



THAILAND'S LEADING ENTERTAINMENT & COMEDY YOUTUBE CHANNEL

MY MATE NATE 2016 & 2017

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My Mate Nate is one of Thailand's and Asia's fastest growing communities on the internet generating over 1 million followers across its entertainment and comedy YouTube Channel and Facebook Page since it launched in early 2015.

Fronted by 23 year-old fluent Thai speaking American Nate Bartling, My Mate Nate has won the hearts of millions of Thais with its great dose of humour through Nate's weekly video posts.

My Mate Nate has over 700,000 YouTube subscribers and is adding a further 30,000 each week and has generated over 80.5 million views on YouTube, Facebook and Sanook.

Using easy to understand, wholesome and fun pranks that make people laugh rather than simply doing something outrageous, My Mate Nate has gone from producing tourism videos to becoming one of Thailand's most popular YouTube channels, attracting and working with large brands and rights holders such as Columbia, DJI, Ford, Sanvo, Singha, The Music Run and Unicity.

With such a large following, My Mate Nate is the perfect platform for brands and rights holders wishing to reach a wide Thai demographic in a fun and engaging manner.

We have a number of commercial sponsorship and partnership opportunities available for brands and rights holders wanting to integrate with this high profile influencer as well as many other opportunities to create bespoke activity for your business.

PACKAGES

OFFICIAL PARTNER - PROGRAMME OF ANNUAL ACTIVITY

Up to five Official Partners from non-competing categories - My Mate Nate Main Partners - packages for brands, businesses, rights holders and destinations to work with My Mate Nate throughout the year to create bespoke videos to promote their goods and services

VIDEO CONTENT PARTNERS - ONE OFF PACKAGES

Unlimited Video Content Partners - packages for brands, businesses, rights holders and destinations to work with My Mate Nate on one off projects to create bespoke videos to promote their goods and services

OFFICIAL SUPPLIERS

Official Suppliers from non-competing categories - providing services that are essential to My Mate Nate

BECOME A COMMERCIAL PARTNER

WATCH VIDEO HISTORY OF
MY MATE NATE



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WHY GET INVOLVED?

Association with My Mate Nate offers Partners numerous benefits including:

- Be At The Beginning - as My Mate Nate grows into one of Thailand's & Asia's top entertainment and comedy channels
- Image Enhancement - association with one of Thailand's & Asia's leading entertainment and comedy YouTube Channels and Facebook Pages
- Targeting Youth - 80% of My Mate Nate YouTube audience is under 35
- Excellent Ambassador - to promote products and services
- Worldwide Marketing Exploitation - creation of global internet celebrity
- Brand Exposure - raising brand awareness of products and services
- PR - national, regional and worldwide media exposure
- Sales & Experiential Marketing - showcase products and services

WHY IS MY MATE NATE POPULAR?

- He's a young, 23 year old Caucasian American from California who speaks fluent Thai
- He has adopted Thailand as his home country - living in Bangkok since 2013
- He's the only person in Thailand making prank videos for a living!
- It is against Thai culture to prank random strangers - Nate can get away with it as he is seen as an "outsider" who doesn't have to adhere strictly to Thai culture
- Thais love being pranked! We all want to know what other people think about us, and having an outsider share his honest opinion about a country is just wonderful to the Thai younger generation

BRANDS MY MATE NATE WORKS WITH

Some of the bigger brands that have worked with My Mate Nate to date include:



WATCH VIDEO HISTORY OF MY MATE NATE



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MY MATE NATE CONTENT WEEKLY VIDEOS

My Mate Nate currently produces a minimum of 5 videos each week for My Mate Nate YouTube Channel and Facebook Page with plans to start producing daily uploads for his highly engaged following:

LIFESTYLE

Videos depicting Thai lifestyle through Nate's lens.

VLOGS

Stories of Nate's life and adventures as he travels the world (Paris, London, Japan, Singapore, KL, USA, Africa) and his thoughts about Thailand and its culture.

SLOW MOTION VIDEOS

Videos using Slow-mo technology showing simple everyday objects that we take for granted and showing them in amazing high quality super slow-motion. Currently the most popular style of video on his YouTube.

PRANKS/SOCIAL EXPERIMENTS

Prank videos that never "cross" the line or "go too far". They are simple, wholesome and fun pranks that make people laugh rather than just doing something inappropriate.

