

FMX THAILAND

WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## ROCK 'N' RIDES FMX THAILAND 2017 BANGKOK, CHIANG MAI, PHUKET

ROCK 'N' RIDES, the world leading freestyle Motocross spectacular stunt show, is coming to Thailand in February 2017, with three shows – a main show in Bangkok with support shows planned in Chiang Mai and Phuket.

Saturday 25th February Saturday 4th March Saturday 11th March ROCK 'N' RIDES FMX THAILAND 2017 - BANGKOK ROCK 'N' RIDES FMX THAILAND 2017 - CHIANG MAI ROCK 'N' RIDES FMX THAILAND 2017 - PHUKET

The world-class shows comprise four zones:

- Central Stage Zone with an FMX Stunt Show featuring four of the world's best riders; four Thai FMX riders; a Miss FMX Competition; culminating with an open-air concert headlined by top Thai acts
- Funfair Zone with amusements and fun sports activities for the whole family, including game stations, motor rides, rock climbing, rodeo rides, and more...
- Moto Innovation Exhibition Zone featuring an exhibition of bikes past and present
- Expo Zone with sponsor stalls, 50+ shops (rental spaces ranging from 9 18 sqm), food and drink

### MOTOTERAPIA SHOW BY VANNI ODDERA

On the show day of each event, the organisers put on a free 1-hour show for up to 100 people with disabilities.

Show riders give FMX rides and demonstrations to disabled children, attracting huge media interest for this socially fulfilling event.

### INTEGRATE YOUR MARKETING WITH ROCK 'N' RIDES FMX THAILAND 2017...

INTERNATIONAL FREESTYLE MOTOCROSS STUNT FESTIVAL & CONCERT

ORGANISED BY 9 WORLDS CO., LTD. MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. – THE SPONSORSHIP EXPERTS

## FMX THAILAND

## WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## WHY GET INVOLVED?

Association with ROCK 'N' RIDES FMX THAILAND 2017 offers sponsors numerous benefits including:

Image Enhancement - with a spectacular international freestyle Motocross stunt festival

**Brand Exposure** - raising brand awareness of products and services and association with a leading international event

Hospitality Opportunities - entertaining target audiences; internal and external

**Experiential Marketing** - exposure to over 20,000 event attendees at Bangkok location plus over 10,000 per day at other locations

Integrated Marketing - worldwide media exposure

**Networking** - with business leaders

Companies associating with ROCK 'N' RIDES FMX THAILAND 2017 tie in with the following values: Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

## PACKAGES

ROCK 'N' RIDES FMX THAILAND 2017 has a comprehensive commercial sponsorship and partnership marketing programme with packages developed to suit differing levels of needs:

### ROCK 'N' RIDES FMX THAILAND 2017: ALL 3 X EVENTS

#### TIER 1 - Title Sponsor

- One Title Sponsor with naming rights to all ROCK 'N' RIDES FMX THAILAND 2017 events

#### TIER 2 - Co-sponsors

 Co-sponsors from non-competing categories for all ROCK 'N' RIDES FMX THAILAND 2017 events

#### TIER 3 - Official Suppliers & Media Partners

- Official suppliers providing goods & services that are essential for all ROCK 'N' RIDES FMX THAILAND 2017 events
- Media Partners for all ROCK 'N' RIDES FMX THAILAND 2017 events

#### TIER 4 - Exhibitor Only Packages

- Packages for businesses to exhibit only at all ROCK 'N' RIDES FMX THAILAND 2017 events

### ROCK 'N' RIDES FMX THAILAND 2017: EVENT SPECIFIC

#### TIER 1 - Presenting Sponsors & Host Sponsors - Specific Events

 Presenting sponsors & Host sponsors for one or more ROCK 'N' RIDES FMX THAILAND 2017 specific events

#### TIER 2 Co-sponsors - Specific Events

- Co-sponsors from non-competing categories for one or more ROCK 'N' RIDES FMX THAILAND 2017 specific events

#### TIER 3 - Official Suppliers & Media Partners - Specific Events

- Official suppliers providing goods & services that are essential for one or more ROCK 'N' RIDES FMX THAILAND 2017 specific events
- Media Partners for one or more ROCK 'N' RIDES FMX THAILAND 2017 specific events

#### TIER 4 - Exhibitor Only Packages

 Packages for businesses to exhibit only at one or more ROCK 'N' RIDES FMX THAILAND 2017 specific events

FMX THAILAND

### WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## FACTS & FIGURES

ROCK 'N' RIDES has entertained audiences at many events around the world, including:

#### RUSSIA - MOTOTERAPIA 2016 MOSCOW SK OLYMPIYSKY

30,000+ Spectators 5 x Riders, 3 x BMX 19M Ramp 250 Jumps / 50+ Somersaults / 100% Extreme 2 x Famous Bands + 1 DJ on Stage Sponsors: Red Bull, Bridgestone, G-drive, Moskomsport, Gazprom, Kengooroo, NRJ Radio

