



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



Thailand's Number 1 Futsal Club - The Futsal Superpower

PTT BLUEWAVE CHONBURI FUTSAL CLUB

PTT Bluewave Chonburi Futsal Club is a leading professional Thai Futsal Club playing in the Futsal Thai League. Founded in 2006, the club has amassed many honours, including:



FUTSAL THAI LEAGUE WINNERS

2006, 2009, 2010, 2012, 2013, 2014, 2015, 2016, 2017



THAI FUTSAL FA CUP WINNERS

2010, 2012, 2014, 2015



AFC FUTSAL CLUB CHAMPIONSHIP WINNERS

2013, 2017



MOST VALUABLE PLAYER 2013

Suphawut Thueanklang



AFC FUTSAL TEAM OF THE YEAR

2013

In the 2019 and 2020 seasons the Club will play 13 home and 13 away Futsal Thai League matches each year broadcast on Thairath TV and AIS Play.

PTT Bluewave Chonburi Futsal Club also plays in a number of domestic and international competitions and will be representing Thailand in the Futsal World Intercontinental Cup 2019, to be played in Thailand in August 2019.

We have a number of commercial Sponsor and Partner opportunities for businesses to get involved with PTT Bluewave Chonburi Futsal Club including: Stadium & Stand Sponsors; Club Partners; Official Supplier Partners & Official Media Partners.

Be Part Of PTT Bluewave Chonburi Futsal Club Success - Become A Commercial Partner





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SPONSORSHIP PACKAGES

PTT Bluewave Chonburi Futsal Club has developed packages to suit differing levels of needs:

TIER 1: MAIN SPONSOR

Main Shirt Sponsor x 1 - SOLD - PTT Group

TIER 2: OFFICIAL CLUB PARTNERS

10 x Official Club Partners from non-competing categories including Kit Manufacturer

TIER 3: OFFICIAL SUPPLIER PARTNERS

Official Supplier Partners from different industries providing supplies and support for the Club. These include Official Supplier Partners in the following sectors:

Airline
Auto
Banks & Financial Services
Beer
Clothing
Courier

Destinations
Mobile Communications
Recruitment
Sports & Soft Drinks
Ticketing
Travel & Tourism

TIER 3: OFFICIAL MEDIA PARTNERS

Up to 10 Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social

STADIUM NAMING PACKAGES

Offered to Official Club Partners...

A number of commercial Sponsor and Partner packages are available, including a Stadium Naming Rights Sponsor and Stadium Stand Sponsors

SPONSORS

Current & previous team Sponsors include:





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WHY GET INVOLVED WITH PTT BLUEWAVE CHONBURI FUTSAL CLUB?

An association with PTT Bluewave Chonburi Futsal Club allows Sponsors and Partners the opportunity to promote their products and services in a unique setting, tapping into the emotions of the fans and creating loyalty towards the brand.

Sports Club sponsorship presents a positive perception for a business. Staff working for the sponsoring business develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.

Sponsors benefit from a partnership in many ways, including:

BROADCAST

PTT Bluewave Chonburi Thai Futsal League matches are broadcasted via:
Thairath TV - featuring 12-20 live matches per season
AIS Playbox - featuring all matches available on Android and iOS

More than 4.5 million watched Magnus Sorocaba vs. PTT Bluewave in World Intercontinental Futsal Cup Thailand 2018, which was live streamed on PPTV Channel 36.

BRAND EXPOSURE

The opportunity to integrate with the Club and Thai futsal and football - linking in with the PTT Bluewave Chonburi Futsal Club brand and its outstanding players who serve and act as role models.

JERSEY BRANDING

Home, Away & Third Kits
10,000 Player Grade Jerseys

LOGO ON

Training Jersey
Youth (U8-U19) Kits (Home & Away)



STADIUM BRANDING

13 x Home League Matches Per Season - 3,000 Fans At Each Game

Stadia Advertising Boards
- 14 x 1m by 3m pitch perimeter boards - 20 x 3m by 6m upper corner
- 10 x upper tier flags - 3 x large upper tier corners

Pitch floor
LED Scoreboard & LED Screens
Media / Press Conference Rooms Backdrop
Entrance Branding
Outside Stadia - Flags, Billboards and Posters



OTHER BRANDING

Logo On Club Merchandise e.g. Polo Shirt
Logo At Club Futsal Clinics & Academy Activities
Match Day - Programme / Event Booth At Home Matches / Tickets / Stadia Dressing
Souvenir Booth
Logo On Club Bus - Travels To All Away Matches & Vehicle Advertising - Chonburi Area



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WHY GET INVOLVED WITH PTT BLUEWAVE CHONBURI FUTSAL CLUB?