MOST SUCCESSFUL VIDEOS

FACEBOOK

"WATER PARK IN PATTAYA" (FACEBOOK)

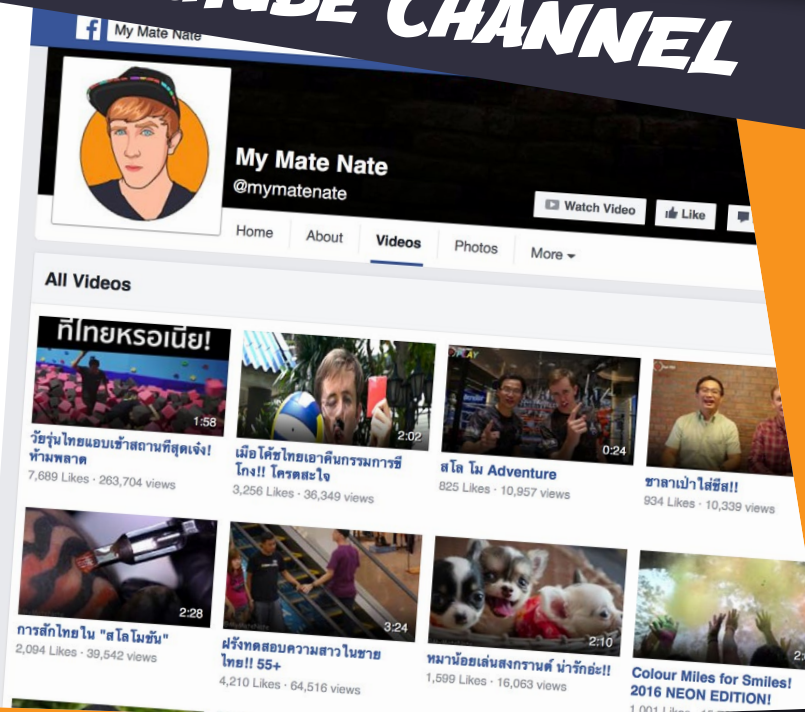
4 MILLION+ VIEWS, 1.9 MILLION IN THE FIRST 24 HOURS

"USING SIRI TO PICK UP THAI GIRLS" (FACEBOOK)

2.6 MILLION VIEWS

"MANNEQUIN SCARE PRANK" (FACEBOOK)

2.9 MILLION VIEWS

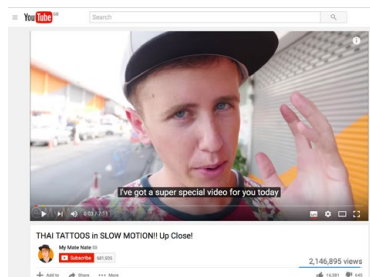


WATCH VIDEO HISTORY OF MY MATE NATE

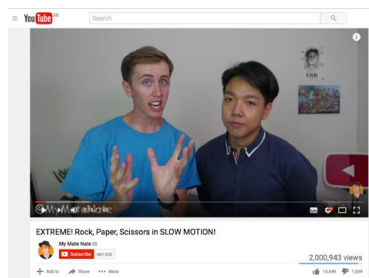


THAILAND'S LEADING ENTERTAINMENT & COMEDY YOUTUBE CHANNEL

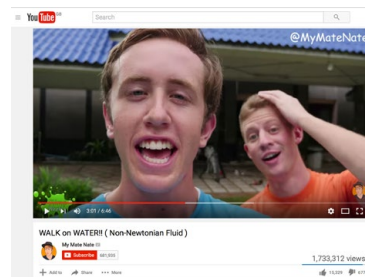
MOST SUCCESSFUL VIDEOS YOU TUBE



"THAI TATTOOS IN SLOW MOTION"
(YOUTUBE) - 2.1 MILLION VIEWS



"ROCK PAPER SCISSORS SLOW MO"
(YOUTUBE) - 2 MILLION VIEWS



"WALK ON WATER"
(YOUTUBE) - 1.6 MILLION VIEWS



"BBOY vs. GRANDM"
(YOUTUBE) - 1.4 MILLION VIEWS



"NO NOT YOU-ING"
(YOUTUBE) - 1.3 MILLION VIEWS

MY MATE NATE



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SOCIAL MEDIA IN THAILAND

Social media consumption in Thailand is very high, with the Kingdom leading the region in the use of social media by companies for innovative product development.

Thailand is one of the top 10 countries globally for most YouTube watches each month!

According to the Bangkok Post, as of mid-May this year, Thailand had 41 million Facebook users and ranks eighth in the world in the number of Facebook users and third in Southeast Asia.

ABOUT PRANKING

Pranking has been a huge part of the online video world since its inception. Slapstick humour will always be endearing, and My Mate Nate showcases the fun in pranking through Nate Bartling, a world traveling, multi-lingo pranker taking his unique style of videos to the international table.

On top of everything, Nate embraces and respects the people of Thailand. Pranking may be the core of his channel but by creating these moments of mischief Nate is helping better the community.

His channel has evolved to not only showcase his epic pranks but also capture his perspective in Thailand, vlogging about his daily encounters and adventures. On top of it all Nate has some impressive slow-motion videos that meld the prank mentality with the utterly mesmerizing effects of slow-mo.

