

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

# INTERNATIONAL EVENT ON PEACEKEEPING THROUGH CULTURE AND SPORT 2019



## INTERNATIONAL EVENT ON PEACEKEEPING THROUGH CULTURE AND SPORT 2019

2<sup>nd</sup> - 6<sup>th</sup> OCTOBER 2019 - PATTAYA, THAILAND

The International Event On Peace Keeping Through Culture & Sport 2019 will take place at the Indoor Athletics Stadium, Pattaya, in October featuring over 1,500 athletes from 70+ countries.

The festival is expected to attract over 5,000 visitors and features a plethora of martial arts disciplines including: Muay-Thai, Kickboxing, Jujitsu, Hapkido, Karate, Wuyinam, Belt Wrestling, Pajhwit, Kowatorami, Personal Defence & Individual Arts.

**With the motto “No To Violence Through Sport”, the festival will also feature:**

- No To Violence Through Sport Conference - discussing how the spread of martial arts and sports in general can help bridge the gap between cultures and mitigate violence - held at Pattaya’s Royal Cliff Hotel
- Martial Arts Exhibition - for brands to showcase their products and services - held at the Indoor Athletics Stadium
- Ethnic Music Celebration - a four-night celebration of continental and national ethnic music - held at the Indoor Athletics Stadium

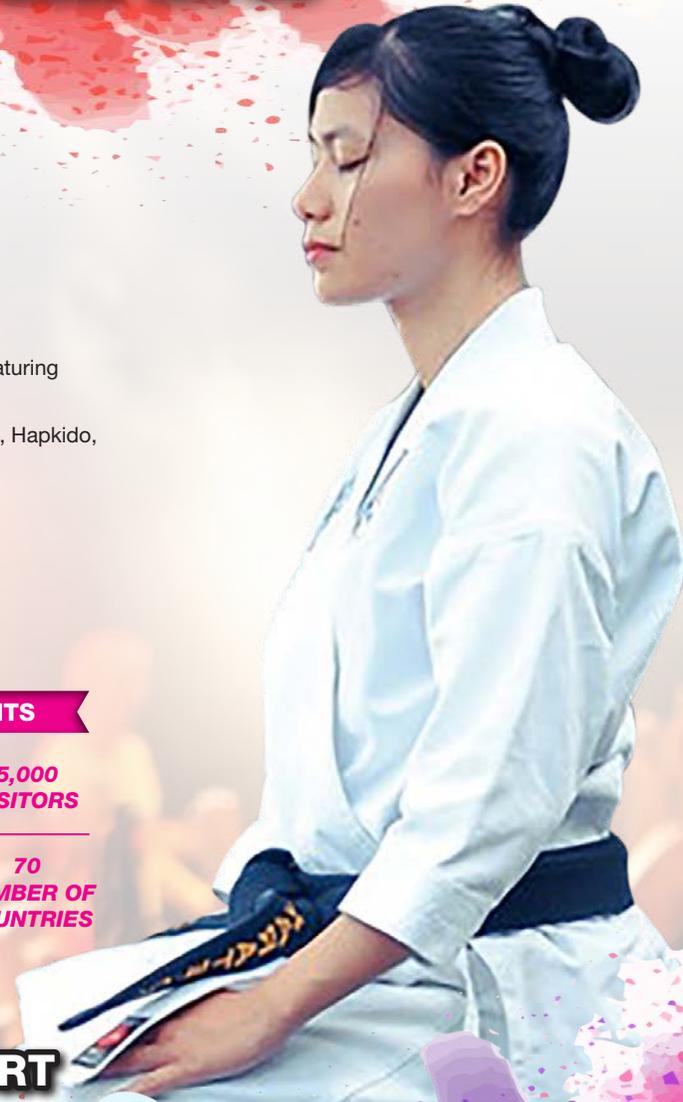
Co-ordinated under the auspices of the International Federation of Martial Arts Festival (IFMAF), the International Event On Peacekeeping Through Culture & Sport has previously been held in: India, Indonesia, Iran and Turkey.

The International Event On Peacekeeping Through Culture & Sport 2019 is organised by Bangkok based ITBC (Thailand) Co., Ltd., which facilitates connections between ASEAN countries and countries in the Middle East.

