

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



**PHUKET  
OPEN**



## PHUKET WAKE PARK

Known as the Best Wake Park in Asia, Phuket Wake Park offers the ultimate in wakeboarding, wakeskating and entertainment experiences.

Located in the middle of the island of Phuket, the venue attracts 15,000 people a year providing a first class facility for all ages and abilities.

Phuket Wake Park has a comprehensive commercial sponsorship and partnership programme for its major events as well as naming rights to the venue offering a fantastic opportunity to engage directly with existing and potential new customers in Phuket!



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Phuket Wake Park hosts three major events each year. The next major events are:

DATE	EVENT
8 <sup>th</sup> - 9 <sup>th</sup> December 2018	Phuket Open Reload 2018
27 <sup>th</sup> - 28 <sup>th</sup> April 2019	IWWF Asia & Oceania Cable Wakeboard & Wakeskate Championships 2019
29 <sup>th</sup> - 30 <sup>th</sup> April 2019	Phuket Open 2019
December 2019	Phuket Open Reload 2019

The last Phuket Open event held in April 2018 attracted 53 riders from 15 countries.

Given its experience of running international events Phuket Wake Park is also currently tendering for the IWWF World Wakeboard Championship 2022.

WAKE UP YOUR BRAND

Organised by Phuket Wake Park  
Marketing Support by Paul Poole (South East Asia) Co., Ltd. – The Sponsorship Experts





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## WHY GET INVOLVED?

Association with Phuket Wake Park offers sponsors numerous benefits including:

- **Image Enhancement** - with an international sports venue and a fast moving watersport that combines the skills of surfing, snowboarding and kiteboarding into an ultimate three-dimensional sport
- **Visually Stunning Content** - both in live action and still image
- **Engaging Experiences** - captivating people of all ages and backgrounds offering an opportunity to entertain target audiences, both internal and external
- **Environmentally Friendly** - a sport in harmony with the natural world, yet still at the cutting edge and pushing the limits
- **Brand Exposure** - with a new sport that continues to grow at both the amateur and professional levels

Companies associating with Phuket Wake Park tie in with the following values: Fun; Aspirational; Excitement; Competition; Professionalism; Escapism; International Competition; and Sport.

Wake Up Your Brand... Become A Commercial Partner

## ABOUT WAKEBOARDING

Wakeboarding is a surface water sport, which involves riding a wakeboard over the surface of a body of water. It was developed from a combination of water skiing, snow boarding and surfing techniques.

The rider is towed either by an overhead cable or behind a motorboat, typically at speeds of up to 30 km/h, depending on the water conditions, board size, rider's weight, type of tricks, and rider's comfort speed.

The sport is governed by the International Waterski & Wakeboard Federation (IWWF), was recognised by the International Olympic Committee as an official partner in 1967 and has been part of the World Games since 2005, in the trend sports category.



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## THE VENUE - PHUKET WAKE PARK

### 700 METRE CABLE

Phuket Wake Park's piece de resistance is the 700 metre full size main cable which floats over 10 metres high above the water pulling riders at speeds of up to 30 km/h through 13 unit obstacles placed in the water.