YouTube

facebook.

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MY MATE NATE



THAILAND'S LEADING ENTERTAINMENT & COMEDY YOUTUBE CHANNEL

MY MATE NATE - FACTS & FIGURES



700,000+
SUBSCRIBERS

**GROWING ON AVERAGE 4K-7K
NEW FOLLOWERS PER DAY**
97% OF THEM ARE IN THAILAND



TOTAL WATCH TIME
155,133,160 MINUTES

TOTAL VIEWS
57,254,218

TOTAL VIDEOS UPLOADED
112 VIDEOS

DEMOGRAPHICS OF YOUTUBE

72.2%
MALE



27.8%
FEMALE



FOLLOWERS ARE:

57.4% 18-34 YRS; 19.5% 13-17 YRS; 23.1% 35+YRS
97% OF FOLLOWERS LIVE IN THAILAND



FACEBOOK PAGE LIKES - 303,256
FACEBOOK VIEWS - 24,985,540
TOTAL REACH - 58,448,000
FACEBOOK VIDEO SHARES - 204,988
TOTAL NUMBER OF VIDEOS - 47

DEMOGRAPHICS OF FACEBOOK

51%
MALE



49%
FEMALE



FOLLOWERS ARE:

16% 13-17 YRS; 78% 18-34 YRS; 6% 35+YRS

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MY MATE NATE



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BENEFITS OF SPONSORSHIP

My Mate Nate offers the following rights and benefits to partners...

BRANDING

The opportunity to work with Nate to integrate your business into the content of his videos and commission bespoke videos that include your brand and key messages.

MEDIA & PR

My Mate Nate is hot news. Opportunity to promote sponsor messages through news PR - associate with a rising star. To date Nate has had features in TV, national press, magazines, radio and online.

MARKETING TO YOUNGER AUDIENCE

As a successful young man, Nate provides an excellent role model for businesses to associate with and target younger audiences.

Nate can work closely with sponsors to drive forward communications strategies - an ideal figurehead to run campaigns in youth communities.

Nate can give talks; give his name to campaigns; and offer promotions linked to his videos.

PUBLIC SPEAKING

Nate is an excellent public speaker, is media trained to a high standard and has hours of TV, press & radio experience.

HOSPITALITY & NETWORKING

My Mate Nate can create tailored events for clients or link in with existing activity such as attending conferences and company events. This would include: Meet & Greets; Talks At Company Offices; Signing Autographs; and Photo Opportunities.

In this way, business partners and those they invite can feel closely involved with My Mate Nate.

MERCHANDISING

We offer our Partners the opportunity to produce joint branded merchandise. Logos on specially produce My Mate Nate merchandise e.g. T-shirts, caps, jackets etc.

OTHER PROMOTIONAL OPPORTUNITIES

My Mate Nate would be pleased to discuss any other requirements of business partners in order to maximise their exposure and that of their products and services.

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1 OFFICIAL PARTNER	TIER 2 VIDEO CONTENT PARTNERS	TIER 2 OFFICIAL SUPPLIERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title for advertising & PR use Official Partner My Mate Nate	Yes		
Right to title for advertising & PR use Official Supporter My Mate Nate		Yes	
Right to title for advertising & PR use Official Supplier My Mate Nate			Yes
Category Exclusivity	Yes		
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
Right to use My Mate Nate Composite (lock-up) Logo on all internal and external marketing	Yes Official Partner		Yes Official Supplier
BRANDING - IN VIDEOS			
Product placement, key messages and logo in bespoke My Mate Nate videos	Yes up to 5 x videos p.a.	One off video	One off video
BRANDING - NATE			
Nate will wear (e.g. clothing, watches), or use products (e.g. drive cars) - where applicable	Yes		
MEDIA & PR RIGHTS			
Right to use My Mate Nate association promotional campaigns covering any PR and advertising	Yes	Yes	Yes
A press conference to launch the Sponsorship	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Branding on My Mate Nate website Partners page	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including integrating brand messages and logos into My Mate Nate branded content videos	Yes	Yes	Yes
Development of and access to My Mate Nate email marketing campaigns to promote branded content videos	Yes	Yes	Yes

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1 OFFICIAL PARTNER	TIER 2 VIDEO CONTENT PARTNERS	TIER 2 OFFICIAL SUPPLIERS
MERCHANDISING RIGHTS			
Opportunity to produce joint branded merchandise. Logos on specially produce My Mate Nate merchandise e.g. T-shirts, caps, jackets etc.	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
Create tailored My Mate Nate events for clients or link in with existing activity such as attending conferences and company events. Including: Meet & Greets; Talks At Company Offices; Signing Autographs; and Photo Opportunities	Yes (up to 3 appearances p.a.)	One off appearance	One off appearance





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All data current at 1st July 2016

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