IMAGE ENHANCEMENT

SUPPORTING THE FUTURE OF FUTSAL & FOOTBALL IN THAILAND AND ASIA

Through the Academy's training curriculum helping to identify tomorrow's talent.

CORPORATE SOCIAL RESPONSIBILITY

Helping to promote futsal and football and providing a positive role model for young people.



MEDIA & PR

MARKETING TO FOOTBALL AUDIENCE

PTT Bluewave Chonburi Futsal Club provides an excellent vehicle for businesses to associate with and target futsal and football fans.

PLAYER & TALENT ACCESS

Players and Club officials can give talks; give their name to campaigns; and offer promotions.

Opportunities also exist through promotion and branding on PTT Bluewave Chonburi Futsal Club player's sites, with their large numbers of followers:

SUPHAWUT THUEANKLANG - 196,000 FOLLOWERS

K PANUT on INSTAGRAM - 297,000 FOLLOWERS

TER PANUT KITTIPANUWONG on FACEBOOK -

579,949 FOLLOWERS

KRITSADA WONGKEAW - 167,000 FOLOWERS

PRESS & PR

PTT Bluewave Chonburi Futsal Club is hot news.

Advertising value of editorial coverage including PTT Bluewave Chonburi Futsal Club in 2018 totalled 44,322,945 Baht across Press, TV, Online and Radio.

With regular coverage in:

PRESS & MAGAZINES

Thairath; Daily News; Kom Chad Leuk; Kaosod; Matchon; Manager; Post Today; SiamSport; Bangkok Today; Thai Post; Football Siam; and FAT.

TV

Free TV Channel 3,5,7,9,11; Cable Channel T-Sport; Footballsiam; SMM TV; Siamkeela TV; TNN; True Vision; MCOT1; Spring News; GMM; Loa Su Kan Fang on Ch.5; and Sai Leaud Ball Thai on T-Sport.

RADIO

Meaung Thai Keang Reang, FM 99.0 and Sport Radio FM 96.0.

ONLINE

www.siamsport.co.th; www.thaileagueonline.com; www.ssbballthai.com; www.thailandsusu.com; www.fat.or.th; www.thairath.co.th; www.dailynews.co.th; and www.matchon.co.th

PRESS CONFERENCES

Opportunities to hold press conferences at Bluewave Arena for photo opportunities.



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WHY GET INVOLVED WITH PTT BLUEWAVE CHONBURI FUTSAL CLUB?

PRINT

During the season PTT Bluewave Chonburi Futsal Club produces Match Day Programmes for all home matches - with opportunities for advertising.

PROMOTION MATERIAL

Distribution of Sponsor promotional materials at all Club functions throughout the season, and display of Sponsor supplied banners.

EXPERIENTIAL MARKETING

Sampling of products to fans at the Stadium or via online and social media.

Match Day Branding - Half Time Promotional Activity On the Pitch; Branding on Promotional Cars outside Stadium.

Experiential Booths in exclusive controlled areas.

DIGITAL & SOCIAL RIGHTS

Inclusion in social media activity...



**FACEBOOK -
PTT BLUEWAVE CHONBURI -
141,750+ FOLLOWERS**

www.facebook.com/PttBluewaveChonburiFutsalClub/



**FACEBOOK -
THAI FUTSAL LEAGUE -
402,656 FOLLOWERS**

<https://www.facebook.com/FutsalThaiOfficial/>



**TWITTER -
1,672 FOLLOWERS**

<https://twitter.com/ChonburiBluewav>



**INSTAGRAM -
22,600+ FOLLOWERS**

<https://www.instagram.com/bluewavafc/>

As at May 2019

MERCHANDISING

The opportunity to produce joint branded merchandise e.g. T-shirts, scarves, caps, jackets.

HOSPITALITY & NETWORKING

Sponsors can use their association to entertain business audiences including customers, suppliers and employees. PTT Bluewave Chonburi Futsal Club creates tailored events for clients at the Stadium. In this way, business partners and those they invite can feel closely involved with the Club.

Opportunities include: Client entertainment days, staff parties, and social events throughout the season within a VIP area of the PTT Bluewave Chonburi Futsal Club Match Day.