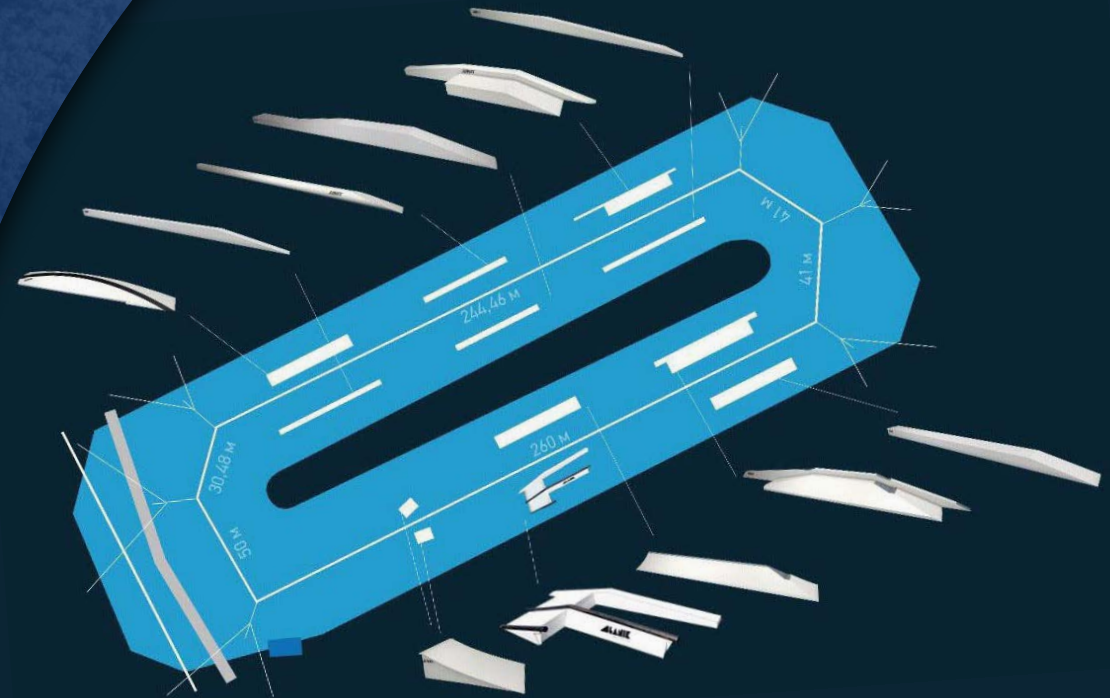
Phuket Wake Park also has a reverse winch cable used by both beginners who have just started to learn and pro-riders who want to improve their tricks.

Phuket Wake Park water obstacles include:

INSIDE	OUTSIDE
Transition Rail	Handmade A-Frame
Box	Step Down
Kicker Large	Funbox
Pipe Long	Start Dock
Kevin Henshaw	Kicker Large
	Straight Long
	Steffen Vollert
	Poseidon



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## THE VENUE - PHUKET WAKE PARK

### FACILITIES

Phuket Wake Park has a number of facilities including: hotel rooms; fitness zone; swimming pool; massage area; chill out zone; pro and hire shop; sun lounge; open air bar; international restaurant; and a roof top terrace with spectacular views of the lake.

#### ON SITE HOTEL

Phuket Wake Park offers a comfortable hotel with 28 rooms, including: Standard Lake View and Deluxe Garden View rooms with a terrace and private mini-kitchen.

#### INTERNATIONAL RESTAURANT

Phuket Wake Park's International Restaurant offers a wide range of international dishes including: Thai; European; and Russian cuisine. The restaurant uses only fresh ingredients putting health as its main focus and priority.

#### BOARDSHOP

The Boardshop offers a wide range of products including: Wakeboards; Wakeskates; Bindings; Vests; and Helmets. Brands include: Jobex; Liquid Force; Slingshot; Hyperlite; 69 Slam; Jet Pilot; Glide Soul; and Allride Wakeboards.

#### CAMPS

Phuket Wake Park offers a number of training camps, in both English and Russian, throughout the year including:

CAMP	ACTIVITY
5 - Days Wake Camp	Monday - Friday 09.00 - 15.00. Suitable for beginners, advanced and children aged 6-15 years old. Activities include: 2 hours per day training on a reverse cable and 2 hours per day riding on a big cable
Weekend Wake Camp	Every weekend - 11.00 - 15.00. Suitable for complete beginners and children aged 6 - 15 years old. Activities include 2 hours per day training on a reverse cable



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# PHUKET WAKE PARK

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## EVENTS

Phuket Wake Park hosts a number of major events throughout the year including The Phuket Open, Phuket Open Reload and the IWWF Asia & Oceanic Cable Wakeboard & Wakeskate Championships.

### THE PHUKET OPEN

The Phuket Open is a two-day international wake boarding event featuring four event Divisions and 12 Categories with a total prize fund of over 250,000 THB for the winners.

The last event, held in April 2018, attracted 53 riders from 15 countries including: Australia; Belgium; Canada; Estonia; Finland; Germany; Great Britain; Japan; Netherlands; Philippines; Russia; South Korea; Switzerland; Thailand; and Ukraine.

