



PHANG NGA
TRIATHLON

SWIM, BIKE, RUN ALONG THAILAND'S WEST COAST

PHANG NGA TRIATHLON

FRIDAY 5TH - SUNDAY 7TH MAY 2023, PHANG NGA, THAILAND

Staged in one of the most spectacular settings on the international Triathlon circuit, the inaugural Phang Nga Triathlon launches in 2023.

The 3-day event features a 1.8KM Swim, 50KM Bike and 12KM Run, all set around the glistening crystal waters of the Andaman Sea and Natai Beach, a beautiful hidden gem on Thailand's west coast. This showcase race will raise both funds

and awareness of marine conservation and sustainability and is organised by leading sports management company GAA Events with professional timing and results by Sportstats Asia, ensuring the highest of international standards.

Phang Nga Triathlon 2023 is expected to attract over 1,000 athletes from all age groups, as well as several triathlon legends.

QUICK FACTS

1000+
Participants

THB28.26 MILLION
Estimated Economic Impact

GAA Events
World-class Organisers

LOCAL TALENT
Bursaries For Thai Athletes

3-DAY SPORTING EVENT
Friday 5th - Sunday 7th May 2023

SPECTACULAR LOCATION
Phang Nga, Thailand

5,000 ACTIVE TRIATHLETES
Their Supporters & Families

CHARITY
Pure Blue Foundation

OFFICIAL HOTEL
Aleenta Phuket - Phang Nga Resort & Spa

ENTERTAINING
A Plethora Of Parties

5 RACE EVENTS
Main Triathlon (Olympic Distance)
Duathlon
Sprint Triathlon
Kids Triathlon
Cycling Time Trial Race

SUPF
Wherever possible the event follows a Single Use Plastic Free policy

MISSION



TOURISTS -
increase tourist arrivals to Phang Nga and Thailand



EXPERIENCE -
provide a positive experience for triathletes and all stakeholders



HEALTH -
encourage health, fitness and wellness through sports



SHOWCASE -
the destination and promote Phang Nga and Thailand through print and electronic media, local television coverage and the production of a one-hour television programme to an international audience



CHARITY -
raise funds via the Pure Blue Foundation

Integrate your marketing with the Phang Nga Triathlon 2023



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PACKAGES

We have developed packages to suit differing levels of needs:

TIER 1: TITLE SPONSOR, PRESENTING & HOST SPONSOR

One Title Sponsor, one Presenting Sponsor & one Host 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

LOCAL PARTNERS

Packages for Phang Nga businesses

LOCATION

PHANG NGA

Phang Nga province lies between southern Thailand's mainland and Phuket Island, characterised by limestone cliffs and rock formations, as well as mangrove forests and small islands.

NATAI BEACH

Natai Beach is an immaculate 10KM stretch of white sand, situated on the west coast of Phang Nga province offering spectacular views of the Andaman Sea.

Flanked by towering casuarina and palm trees, it is a paradise just ten minutes north of Phuket. Part of the event will take place along Route 306, a quiet road that runs through the Natai Beach area. Not far from the beach lies Ao Phang Nga National Park and Khao Sok National Park.

WHY PHANG NGA – NATAI

- Located within 20 min of Phuket International Airport – easy access with regional and international connection
- The area around Natai offers safe cycling and running routes with good quality roads and little traffic
- Andaman Sea is perfect for swimming
- Full support from local Phang Nga businesses including cycling companies, sport training and hotels
- Easy access and support from business community in Phang Nga

<https://www.tourismthailand.org/Destinations/Provinces/Phang-Nga/348>



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RACE SCHEDULE

PRE-EVENT Thursday 4th May 2023	12.00	Race Committee briefing
DAY 1 Friday 5th May 2023	07.00 08.00 10.00-17.00 17.00	Setup Expo and Mark up race Route, cones, signs Group Fun Ride around Phang Nga Expo Registration
DAY 2 Saturday 6th May 2023	06.30 08.00 10.00-17.00 17.00 18.00 19.00	Cycling Time Trial - local cyclists setting off at 1-minute intervals Kids Fun Triathlon at Aleenta Phuket - Phang Nga Resort & Spa swimming pool, safe road loop + run on beach Expo Registration Evening Race Briefing Pasta Party
DAY 3 Sunday 7th May 2023	06.00 10.00-17.00 10.00-11.00 11.00-12.00	Main Panel Sessions Expo Race Finish Podium Presentations + Pre-Awards Cocktail Party + Awards Buffet / After Party