Packages include up to 100 Match Day tickets and up to 30 VIP Tickets per game.

OTHER PROMOTIONAL OPPORTUNITIES

PTT Bluewave Chonburi Futsal Club is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.





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FOOTBALL IN ASIA

🔥 "The Greatest Show On Earth", the English Premier League is broadcast to over 600+ million people in over 200 countries worldwide – hugely popular in Asia. In China, matches attract television audiences between 100 million and 360 million!!

🔥 The "beautiful game" is a massive success in Asia and is growing at an accelerating pace.

🔥 The Chinese Super League is one of the biggest spending leagues in the world, driving the Asian market with big Sponsorship deals and big name player signings including Oscar, Hulk, Ramires, Fernandinho, Demba Ba, Tim Cahill and Gervinho.

🔥 The growing number of better quality players playing in Asian leagues is great for Asian football, attracting more Sponsors and more money into the game.

🔥 Asian Football Confederation (AFC) rules on limiting the number of foreign players allowed in a squad means Clubs are choosing to buy top quality. This is proving a good thing for the game at a development level as it forces Asian Clubs to give more local youngsters a chance.

FOOTBALL IN THAILAND – FACTS

🔥 Football is the most popular sport in Thailand. Thais are crazy about football, especially the English Premier League. Many Thais watch football on local and paid-cable TV as well as attending games.

🔥 With its new professional league system, football in Thailand is undergoing a revolution resulting in fast improving standards of football with thousands of young children taking up the game through to several Thai players finding openings with Clubs abroad.

🔥 The Thailand National Team has recently achieved great success winning the 2016 King's Cup and the 2014 and 2016 AFF Championship. The Thailand National Women's Team has also had recent success winning the AFF Championship in 2018.

🔥 Thailand is on a journey for football success and its millions of football supporters are demanding it.

🔥 Professional football in Thailand is organised by Football Association of Thailand (FAT).

🔥 Football has a long history in Thailand being introduced in 1897 and in 1916, King Vajiravudh founded The Football Association of Thailand under Patronage of His Majesty the King.



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FUTSAL - BRIEF HISTORY

Futsal started in 1930 when Juan Carlos Ceriani a teacher in Montevideo, Uruguay, created a version of indoor football for recreation in YMCAs. The new sport was originally developed for playing on basketball courts, and a rulebook was published in September 1933. Football was already highly popular in the country and after Uruguay won the 1930 World Cup and Gold medals in the 1924 and 1928 Summer Olympics it attracted even more practitioners. Ceriani's goal was to create a team game that could be played indoor or outdoor but that was similar to football.

Ceriani, writing the rule book, took as examples the principles of football - the possibility to touch the ball with every part of the body except for the hands, and he took rules from other sports too: from basketball the number of team players (five) and the game duration (40 actual minutes); from water polo the rules about the goalkeeper; from team handball for the field and goal sizes.

In 1965, the Confederación Sudamericana de Fútbol de Salón (South American Futsal Confederation) was formed, consisting of Uruguay, Paraguay, Peru, Argentina and Brazil.

Today, Futsal has two governing bodies: Asociación Mundial de Fútbol (AMF) and Fédération Internationale de Football Association (FIFA).

QUICK FACTS

FULL NAME	PTT Bluewave Chonburi Futsal Club
FOUNDED	2006
STADIUM	Bluewave Arena, Chonburi
CAPACITY	3,000
COLOURS	Home - Blue Shirt, Blue Shorts & Blue Socks Away - White Shirt, White Shorts, White Socks Third - Grey Shirt, Grey Shorts, Grey Socks
HEAD COACH	Mr Rakphol Sainetngam
CLUB PRESIDENT	Mr Tachapat Benjasiriwan
TEAM CAPTAIN	Mr Kritda Wongkaew





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FUTSAL THAI LEAGUE

The Futsal Thai League is the top league for futsal clubs in Thailand. It is sponsored by AIS and officially known as the AIS Futsal Thai League.