#### **MEXICO 2015**

50,000+ Spectators 3 x Amazing Flip Combo 6 x Riders, 4 x BMX 2.5 x hours exciting spectacle Sponsors: Office Depot, Rock Star, Red Bull, Jueces Drinks, GoPro

#### MONTPELLIER, FRANCE & DENVER USA 2014

45,000+ Spectators 11 x Shows around the World each year Sponsors: Tivoli, Honor, Next Stage, Red Bull, Häagen-Dazs, Red FX, MS Extreme, GoPro, Credit Agricole, Intel, NRG

### ITALY, ROME

20,000+ Spectators 20+ Gladiators on stage 12 x Riders Sponsors: Juke Nissan, Roma MMX, Swatch, Red Bull

### RUSSIA - MOTO SHOW,

#### MUSLUW RED SQUARE ZUIU

70,000+ Spectators 12 x Riders from USA, Japan, Australia, Swiss, Spain and New Zealand, Norway and Russia 250+ tons of sand All national TV stations covered the event Sponsors: Swatch, Red Bull

> ORGANISED BY 9 WORLDS CO., LTD. MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. – THE SPONSORSHIP EXPERTS

FMX THAILAND

WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## EVENT SCHEDULE

TIMING	ACTIVITY
15.00 – 16.00	Mototerapia – free private Show for people with disabilities
16.00	Show opens - Competitions, Exhibitions, Attractions and Entertainment at all times in Central Stage Zone, Expo Zone, Funfair Zone and Moto Innovation Zone
16.30	Miss FMX Competition / Mr Hero Competition
17.30 – 19.30	FMX Show 20 min - Rider & MC Welcome 20 min - FMX Show (easy tricks) 20 min - Dance Show 20 min - FMX Show (more difficult tricks) 20 min - Fire Show 20 min - Fire Show
19.30 – 21.30	Concert featuring famous Thai acts
21.30	Ends

Subject to change.

## SPECTATORS

ROCK 'N' RIDE FMX THAILAND 2017 expects the following spectator numbers at each event per day:

Bangkok - 20,000+ Chiang Mai - 10,000+ Phuket - 10,000+

Comprising core target spectator: 12-45 years of age Family Active lifestyle People who love motorcycles and concerts

The shows will attract people who are looking for active family weekend entertainment...

Chiang Mai and Phuket venues subject to change.

1950 950 4

FMX THAILAND

### WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## RIDERS

ROCK 'N' RIDES FMX THAILAND 2017 will feature some of the world's best freestyle motocross riders, including:

RIDER & BIKE	BIOGRAPHY	SPONSORS
Vanni Oddera Italy KTM https://www.youtube.com/ watch?v=8PnLW8dA1D0	Vanni Oddera is a spiritual guy with many interests and talents. As a motorcycle athlete Vanni is best known as a Freestyle Moto crosser, as well as motorcycle projects for disabled children through project Mototerapia. The Italian produces incredible bike designs – he has a degree in graphic design and revolutionises his bike every year with a special message. In 2016 Vanni's KTM FMX bike is dedicated to nature and animals, as the psychology of the colors allow the viewer to see a change in color during a backflip.	AICS, Accossato, Alpina Raggi, Alpinestars, Ariete, Beta Tools, Black Bird, Dedo Racing, Herero 4×4, KTM Italia, Lightech, Marchald Filters, Motorex, Nikon, Pirelli, Scalvini, Scorpion Bay, SIXS, SM Sospensioni, Sony Action Cam, Termignoni, UFO Plast
Massimo Bianconcini Italy KTM 250SX	Massimo started in motocross in 1987. His recent results include: 1st place whip contest Kings of freestyle Lipzia (DE); 1st speed and style World Cup Berlin (DE); 1st whip contest World Cup Berlin (DE); 1st place Stick the Trik Bressanone; 1st place speed and style World Cup Sanlurfia Turkia; 2nd place highest air World Cup Ostrava; 2nd place highest air World Cup Vienna; 1st place highest air World Cup Fortaleza Brazil; 5th place in the World Cup 2010.	Daboot, KTM, DC, AXO, Speedrace Energy Drink, X-Lite, TCX, Marzocchi, Oakley, Goldentire, Race Tech, Luter, GB Ink, Mob Sidacate, Logic, Black Bird, Scarrov
Luca Zironi Italy KTM 250 2T	Luca made his debut in motocross in 2001 by participating in the Regional Motocross Championship 125 aged under 20 and concluded the season in 5th place. Luca is one of the world's top FMX riders and has made numerous appearances in top events both national and international, such as: Red Bull, The Milan EICMA show and the Supercross of Genova.	DC Shoes, Nils oil, Dunlop, Alpina, Tenneco Marzocchi, Acerbis, Google, Black Bird, Lazer, Leovince, SIX2, Gaerne, Pedro suspension, Daboot
Ivan Zucconi Italy KTM 250 2T	In 2013, Ivan was invited to the 02 Arena in London for the Nitro Circus Travis Pastrana. With him were the strongest freestylers in the world, and together they performed a collective backflip for Guinness world records, with eighteen participating bikers. Ivan has style and technique, and to see him perform is pure spectacle. In addition to being part of the DC team, he is also a member of Daboot, freestyle team.	UFO Plast, Goldentyre, LB Design, Alpinestar, DC, Beans, Pegas, Marzocchi