**Integrate the International Event On Peacekeeping Through Culture & Sport 2019 in your marketing platform...**

### QUICK FACTS

<b>5 DAYS</b>	<b>4 NIGHTS</b>
<b>1,500 ATHLETES</b>	<b>5,000 VISITORS</b>
<b>5,000 m<sup>2</sup> MARTIAL ARTS EXHIBITION</b>	<b>70 NUMBER OF COUNTRIES</b>

## NO TO VIOLENCE THROUGH SPORT

ORGANISED BY ITBC (THAILAND) CO., LTD  
MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS





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## PACKAGES

We have developed sponsorship packages to suit differing levels of budget and brand needs.

### TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the festival
- One Presenting Sponsor with naming rights to the festival

### TIER 2: CO-SPONSORS

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

### TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers providing goods and services essential to the festival
- Up to 10 Media Partners providing advertising and guaranteed editorial for the festival

### TIER 4: INDUSTRY PARTNERS

Packages for Martial Arts Industry businesses

### EXHIBITION ONLY PACKAGES

Packages to exhibit at the International Event On Peacekeeping Through Culture & Sport Exhibition 2019

### HOSPITALITY ONLY PACKAGES

Packages to entertain guests at International Event On Peacekeeping Through Culture & Sport Exhibition 2019

### NO TO VIOLENCE THROUGH SPORT CONFERENCE - PARTNER PACKAGES

- One Title Sponsor with naming rights to the No To Violence Through Sport Conference 2019
- One Presenting Sponsor with naming rights to the No To Violence Through Sport Conference 2019
- Up to six-Co-sponsors from non-competing categories



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## WHY GET INVOLVED?

An association with the International Event On Peacekeeping Through Culture & Sport 2019 allows Sponsors and Partners to promote their products and services to a worldwide audience, with over 70 countries represented. Sponsors benefit from a partnership in many ways, including:

### IMAGE ENHANCEMENT

#### WORLDWIDE RECOGNITION

Through an international tournament endorsed by the International Federation of Martial Arts Festival (IFMAF).

#### CORPORATE SOCIAL RESPONSIBILITY

Helping to promote “No To Violence Through Sport” and providing a positive role model for young people.

### BRAND EXPOSURE

The opportunity to integrate with the International Event On Peace Keeping Through Culture & Sport 2019.

- NAMING RIGHTS TO THE EVENT
- EVENT BRANDING EXHIBITION PRESENCE
- CONFERENCE BRANDING
- MUSIC CELEBRATION BRANDING

### BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of with the International Event On Peace Keeping Through Culture & Sport 2019 TV broadcast and streaming programme, which will be finalised in Summer 2019.

### 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.

### MEDIA PARTNERS

Guaranteed coverage with our Media Partners - currently being confirmed.

### ADVERTISING

**ONLINE** - International Event On Peace Keeping Through Culture & Sport 2019 marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

**PRINT** - a media-wide advertising campaign will begin months before the festival, focusing on martial arts sports, athletes and martial arts industry, news, lifestyle and business publications enhanced with editorial content.



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## WHY GET INVOLVED?



### PR & CONTENT

The International Event On Peace Keeping Through Culture & Sport 2019 is hot news. All Sponsors and Partners will have rights to associate with the festival for PR and advertising activity. Sponsors and Partners can create content through: Q&As with Exhibitors; Fun Challenges; Celebrity and Expert Speaker Features; Festival Highlights; Onsite Promotion; Press Conferences; and Charity Links.

The PR campaign ensures wide coverage both during and after the festival and will feature:

- Media engagement and editorial in business and sport publications
- Features on the martial arts on display at the festival
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels



### DIGITAL & SOCIAL RIGHTS

Exposure through the following social and online channels to be launched in Summer 2019...



**TWITTER** - [https://twitter.com/pcs\\_2019\\_asia](https://twitter.com/pcs_2019_asia)



**FACEBOOK** - <https://www.facebook.com/pcs.2019.asia>



**INSTAGRAM** - <http://instagram.com/pcs.2019.asia>



**WEB** - <http://www.pcs2019.asia>



### MERCHANDISING RIGHTS

Sponsors, Supporters, Suppliers and Industry Partners have the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, International Event On Peace Keeping Through Culture & Sport 2019 Goodie Bags, T-shirts, Caps etc.



