athlete Kit (If Requested) | x 1 | x 1 | x 1 |
| Inclusion In & Exposure Through PR Campaign | Yes | Yes | Limited |
| Company Profile Included In Media Kit | Yes | Yes | |
| Logo On Advertising In Media Partner Publications - Size Dependent On Sponsorship Level | Yes | Yes | Yes |
| DIGITAL & SOCIAL RIGHTS | | | |
| Logo Link On www.Lagunaphukettri.com | Yes | Yes | Yes |
| E- Newsletter To All Athletes' Data Base (4 Times A Year Until Dec) | x 4 | x 4 | x 4 |

BEST OVERALL TRIATHLON RACE: SHORT COURSE - ASIATRI AWARDS 2018

| SPONSORSHIP INVENTORIES | TITLE SPONSOR & PRESENTING SPONSOR | CO-SPONSOR | OFFICIAL SUPPLIER / MEDIA PARTNER |
|---|------------------------------------|------------|-----------------------------------|
| Logo Website Banner Promotion (After Agreement Signed) Approx. 4 Months During Sept-Dec | x 4 Months | x 4 Months | x 4 Months |
| Representative To Speak At Press Conferences In BKK And Phuket (BKK Press Conference, Subject To Change) | X 2 | | |
| MERCHANDISE RIGHTS | | | |
| Logo On Participant T-shirt Or Singlet (Minimum 1,200 Produced) | Yes | | |
| Insertion Of Promotional Material Or Product Sample Into Goodie Bag | Yes | Yes | Yes |
| Use Of Backside Of Party Tickets For Advertising Purposes (At Sponsors Cost) | Yes | | |
| Logo On VIP, Media & Staff passes | Yes | Yes | |
| HOSPITALITY & NETWORKING RIGHTS | | | |
| Access Passes To VIP Hospitality Area At Start And Transition / Finish Line | x 5 | | x 3 |
| Pasta Party And Awards Banquet & Pre Award Cocktail Party Passes | x 5 | | x 3 |
| Complimentary Accommodation At Laguna Phuket Hotels Incl. Daily Buffet Breakfast During Event At Host Hotel | 3 Rooms 2 x Nights | | 1 x Room 2 x Nights |
| Complimentary Entry And 15% Race Entry Discount For The Employees | 2 x Teams / 2 x Individuals | | 1 x Individual |
| Opportunity To Host Private Pro Athlete Dinner (Additional Cost) | Yes | | |
| Provision Of Staff Hospitality Tent At Start & Finish Area | Yes | | |
| EXPERIENTIAL RIGHTS | | | |
| Display Space at 2-Day Expo – 3m by 3m | Yes | Yes | Yes |
| On-site Promotional Space During Athlete Registration | Yes | Yes | Yes |
| On-site Promotional Space On Race Day At Transition /Finish Area | Yes | Yes | Yes |

ISLAND PARTNERS

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

| TITLE RIGHTS | |
|---|-----|
| Rights To Title (Island Partner Name) "Official Island Partner Of The [Title Sponsor Name] Laguna Phuket Triathlon 2019 Presented By [Presenting Sponsor Name]" For PR & Advertising Use. | Yes |
| EVENT BRANDING RIGHTS | |
| Banner (0.8m x 2.4m) Along Start Straight & Finish Straight | x 2 |
| HOSPITALITY & NETWORKING RIGHTS | |
| Complementary Pasta Party Tickets | x 2 |
| Complementary VIP Tent Tickets Race Day | x 2 |

BEST DESTINATION TRIATHLON RACE: SHORT COURSE – ASIATRI AWARDS 2018



LAGUNA PHUKET TRIATHLON

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THE RACE OF LEGENDS

CONTACT

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