Founded	2006
Confederation	AFC (Asia)
Number of Teams	14
Matches	26 Matches between 16th March - 28th September 2019
Level on Pyramid	1
Relegation	To Division 1
Domestic Cup(s)	Thai Futsal FA Cup Futsal Thailand Charity Shield
International Cup(s)	AFC Futsal Club Championship AFF Futsal Club Championship
Current Champions	Port (2018)
Most Championships	PTT Chonburi Bluewave Futsal Club (8 Titles)
TV Partners	Thairath TV & AIS Play (iOS & Android)
Website	https://www.ftlofficial.com/index.php

FTL CO., LTD.
FUTSAL THAILEAGUE

PREVIOUS WINNERS

SEASON	WINNER	RUNNER-UP	THIRD PLACE
2006	PTT Bluewave Chonburi	TOT	I Am Sport
2007	Port	PTT Bluewave Chonburi	CAT Telecom
2009	PTT Bluewave Chonburi	CAT Telecom	I Am Sport
2010	PTT Bluewave Chonburi	Port	CAT Telecom
2011-12	PTT Bluewave Chonburi	Lampang United	Port
2012-13	PTT Bluewave Chonburi	Port	Sripatum Sunlite Sisaket
2014	PTT Bluewave Chonburi	Port	Rajnavy
2015	PTT Bluewave Chonburi	Bangkok BTS	Port
2016	PTT Bluewave Chonburi	Port	Bangkok BTS
2017	PTT Bluewave Chonburi	Port	Bangkok BTS
2018	Port	PTT Bluewave Chonburi	Surat Thani

2019 CLUBS

IN 2019, PTT will play 13 home and 13 away matches. The clubs in the AIS Thai Futsal League are:

Bangkok BTS FC	Kasem Bundit University	PTT Bluewave Chonburi Futsal Club	Surat Thani Futsal Club
Bangkok City	Nonthaburi Futsal Club	Rajnavy Futsal Club	Thammasat Young Blood
Cold Harbour Crossing	Northeast Thailand	Singha Samutsakorn FC	
Department of Highways	Port Futsal Club	Sisaket Futsal Club	



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INTERNATIONAL CUPS

PTT Bluewave Chonburi Futsal Club also play in the following international cup competitions...

THE WORLD INTERCONTINENTAL FUTSAL CUP

The Club will be playing in the World Intercontinental Futsal Cup Thailand 2019, which will take place at the Bangkok Futsal Arena, Thailand from 26th August - 1st September 2019.



Featuring nine of the planet's best futsal clubs from five continents, the tournament is the world's biggest futsal club competition, similar to the FIFA Club World Cup for football.

Up to 13,000 fans can watch the action at the Bangkok Arena, featuring: PTT Bluewave Chonburi Futsal Club (Thailand); Shenzhen Nanling Tielang (China); Mes Sungun Varzaghan (Iran); Magnus Futsal (Brazil); Barca Lassa (Barcelona Futsal Club) (Spain); El Polzo (Spain); Boca Juniors (Argentina); Fath Sportif De Settati (Morocco); and Corinthians Futsal Club (Brazil).

DOMESTIC CUPS

PTT Bluewave Chonburi Futsal Club also plays in the...



THE THAI FUTSAL FA CUP

A knockout competition. Founded in 2010, PTT Bluewave Chonburi have won it four times.

This will be the 19th showing of the competition, which launched in 1997. The annual tournament is organised under the auspices of the Fédération Internationale de Football Association (FIFA) and returns to Thailand after it was first held in the Kingdom in 2018.

The high profile Championship will be broadcast live in Thailand - details currently being finalised.

The Official Facebook Page - was the main communication tool used throughout the 2018 Tournament with 995.6K Impressions.

<https://www.facebook.com/WorldIntercontinentalFutsalCup/>

AFC FUTSAL CLUB CHAMPIONSHIP

Known as the biggest futsal competition in ASIA, The AFC Futsal Club Championship is the annual Asian futsal club competition hosted by the Asian Football Confederation and is similar to AFC Champions League. The 2019 Championship will be held in Kuwait in August.



PTT Bluewave Chonburi has won the Cup twice in 2013 and 2017. Current champions are Mes Sungun from Iran.

Affiliated associations are - Australia, China, Iran, Iraq, Japan, Kyrgyzstan, Lebanon, Qatar, Thailand, Uzbekistan, Indonesia, Kuwait, Myanmar, UAE, Vietnam, Tajikistan and South Korea.

THE AFF FUTSAL CLUB CHAMPIONSHIP

Is the current annual Southeast Asian futsal club competition hosted by the ASEAN Football Federation.



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STADIA

The Club plays its domestic home matches at the Bluewave Arena, Chonburi with a capacity of 3,000 offering an excellent opportunity for branding and experiential marketing.





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FANS & COMMUNITY

UP TO 3,000 fans watch PTT Bluewave Chonburi Futsal Club on 13 home Match Days plus the away matches, domestic international cup competitions.