TRIATHLON FORMAT

3 RACE EVENTS RUN SIMULTANEOUSLY ON DAY 3

RACES	DISTANCES
Main Triathlon (Olympic Distance)	1.5KM SWIM... 50KM BIKE... 10KM RUN
Duathlon	5KM RUN... 20KM BIKE... 5KM RUN
Sprint Triathlon	500M SWIM... 25KM BIKE... 5KM RUN

Plus Cycling Time Trial Race, 40KM on Day 2.

LOCATIONS

Swim	500M triangular course in the sea behind Aleenta Phuket - Phang Nga Resort & Spa
Bike	20-25KM loop, Aleenta Phuket - Phang Nga Resort & Spa - Phang Nga Area - 2 loops for main Triathlon
Run	5KM out and back loop along the 306 Road - 2 loops for main Triathlon

CATEGORIES

Categories	Elite, Age Groups, Male / Female, Relay Teams
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PARTICIPANTS

The Phang Nga Triathlon 2023 is expected to attract 1,000+ individual triathletes from around the world, including around 20+ relay teams.

GROWING LOCAL TALENT

Aim to support top 20 Thai athletes from Phang Nga to compete in this event free of charge.

Offering swimming, running and cycling coaching on a complimentary basis for one month prior to the event.

INCLUSIVE

The Kids Triathlon on the Saturday is designed to promote, encourage and ensure sport is fun for children of all ages.

The Cycling Time Trial event on the Saturday is designed to attract an additional demographic of pure cyclists from newbies to experienced riders.

The Group Ride with experienced coaches allows exposure to riders of all ages and ability to experience the beauty of Phang Nga under expert supervision.

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PURE BLUE FOUNDATION

FRIDAY 5TH - SUNDAY 7TH MAY 2023, PHANG NGA, THAILAND

The event's charity partner is Pure Blue Foundation.

Founded in 2010, Pure Blue Foundation has directed funds exceeding USD50,000 to aid multi-faceted marine conservation efforts including coral reef restoration in Koh Samui to marine turtle conservation at Phang Nga, near Phuket, via the turtle sanctuary in Thai Muang, where hundreds of endangered leatherback turtles have been raised and released into the Andaman Sea.

The charity makes a concerted effort to engage with local communities, particularly schools, where the next generation can learn about the importance of protecting fragile marine eco-systems.

CAUSE FOR CONCERN

All around the world, marine biodiversity face threats from activities and events such as coastal development, over fishing, inland pollution, global climate change and ocean acidification caused by some of the excess carbon dioxide emissions being absorbed by the world's oceans.

Since its launch, Pure Blue Foundation has actively engaged into:

Reefs' Conservation	Reefs have played an important economic and cultural role in the region for hundreds of years and their continued decline could mean the loss of millions of dollars in fisheries and tourism, as well as spelling the end of a livelihood and the enjoyment of some of nature's most fascinating wonders for many.
Maritime Life Protection	Sadly, although sea turtles have lived on this planet for 130 million years, the 7 global species of Marine Turtles are all in serious decline throughout most of their range. Habitat degradation, pollution, egg poaching and over-fishing threaten to make them extinct.
Plastic Ocean Pollution Reduction	With over 8 million tonnes of plastic thrown away each year and the existence of a 7th continent spread over 3,4 million sqm in the Pacific Ocean, the world wakes up to the dangers of plastic waste. Pure Blue Foundation dedicated special funds to support the stopping of plastic bottle use within the properties of the group and nearby communities. Recent sponsorships include the endorsement of The Lab relaunch as the first no-single use Gym in Bangkok and Thailand.



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PARTIES

A number of parties will be held during the Phang Nga Triathlon 2023, 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.

Chefs from Aleenta Phuket - Phang Nga Resort & Spa will prepare a buffet that will get the taste buds excited!