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### DIVISIONS & CATEGORIES

DIVISION	EVENT CATEGORY
Wakeboard	Men; Ladies; Boys U15; Girls U15; Junior U19; Masters Men - Over 30s; Amateur Men
Wakeskate	Men



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### EVENT SCHEDULE

The next event is Phuket Open Reload 2018.  
The Event Schedule is as follows:

DAY 1: 8 <sup>TH</sup> DECEMBER 2018	09:00	Warm-up Practice
	11:00	Qualification
	14:00	Break
	15:00	Qualification
	18:00	End
DAY 2: 9 <sup>TH</sup> DECEMBER 2018	09:00	Warm-up Practice
	11:00	Finals
	14:00	Break
	15:00	Finals
	18:00	End of Competition
	20:00	Prize Giving Ceremony

### ORGANISERS

The Phuket Open is organised under the auspices of the International Waterski & Wakeboard Federation (IWWF), the world governing body for all towed water sports. The IWWF is an affiliate member of the Global Association of International Sports Federations (GAISF) and is one of the seven founding sports of the World Games.



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## EVENTS

### IWWF ASIA & OCEANIC CABLE WAKEBOARD & WAKESKATE CHAMPIONSHIPS 2019

Phuket Wake Park is currently in discussion to host the IWWF Asia & Oceanic Cable Wakeboard & Wakeskate Championships 2019.

The five star event is a two-day international wake boarding competition, which will be held on 27th and 28th April and will feature two event divisions - Asia & Oceanic and Asia - across 15 categories.

The last event, held in Chinese Taipei in November 2017, attracted over 50 riders from countries including: Australia; Chinese Taipei; Hong Kong; Iran; Japan; Kuwait; Philippines; and Russia.

### DIVISIONS & CATEGORIES

DIVISION	EVENT CATEGORY
ASIA & OCEANIC	
Cable Wakeboard	Open Men; Open Ladies; Boys U15; Girls U15; Junior Men U19; Junior Women U19; Masters Men - Over 30s; Masters Ladies - Over 30s; Amateur Men
Wakeskate	Men; Ladies
ASIA	
Cable Wakeboard	Men; Ladies
Wakeskate	Men; Ladies



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## SPONSOR RIGHTS & BENEFITS

Phuket Wake Park offers a huge opportunity to commercial sponsors, including:

### CATEGORY EXCLUSIVITY & TITLE RIGHTS

Use of association with Phuket Wake Park in advertising and marketing campaigns.

### BRANDING & INTELLECTUAL PROPERTY RIGHTS

Phuket Wake Park offers a fresh marketing platform for brand promotion.

### MEDIA & PROMOTIONAL RIGHTS

Guaranteed coverage through: Official Media Partners; PR and Promotional campaigns.

Phuket Wake Park offers huge opportunities to create local, regional and international media coverage for sponsors through news PR activity.

Press releases and email newsletters will also be issued through a variety of regional and international websites as well as editorial agreements with Media Partners leading to widespread editorial coverage in TV, print and on the web.

Promotional opportunities with top Tour competition riders.

### DIGITAL & SOCIAL RIGHTS

Inclusion in digital promotions i.e. TV screens and mobile and social media programme. Sponsors and Partners can link in with social activity.

Facebook <https://www.facebook.com/phuketwakepark/> - 22,800 followers

Instagram <https://www.instagram.com/phuketwakepark/> - 14,100 followers

### EXPERIENTIAL MARKETING RIGHTS

Presence Marketing: Leafleting; Information Booths; Sampling at Phuket Wake Park to Phuket residents, domestic and international tourists.

Phuket Wake Park will feature a special Sponsor area, where Sponsors and Partners can sell and showcase their products and services.

An Event Specific Sponsor area will be available to Event Specific Sponsors and Partners during Events.

### HOSPITALITY & NETWORKING RIGHTS

Phuket Wake Park offers a plethora of fantastic opportunities to entertain customers, clients and executives - an excellent way to promote your business.

### MERCHANDISING RIGHTS

Venue & Event Sponsors & Partners have the opportunity to produce joint branded merchandise.