### HOSPITALITY & NETWORKING RIGHTS

The International Event On Peace Keeping Through Culture & Sport 2019 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Pattaya. With a wide range of martial arts and a nightly Ethnic Music Celebration - this is an excellent way to do and promote your business.



### EXPERIENTIAL RIGHTS

Pattaya attracts thousands of visitors in October and with it huge opportunities for Sponsors & Partners to promote their products and services.



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# INTERNATIONAL EVENT ON PEACEKEEPING THROUGH CULTURE AND SPORT 2019

## FESTIVAL COMPONENTS

### MARTIAL ARTS

The International Event On Peacekeeping Through Culture & Sport 2019 features:

#### MUAY-THAI

Muay-Thai, literally Thai boxing, is a combat sport of Thailand that uses stand-up striking along with various clinching techniques. Muay-Thai is known as the “art of eight limbs” as it is characterised by the combined use of fists, elbows, knees, and shins.

#### KICKBOXING

Kickboxing is a group of stand-up combat sports based on kicking and punching - historically developed from karate mixed with boxing. Kickboxing is practiced for self-defence, general fitness, and as a contact sport.

#### JUJITSU

Jujitsu is a Japanese martial art and a method of close combat for defeating an opponent in which fighters use either a short weapon or none. The word Jujutsu can be broken down into two parts. “Ju” is to be gentle, to give way, to yield, to blend, to move out of harm’s way. “Jutsu” is the principle or the action, which means science or art.

#### HAPKIDO

Hapkido is a Korean martial art and a form of self-defence that employs joint locks, grappling, and throwing techniques similar to those of other martial arts, as well as kicks, punches, and striking attacks. Hapkido includes both long-range and close-range fighting techniques, utilising jumping kicks and percussive hand strikes at longer ranges, and pressure point strikes, joint locks, and throws at closer fighting distances.

#### KARATE

Karate is predominantly a striking martial art using punching, kicking, knee strikes, elbow strikes and open-hand techniques such as knife-hands, spear-hands and palm-heel strikes. Karate will make its debut at the Tokyo Summer Olympic Games 2020. The World Karate Federation claims there are 100 million practitioners around the world.

#### BELT WRESTLING

Belt Wrestling is a form of wrestling that is one of the oldest recorded sports. It involves contestants aiming to knock each other over by grappling with a belt.



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# INTERNATIONAL EVENT ON PEACEKEEPING THROUGH CULTURE AND SPORT 2019

## FESTIVAL COMPONENTS



### NO TO VIOLENCE THROUGH SPORT CONFERENCE

With the motto “No To Violence Through Sport”, the festival will feature a four-day Conference discussing how the spread of martial arts and sports in general can help to bridge the gap between cultures and mitigate any kind of violence. The Conference will be attended by various stakeholders including social activists, sports agencies, NGOs, corporations and government bodies. Subjects covered will include:

**WOMEN, SPORT & VIOLENCE**

**ROLE OF LOCAL GOVERNMENTS TO PROMOTE SPORT AGAINST VIOLENCE**

**HOW NGOS CAN HELP TO REDUCE VIOLENCE IN COMMUNITIES BY SPORTS**

**HISTORICAL TRACKS OF CONFLICT MANAGEMENT IN DIFFERENT CULTURES**

**CULTURAL APPROACHES AGAINST EXTREMISM**

**ANALYSIS OF RECENT VIOLENT AND AGRESIVE ACTIVITIES IN ALL OVER THE WORLD WITH FOCUS ON MIDDLE EAST, CENTRAL ASIA AND EUROPE**



### CONFERENCE TIMETABLE

- 3<sup>rd</sup> October 2019 - morning Opening Ceremony
- 3<sup>rd</sup> October 2019 - afternoon Panel on Peace and Sport
- 4<sup>th</sup> October 2019 - morning Panel on Historical Track of Conflict Management in Different Cultures
- 4<sup>th</sup> October 2019 - afternoon Panel on Recent Violent Activities Internationally With Focus on Middle East, Central Asia and Europe
- 5<sup>th</sup> October 2019 - morning Closing Ceremony



### EXHIBITION

A 5,000-square metre exhibition space will allow brands to showcase their products and services and give visitors a chance to sample food and beverages, learn more about the various martial arts and interact with relevant brands.