PRE-AWARDS COCKTAIL PARTY

A Pre-Awards Cocktail Party will be held at Aleenta Phuket - Phang Nga Resort & Spa immediately prior to the Awards Buffet.

AWARDS BUFFET

The Awards Buffet will be held after the race at Aleenta Phuket - Phang Nga Resort & Spa – where athletes will have a chance to talk to other competitors and share their stories and experiences of the day.

AFTER PARTY

A Post-Awards Party will be held at Aleenta Phuket - Phang Nga Resort & Spa immediately after the Awards Buffet.

VIP DINNER

A VIP Dinner for Sponsors, Organisers, Elite Athletes will be held at Aleenta Phuket - Phang Nga Resort & Spa.

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 5th, Saturday 6th and Sunday 7th from 10:00h to 17:00h each day at Aleenta Phuket - Phang Nga Resort & Spa.

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.

TRAINING & RIDES

Phang Nga Triathlon 2023 will feature training events and rides from Thursday onwards, including:

- Coach contact on line or face-to-face
- Nutrition training
- Transition training - swimming in open water
- Gadgets to improve training
- Daily rides

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OFFICIAL HOTEL

ALEENTA PHUKET - PHANG NGA RESORT & SPA

Luxury Five Star Beach Resort in Phang Nga, Phuket.

Located on the sunset side of the Andaman Sea and the pristine Natai Beach, the 5 Star Aleenta Phuket - Phang Nga Resort & Spa in Phang Nga is just 25 minutes north of the Phuket International Airport and a short distance away from Khao Lak, Blue Canyon Golf Course and the picturesque Phang Nga.

The concept of "all suites, all private" is delivered in luxury suites and villas all with plenty of private space. Aleenta Phuket - Phang Nga Resort & Spa luxury resort accommodation range in sizes from 80sqm for smallest suites to up to 4-bedroom beachfront Grand Villas.

Aleenta Phuket - Phang Nga Resort & Spa was recently awarded as Thailand's Best Small Green Resort.

<https://www.aleenta.com/phuket/>

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WHY GET INVOLVED?

Association with the Phang Nga Triathlon 2023 offers sponsors numerous benefits including:

- **Image Enhancement** - with a spectacular and cause related triathlon
- **Brand Exposure** - raising brand awareness of products and services and association with healthy lifestyle
- **Hospitality Opportunities** - entertaining target audiences; internal and external
- **Networking** - with business leaders
- **Integrated Marketing** - local, regional and worldwide media exposure

Companies associating with Phang Nga Triathlon 2023 tie in with the following values: Sustainability; Marine Conservation; Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

BRAND EXPOSURE

The opportunity to integrate with the Phang Nga Triathlon 2023.

- NAMING RIGHTS TO THE EVENT
- PARTICIPANT BRANDING
- EVENT BRANDING
- RACE DAY BRANDING

BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of Phang Nga Triathlon's global distribution.

Similar events are 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.

PHANG NGA TRIATHLON MEDIA PARTNERS



Guaranteed coverage with our media partners, currently being finalised.

CONTENT

Phang Nga Triathlon 2023 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: Participant Q&As; 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

A publication with a 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.

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WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS

The event socials are expected to generate huge audiences when they launch.

Current figures for the event organisers and Official Hotel include:

GAA Events
10,554+
Followers



Pure Blue Foundation
422+
Followers



Aleenta Phuket - Phang Nga Resort & Spa
14,500+
Followers



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: Phang Nga Triathlon 2023 Goodie Bags.

HOSPITALITY & NETWORKING RIGHTS

Phang Nga Triathlon 2023 offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts.