### RETAIL & SAMPLING RIGHTS

Venue & Event Sponsors & Partners have the opportunity to sell product and / or promote product and services at the retail outlets inside Phuket Wake Park.

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## LOCATION

### PHUKET

Phuket is an island located 862 km south-west of Thailand's capital Bangkok in the Andaman Sea. In 2018 it was named the 'Second Best Beach in the World' by business publication US News & World Report for its white sands, aquamarine waters and limestone cliffs that attract millions of travellers every year. This island was hailed as "a little piece of paradise" according to the magazine.

November through March is the cool north-east monsoon season, when cool breezes keep things comfortable. The average daily temperature is around 24C to 32C.

Phuket's hottest months are from April through May, with temperatures ranging from 27C to 36C. However, frequent short heavy thundery showers, offer welcome relief from the temperature and humidity. June, July and August normally consists of sunny days with brief but heavy showers, with temperatures ranging from 20C to 33C.

### PHUKET & TOURISM

RESIDENT POPULATION

386,606

PHUKET  
A YEAR ROUND  
DESTINATION

PHUKET AIR ARRIVALS 2017

LOW SEASON - PER MONTH

641,863

HIGH SEASON - PER MONTH

759,703

INCOMING AIR PASSENGERS TO PHUKET 2017

8.4 MILLION

11.3% INCREASE YEAR ON YEAR

Source: Phuket Hotel Market Update, C9 Hotelworks

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## SPONSORSHIP PACKAGES

### VENUE

Phuket Wake Park provides bespoke highly targeted interactive marketing solutions tailored to deliver against your core brand objectives...

Commercial Sponsorship & Partnership Opportunities are available for the following, allowing brands to directly engage with Phuket Wake Park guests:

#### TIER 1 - VENUE NAMING PARTNER

- Official Venue Naming Partner with naming rights to Phuket Wake Park

#### TIER 2 - OFFICIAL VENUE PARTNERS

- Up to six Official Partners from non-competing categories

#### TIER 3 - OFFICIAL VENUE SUPPLIERS & OFFICIAL VENUE MEDIA PARTNERS

- Up to 10 Official Suppliers providing essential products and / or services for the running of Phuket Wake Park
- Up to 10 Official Media Partners providing advertising and editorial support for Phuket Wake Park

Official Supplier opportunities include: Beer, Wine, Champagne, Wifi / Communications, Mobile Phone, Car, Insurance, Hotel, Apparel and Sunglasses

### EVENTS

There are four events available for sponsorship in 2018 and 2019. These are:

#### PHUKET OPEN RELOAD 2018

#### IWWF ASIA & OCEANIC CABLE WAKEBOARD & WAKESKATE CHAMPIONSHIPS 2019

#### PHUKET OPEN 2019

#### PHUKET OPEN RELOAD 2019

##### TIER 1: EVENT TITLE & PRESENTING SPONSOR

One event Title Sponsor  
One event Presenting Sponsor

##### TIER 2: EVENT CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to six Official Co-sponsors from non-competing categories  
Up to 10 Official Suppliers providing goods and services that are essential to the event  
Up to 10 media partners

##### TIER 3: EVENT ISLAND PARTNERS

Packages for Phuket businesses

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## OTHER OPPORTUNITIES

### ADVERTISING OPPORTUNITIES

Phuket Wake Park is currently in the process of selling advertising on boards at the venue that have not been allocated to Venue Sponsors.

Once businesses have selected where they would like their advertising board/s located, a one year contract will be signed giving first rights to that location, renewable on a six monthly basis. All locations of the boards are chosen by the advertiser and are based on a first come, first served basis.

The boards are approximately 2.2m – 2.4m by 1m. The advertising fee for boards includes layout design and printing of the board and maintenance of the board throughout the contract. Advertisers will be responsible for furnishing high resolution-ready artwork of their company logo or design as well as metal frame.

All rates are based on six months from the actual date of the instalment of the advertisement.

Also there is unique opportunity to place a stickers with your logo on the obstacles. The size depends on the chosen obstacle.