### ETHNIC MUSIC CELEBRATION

A nightly concert programme with a focus on continental and national ethnic music will highlight the cultural aspect of the festival, giving attendees and visitors a chance to listen to music from different parts of the world.

The Ethnic Music Celebration will be a huge attraction for tourists providing a cultural spectacular not to be missed.



### OPENING & CLOSING CEREMONIES

The much-anticipated Opening Ceremony will take place on Wednesday 2<sup>nd</sup> October while the Closing Ceremony will be on Sunday 6<sup>th</sup> October May 2019 - both from 8:00 – 11:00pm. Both ceremonies will be conducted in English and broadcasted live.



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## LOCATION - PATTAYA

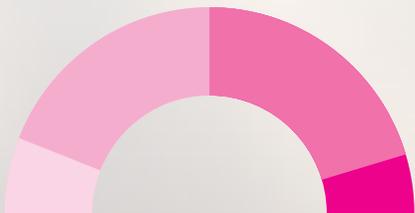
**7 MILLION TOURISTS**  
PATTAYA CITY ATTRACTS OVER SEVEN MILLION TOURISTS YEARLY

**60KM**  
Within a 60 km radius covering: Chonburi; and Rayong - there are 864,000 potential visitors

**120KM**  
Within a 120 km radius covering: Bangkok; Nonthaburi; Pathum Thani; Samut Prakan; Chantaburi; Trat; Chachoengsao; Prachinburi; Sa Kaeo; Nakhon Pathom; Ayutthaya, Samutsakhon; Angthong; Nakhon Nayok; and Samut Songkram - there are 14 million potential visitors

**15 MILLION**  
Over 15 million tourists yearly go through Bangkok International Airport (Suvarnabhumi)

Source: Bangkok & Pattaya Population Statistics



● 15-24 YEARS    ● 25-34 YEARS  
● 35-44 YEARS    ● 45-54 YEARS

**33%**  
THAI

**66%**  
FOREIGNERS

**15%**  
15 - 24  
YEARS OLD

**32%**  
25 - 34  
YEARS OLD

**30%**  
35 - 44  
YEARS OLD

**11%**  
45 - 54  
YEARS OLD



● THAI    ● FOREIGNERS



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# INTERNATIONAL EVENT ON PEACEKEEPING THROUGH CULTURE AND SPORT 2019

## VENUES

### INDOOR ATHLETICS STADIUM, PATTAYA

The venue for the International Event On Peacekeeping through Culture & Sport 2019 is the Indoor Athletics Stadium, Pattaya.

The Stadium will host: the Martial Arts, the Martial Arts Exhibition; and the Ethnic Music Celebration.



### ROYAL CLIFF HOTEL, PATTAYA

The Royal Cliff Hotel will host the No To Violence Through Sport Conference.

The Royal Cliff Hotels Group consists of four luxury hotels and a multipurpose convention centre, Pattaya Exhibition and Convention Hall (PEACH) between Jomtien and South Pattaya, Thailand, occupying 64 acres (26 ha) of parkland overlooking the eastern shore of the Gulf of Thailand. The 5 star hotels on the private estate are Royal Cliff Beach Hotel, Royal Cliff Beach Terrace, Royal Cliff Grand Hotel and Royal Wing Suites & Spa. It is the only resort in Pattaya that offers both mountain and sea views. In terms of awards the resort has won the prestigious TripAdvisor Travelers' Choice Award 6 times in the luxury category and always ranks high on the review site.



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INVENTORY	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS & MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to title "[Title Sponsor] the International Event On Peacekeeping Through Culture & Sport 2019 presented by [Presenting Sponsor Name]" for PR & advertising	Yes		
Rights to title "[Sponsor Name] Official Co-sponsor "[Title Sponsor the International Event On Peacekeeping Through Culture and Sport 2019 presented by [Presenting Sponsor Name]" for PR & advertising		Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner for "[Title Sponsor] the International Event On Peacekeeping Through Culture & Sport 2019 presented by [Presenting Sponsor Name]" for PR & advertising			Yes
Company name incorporated in event logo	Yes		
Category Exclusivity	Yes	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>			
Logo on outside of Indoor Athletics Stadium Pattaya Stadium	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo in entrance area of main Martial Arts space	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo inside main Martial Arts space	Yes		
Logo on joint advertising hoardings at the event	X 10	X5	X5
Logo on advertising boards (4m by 3m) around Pattaya	Yes	Yes	Yes
Media interview area backdrop branding	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Banners in event bar & restaurant	Yes	Yes	Yes
Banners in exhibitor's lounge	Yes		
Logo on the International Event on Peacekeeping through Culture and Sport Exhibition 2019 officials' clothing	Yes		
Logo presence at Ethnic Music Celebration	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo presence at No To Violence Through Sport Conference 2019	Yes Prominent	Yes Less Prominent	Yes Less Prominent