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

Phang Nga attracts thousands of visitors in May and with its 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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SPONSORSHIP INVENTORIES	TITLE SPONSOR, PRESENTING SPONSOR, HOST SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER / MEDIA PARTNER
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
"Rights To Title For PR & Advertising Use: [Title Sponsor Name] Phang Nga Triathlon 2023 Presented By [Presenting Sponsor Name]"	Yes	Yes	
"Rights To Title For PR & Advertising Use: Co-sponsor [Title Sponsor Name] Phang Nga Triathlon 2023 Presented By [Presenting Sponsor Name]"			
"Rights To Title For PR & Advertising Use: Official Supplier [Title Sponsor Name] Phang Nga Triathlon 2023 Presented By [Presenting Sponsor Name]"			Yes
"Rights To Title For PR & Advertising Use: Official Media Partner [Title Sponsor Name] Phang Nga Triathlon 2023 Presented By [Presenting Sponsor Name]"			Yes
Category Exclusivity	Yes	Yes	Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGOS & IMAGES			
Right to use Phang Nga Triathlon 2023 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 Banners	x 2	x 1	x 1
Swim Exit Chute Banners	x 1	x 1	x 1
Logo On Swim Exit Structure (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		

	TITLE SPONSOR, PRESENTING SPONSOR, HOST SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER / MEDIA PARTNER
EVENT BRANDING - SIGNAGE			
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 Official Hotel; At Official Hotel Entrance	x 1	x 1	x 1
EVENT BRANDING - RACE DAY			
Logo On All Swim Caps	Yes		
Logo On All Competitor T-Shirts	x 1,000		
Logo On All Racer Bib Numbers Worn At All Times During The Bike & Run	x 1,000		
Logo on All Competitor Race Bags	x 1,000		
Logo on All Competitor Water Bottles	Yes		
Opportunity To Provide Sponsor-Identified Volunteer T-Shirts	Yes	Yes	
Logo On Trophies	Yes		
Logo On Medals	Yes		
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		

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SPONSORSHIP INVENTORIES	TITLE SPONSOR, PRESENTING SPONSOR, HOST SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER / MEDIA PARTNER
MEDIA, PROMOTION & PR			
Inclusion in one-hour television program to an international audience	Yes	Yes	Yes
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 5,000	x 5,000	x 5,000
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 with Media Partners	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 Event Website	Yes	Yes	Yes
E- Newsletter To All Athletes' Data Base	x 4	x 4	x 4
Logo Website Banner Promotion (After Agreement Signed)	x 4 Months	x 4 Months	x 4 Months
Representative To Speak At Press Conferences In BKK And Phang Nga (BKK Press Conference, Subject To Change)	X 2		

	TITLE SPONSOR, PRESENTING SPONSOR, HOST SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER / MEDIA PARTNER
MERCHANDISING 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 4	x 3
Pasta Party And Awards Banquet & Pre Award Cocktail Party Passes	x 5	x 4	x 3
Complimentary Accommodation At Official Hotel Incl. Daily Buffet Breakfast During Event At Official Hotel	3 Rooms		
2 x Nights	2 x 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 Team /		
1 x Individual	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

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LOCAL PARTNERS

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

TITLE RIGHTS	
Rights To Title (Local Partner Name) "Official Local Partner Of The [Title Sponsor Name] Phang Nga Triathlon 2023 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

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ORGANISERS

GAA Events is an award winning professional event organiser, providing management services for sports events in Thailand and Southeast Asia.

GAA Events recently won Gold Award for Best Sports Event in Thailand for the Laguna Phuket Marathon.

The GAA Events brand was established in April 2005 under the umbrella of Chip Timing Co. Ltd. to meet a growing need for event management, marketing, and consultancy services in the field of running and multi-sports events.

Chip Timing Co. Ltd is the Thai distributor of the Champion Chip Timing system used for timing running, triathlon, and cycling events and was founded in 2003. After entering the timing business it became evident that there was a demand for event management solutions for running

and multi-sport events in Thailand and Southeast Asia.

The first event ever organised by GAA Events was the River Kwai Adventure Race in 2005, followed by the ING Thailand Temple Run in early 2006. Since then, GAA Events has organised or co-organised more than 50 international events in Thailand, Laos, Indonesia, Cambodia, Vietnam, and China for clients such as Laguna Phuket, The North Face, Ironman, and Challenge Family.

With the rapid growth of sports events in Thailand and Asia, GAA Events has positioned itself as a leading sports event management company in Thailand to provide its clients and partners with exceptional service and international standard event execution.

Recent events organised by GAA Events include:



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www.phangngatriathlon.com

GO TO RACE

Online registration for the Phang Nga
Triathlon will only be available at
<https://www.gotorace.com>

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