The Club is very active in the community and provides many community outreach programmes including:

- PTT Bluewave Chonburi Futsal Club Futsal Clinics - for school children in Chonburi
- Training - with football idols
- Football for all – disabled, young children and teenagers
- Plus special projects including recently raising money for Nepal



ACADEMY

PTT Bluewave Chonburi Futsal Club Academy works with children of all ages from U8s - U19s both boys and girls and men and women.

PTT Bluewave Chonburi has an agreement with both North Bangkok University and Pathum Khongkha to run the PTT Bluewave School.

The team of clubs has extensive experience in futsal industry and has trained the youth of all ages.



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

PACKAGES	TIER 1 MAIN SPONSOR SOLD - PTT	TIER 2 OFFICIAL CLUB PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to titles for PR & advertising use...			
"Official Main Sponsor PTT Bluewave Chonburi Futsal Club"	Yes		
"Official Club Partner PTT Bluewave Chonburi Futsal Club"		Yes	
"Official [Supplier Sector] Partner PTT Bluewave Chonburi Futsal Club"			Yes
"Official Media Partner PTT Bluewave Chonburi Futsal Club"			Yes
Product Exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
BRANDING – KIT			
Logo on "Player Grade" Jersey (Home, Away & Third) 10,000 Training Jersey & Youth Development Jerseys (Home & Away) - Breast position - Under players' number - Left or right arm - Left or right shoulder - Under collar - Flap	Main logo across front of shirt	Yes	
Logo on Training Bibs	Yes	Yes	
On Staff – Coaches, Medical Team	Yes	Yes	
BRANDING - STADIUM			
Naming Rights	Yes at additional cost first come first served basis	Yes at additional cost first come first served basis	
Stand Naming Rights - 4 available 2 x sides, 2 x behind goals	Yes at additional cost first come first served basis	Yes at additional cost first come first served basis	
Entrance Logo Board – seen by every person entering the ground	Yes	Yes	Yes
Stadia Advertising Boards - 14 x 1m by 3m pitch perimeter boards - 20 x 3m by 6m upper corner - 10 x upper tier flags - 3 x large upper tier corners - 4 x Pitch floor	30% of boards	50% share of boards (no more than 3 boards per Partner max)	20% Share of boards (1 board per Partner max)
Logo On / Near LED Scoreboard	Yes	Yes	
Outside Stadia Flags - placed in prime position at every home match	Yes	Yes	
Media / Press Conference Rooms & Backdrop	Prominent	Less Prominent	Less Prominent

PACKAGES	TIER 1 MAIN SPONSOR SOLD - PTT	TIER 2 OFFICIAL CLUB PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
BRANDING – OTHER			
Billboards in Chonburi Province	Yes	Yes	Yes
Posters	Yes	Yes	
Logo on Club Polo shirt	Yes	Yes	
Logo on Club Football Clinics & Academy Activities	Yes	Yes	Yes
Logo on Match Day Tickets	Yes	Yes	
Logo on vehicle advertising around Chonburi area			
Logo on Club Bus	Yes	Yes	Yes
MEDIA & PR RIGHTS			
Player Access - for advertising, promotional and PR campaigns	Yes	Yes	Yes
A Press Conference - to launch the Sponsorship	Yes	Yes	Yes
Use Of Association - in promotional campaigns (PR & Advertising)	Yes	Yes	Yes
Logo On Press Materials	Yes	Yes	Yes
Match Day Programme Advertisement – per programme	1 x Page	Half Page	Article
EXPERIENTIAL MARKETING			
Event In Stadium (right to hold)	1 per month	1 every 3 months	1 every 3 months
Match Day Promotion including Event Booth At Home Matches and Stadia Dressing	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Branding On Website Partners Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - including integrating brand messages and logos into PTT Bluewave Chonburi Futsal Club website and Facebook page	Yes	Yes	Yes
Branded Content - development of and access to PTT Bluewave Chonburi Futsal Club email marketing campaigns to promote Sponsor brand	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Joint Branded Merchandise - opportunity to produce. E.g. logos on specially produce merchandise e.g. T-shirts, caps, jackets etc.	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS			
Free Tickets (per home match)	100	50	30
Access Passes To VIP Hospitality Area	30	20	10
Free Food & Drink - at half time	Yes	Drinks Only	Drinks Only



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CONTACT

PTT Bluewave Chonburi Futsal Club

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