INVENTORY	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIERS & MEDIA PARTNERS
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>			
Logo on literature pre / post events, website, stationery etc.	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Programme advertisement	Full Page Premium Location	Full Page	Full Page
Brand name mention and logo in the International Event on Peacekeeping through Culture and Sport Exhibition 2019 press information and advertisements	Yes	Yes	Yes
Inclusion in any TV / Radio advertisement / documentary produced	Yes	Yes	Yes
Inclusion in any marketing / sales materials	Yes	Yes	Yes
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes		
<b>DIGITAL &amp; SOCIAL RIGHTS</b>			
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes	Yes
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes Prominent	Yes	
Logo inclusion in any event APP produced	Yes Prominent	Yes	
<b>EXPERIENTIAL / PRESENCE MARKETING RIGHTS</b>			
Exhibition space as part of Martial Arts Exhibition (size tbc)	Yes	Yes	Yes
Sampling at the event	Yes	Yes	Yes
Promotion in event VIP lounge	Yes		
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
VIP tickets for all official parties (including Opening & Closing Ceremonies)	20 per party	10 per party	5 per party
<b>MERCHANDISING RIGHTS</b>			
Opportunity to produce joint branded merchandise	Yes	Yes	Yes



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## MARTIAL ARTS INDUSTRY SUPPORTER PACKAGES

We have a limited number of opportunities for Martial Arts Industry Supporters at the following levels, which offer branding and hospitality benefits.

### INDUSTRY SUPPORTERS

- Use the event's name / logo in your own publicity (e.g. "Official Supporter of...")
- Company name on event website sponsors' page
- Logo in any event programme sponsors' page
- Company name on event poster / billboards (Pattaya coverage)
- Company name in Media Partner advertising
- 2 x VIP Passes
- Promotional literature at event
- Logo on main stage / interview area backdrop(s)

## EXHIBITOR OPTIONS

Participating in the International Event On Peacekeeping Through Culture & Sport 2019 is the best opportunity to gain access to the Martial Arts industry in South East Asia and beyond. Booking is now open for exhibitors see <http://www.pcs2019.asia>

## CONFERENCE OPTIONS

The International Event On Peacekeeping Through Culture & Sport 2019 brings together key Martial Arts stakeholders featuring informative panel sessions and presentations.

	TITLE SPONSOR & PRESENTING SPONSOR	CO-SPONSORS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>		
Rights to title "[Title Sponsor Name] No To Violence Through Sport Conference 2019 presented by [Presenting Sponsor Name]" for PR & advertising	Yes	
Rights to title "[Co-sponsor Name] Official Co-sponsor [Title Sponsor] No To Violence Through Sport Conference 2019 presented by [Presenting Sponsor Name]" for PR & advertising		Yes
Company name incorporated in Conference logo	Yes	
Category Exclusivity	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>		
Logo on all on-site collateral	Yes	Yes
Logo on invitation	Yes	
Logo (large) on backdrop	Yes	Yes
Keynote speech - giving you a platform to talk to the industry	Yes	
Announcement of your sponsorship during the Conference	Yes	
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>		
Logo and company profile featured in Conference Programme	Yes	Yes
<b>DIGITAL &amp; SOCIAL PROGRAMME</b>		
Logo and company profile featured on the official No To Violence Through Sport Conference 2019 website and dedicated HTML Newsletter Logo on official Festival website	Yes	Yes
Special feature in official e-newsletter	Yes	Yes
Dedicated social media posts	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING PROGRAMME</b>		
No To Violence Through Sport Conference 2019 VIP tickets	X 10	X 4

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# INTERNATIONAL EVENT ON PEACEKEEPING THROUGH CULTURE AND SPORT 2019

## CONTACT

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