**RATES:** 1000 THB a month per board. 500 THB a month per sticker. Three months paid on signing contract.



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## INVENTORY - VENUE

During Major Events (e.g. Phuket Open and Phuket Open Reload) total branding area will be divided in the ration 1:1 between Venue and Major Event Sponsors.

	PARTNER LEVEL			
	TIER 1 VENUE NAMING PARTNER	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIER	TIER 3 MEDIA PARTNER
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title “The [VENUE NAMING PARTNER NAME] Phuket Wake Park” for PR and advertising use	Yes			
Rights to title “Official Partner of The [VENUE NAMING PARTNER NAME] Phuket Wake Park” for PR and advertising use		Yes		
Rights to title “Official Supplier of The [VENUE NAMING PARTNER NAME] Phuket Wake Park” for PR and advertising use			Yes	
Rights to title “Official Media Partner of The [VENUE NAMING PARTNER NAME] Phuket Wake” for PR and advertising use				Yes
Company name incorporated in logo	Yes			
Category exclusivity	Yes	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS				
Logo on Event Flags Around Water Arena	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)
Logo on Buoys In Water				
Logo at Event Entrance & Entry Way Kiosks				
Logo on Event Barricade Banners				
Logo on Billboards & Posters Around Water Arena				
Logo on Podium Backdrop & Presentation Stage Backdrop				
On the Phuket Wake Park sign (4m by 5m)				
Banners around Park (4m by 5m)				
Logo on all staff polo shirts and hats and name tags	Yes	Yes (Less prominent than Tier 1)		
Logo on VIP Seats				
Logo on Venue Map				
Trophies				
MEDIA & PROMOTIONAL RIGHTS				
Logo on all printed matter including: tickets, brochures, flyers, membership cards, name cards, promotional posters	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)
Inclusion in all newspapers, magazines radio, television, online advertisements				
Logo on Phuket Wake Park car bumper stickers	Yes			
Phuket Wake Park stickers and fridge magnets	Yes			
Phuket Wake Park coloured wrist bands	Yes			

	PARTNER LEVEL			
	TIER 1 VENUE NAMING PARTNER	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIER	TIER 3 MEDIA PARTNER
<b>EXPERIENTIAL / PRESENCE MARKETING RIGHTS</b>				
Promotional / trade area in Sponsor area with promotional staff	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)	Yes (Less prominent than Tier 2)
Sampling and promotional literature around Phuket Wake Park during 3 x major events				
Opportunities to sell product and / or promote product and services at the retail outlets inside Phuket Wake Park	Yes	Yes	Yes	Yes
<b>DIGITAL &amp; SOCIAL RIGHTS</b>				
Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube and other digital channels including EDMs	Yes	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>				
<b>PRIVATE HIRE WAKE PARK</b>				
Private Hire of Phuket Wake Park for entertaining customers		Additional cost dependent on number of attendees / duration		
<b>SPECIAL EVENTS</b>				
VIP tickets to each 3 x major event – e.g. Phuket Open, Phuket Open Reload, IWWF Asia & Oceanic Wakeboard & Wakeskate Championships 2019	25	15	10	10
10% discount on ticket purchases on all ticket categories for each of the Phuket Wake Park 3 x major events (maximum 25 tickets per event)	Yes	Yes	Yes	Yes
<b>SPECIAL ACCESS</b>				
Priority ticket booking period for the Sponsor	Yes	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>				
Opportunity to put Logo on Phuket Wake Park merchandise for giveaways e.g. beanies or bags with memberships / first time courses	Yes	Yes	Yes	Yes
Logo on promotional giveaway t-shirts or jackets	Yes			

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## INVENTORY - MAJOR EVENTS

During Major Events (e.g. Phuket Open and Phuket Open Reload) total branding area will be divided in the ratio 1:1 between Venue and Major Event Sponsors. The following table uses Phuket Open Reload 2018 as an example...

	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING PARTNER	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS /MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS - DURING THE EVENT</b>			
Right to title for advertising & PR use: [TITLE SPONSOR NAME] PHUKET OPEN RELOAD 2018 presented by (PRESENTING SPONSOR NAME)	Yes		
Right to title for advertising & PR use:[CO-SPONSOR NAME] [TITLE SPONSOR NAME] PHUKET OPEN RELOAD 2018 - presented by (PRESENTING SPONSOR NAME)		Yes	
Right to title for advertising & PR use:[OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] PHUKET OPEN RELOAD 2018 presented by (PRESENTING SPONSOR NAME)			Yes
Category Exclusivity – for example right to market themselves as Official Energy Drinks Partner for PHUKET OPEN RELOAD 2018 and sole provider of energy drinks to the event	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS - DURING THE EVENT</b>			
Logo on Event Flags Around Water Arena	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)
Logo on Buoys In Water			
Logo at Event Entrance & Entry Way Kiosks			
Logo on Event Barricade Banners			
Logo on Billboards & Posters Around Water Arena			
Logo on Podium Backdrop & Presentation Stage Backdrop			
On the Phuket Wake Park sign (4m by 5m)	Yes	Yes(Less prominent than Tier 1)	
Banners around Park (4m by 5m)			
Logo on all staff polo shirts and hats and name tags			
Logo on VIP Seats			
Logo on Venue Map			
Trophies			
<b>MEDIA &amp; PROMOTIONAL RIGHTS - DURING THE EVENT</b>			
Inclusion in all Phuket Open Reload newspapers, magazines radio, television, online advertisements	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)
Logo on Phuket Open Reload car bumper stickers	Yes		
Phuket Open Reload stickers and fried magnets	Yes		
Phuket Open Reload coloured wrist bands	Yes		

	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING PARTNER	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS /MEDIA PARTNERS
<b>EXPERIENTIAL / PRESENCE MARKETING RIGHTS - DURING THE EVENT</b>			
Promotional / trade area in Sponsor area with promotional staff during Phuket Open Reload	Yes	Yes (Less prominent than Tier 1)	Yes (Less prominent than Tier 2)
Sampling and promotional literature around Phuket Wake Park during Phuket Open Reload			
Opportunities to sell product and / or promote product and services at the retail outlets inside Phuket Wake Park during Phuket Open Reload	Yes	Yes	Yes
<b>DIGITAL &amp; SOCIAL RIGHTS - DURING THE EVENT</b>			
Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube and other digital channels including EDMs	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS - DURING THE EVENT</b>			
PRIVATE HIRE WAKE PARK			
Private Hire of Phuket Wake Park for entertaining customers		Additional cost dependent on number of attendees / duration	
<b>SPECIAL EVENTS</b>			
VIP tickets to Phuket Open Reload	25	15	10
10% discount on Phuket Open Reload ticket purchases on all ticket categories for each of the Phuket Wake Park 3 x major events (maximum 25 tickets per event)	Yes	Yes	Yes
<b>SPECIAL ACCESS</b>			
Priority Phuket Open Reload ticket booking period for the Sponsor	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>			
Opportunity to put Logo on Phuket Wake Park Phuket Open Reload merchandise for giveaways e.g. beanies or bags with memberships / first time courses	Yes	Yes	Yes
Logo on Phuket Open Reload promotional giveaway t-shirts or jackets	Yes		

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COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



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## CONTACT

PHUKET WAKE PARK  
86/3 Moo 6  
Vichitsongkram Road  
Kathu  
Phuket 83120  
Thailand  
Tel. +66 76 510 151  
www.phuketwakepark.com

Khun Phi Moo - Director  
(Thai/English Speaking)  
Email: spa.t@hotmail.com

Natalia Uliyanova - General Manager  
(Russian/English Speaking)  
Email: gm@phuketwakepark.com  
Tel. +66 6 5009 0005

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.  
198 Tanou Road  
Bovernives  
Pranakorn  
Bangkok, 10200  
Thailand  
Tel./Fax: +66 2622 0605 - 7  
www.paulpoole.co.th

Paul Poole - Managing Director  
(English Speaking)  
Email: paul@paulpoole.co.th  
Tel +66 8 6563 3196

Udomporn Phanjindawan - Personal Assistant  
(Thai/English Speaking)  
Email: udomporn@paulpoole.co.th  
Tel. +66 8 6382 9949



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