ORGANISED BY 9 WORLDS CO., LTD

2

P P O R

C

R S H

ш

PAR

S

ERCI

COMM

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPE

FMX THAILAND

WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## ZONES

The event is split into four distinct Zones:

- Central Stage Zone FMX and Concert
- Funfair Zone
- Moto Innovation Exhibition Zone
- Expo Zone Food & Shops

The actual design will be created to match with the location.

## TICKET SALES

Tickets for the events will be sold through Event Pop.

VIP tickets cost 2,500 THB and include: meet & greet and photo/autograph with riders; front row area seats; private bar with a welcome drink; fast entrance; and 1 lottery ticket..

General tickets cost 1,000 THB and include a lottery ticket.

## PROMOTIONA CHANNELS

The events will be promoted through:

- Boxza Racing
- Facebook
- Google!
- PPTV HD
- Radio Thailand
- Siamsport Channel
- SMMTV
- Thailand Superbike
- True Sport
- YouTube

		PARTNER LEVEL	
INVENTORY – ALL EVENTS Tickets for the events will be sold through Event Pop.	tier 1 Title Sponsor	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIER MEDIA PARTNERS
ROCK 'N' RIDES FMX THAILAND 2017	- ALL E\	/ENTS	
CATEGORY EXCLUSIVITY & TITLE RIGHTS - ALL EVENTS			
Right to title [TITLE SPONSOR NAME] ROCK 'N' RIDES FMX THAILAND 2017 presented by [PHUKET / CHIANG MAI / BANGKOK PRESENTING SPONSOR NAME] - for advertising & PR us	e Yes		
Right to title [CO-SPONSOR] ROCK 'N' RIDES FMX THAILAND 2017 presented by [PHUKET / CHIANG MAI / BANGKOK PRESENTING SPONSOR NAME] - for advertising & PR use		Yes	7
Right to title [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] ROCK 'N' RIDES FMX THAILAND 2017 presented by [PHUKET / CHIANG MAI / BANGKOK PRESENTING SPONSOR NAME] - for advertising & PR use		RA.	Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for ROCK 'N' RIDES FMX THAILAND 2017 / and sole provider of timing services to the event	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS - ALL EVENTS			
LOGOS & IMAGES			
Right to use a ROCK 'N' RIDES FMX THAILAND 2017 Composite (lock-up) Logo on all internal and external marketing	Official Title Sponsor Logo	Official Co- sponsor / Zone Partner Logo	Official Supplier / Media Partner Logo
Right to use ROCK 'N' RIDES FMX THAILAND 2017 image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING - ALL EVENTS			
Logo on riders and bikes (where applicable)	Dominant	Yes	
Logo on jumping ramps	Dominant	Yes	
Logo on Central Stage / Stage Backdrop	Dominant	Yes	Yes
Logo on Entrance Gate	Centre Top	Left & Right Top Column	Yes
Show time – your own event on Central Stage	Yes	) 🖟 Moto L	VE MOTOLIV
Advertising Boards around venue	X 24	X 16	X 8
Branding in all Zones and around venue (J flags and banners)	X 4	X 4	X 4
Logo on Officials	Dominant	Yes	
BRANDING - ALL SUPPORT EVENTS & ZONES			
Branding presence at Mototerapia	Yes	Yes	Yes
Representative to speak at Press Conference	Yes A	No	No
BRANDING - OTHER			
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Tickets	Yes	Yes	No
Use of backside of Tickets for advertising purposes (at sponsors cost)	Yes	No	No
Logo on VIP, Media and Staff passes	Yes	Yes	No

### INVENTORY – ALL EVENTS Tickets for the events will be sold through Event Pop.

		_
TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS	T OF SUI N PAF

ALL NUT

ER 3 FICIAL

EDIA TNERS

ROCK 'N' RIDES FMX THAILAND 2017 -	· ALL E\	/ENTS	
BROADCAST RIGHTS - ALL EVENTS			
Press Conference - Logo on Stage Backdrop	50%	Share 40%	Share 10%
Branding / Advertisements as part of any internet stream (for example Livestream feed)	40% of branded area	Share of 35% of branded area – no greater than 15%	Share of 10% of branded area – no greater than 5%
Promotions as part of internet stream coverage	Yes	Yes	Yes
MEDIA & PR RIGHTS - ALL EVENTS			
Right to use ROCK 'N' RIDES FMX THAILAND 2017 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote ROCK 'N' RIDES FMX THAILAND 2017 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	
PROMOTIONAL CAMPAIGN - ALL EVENTS			
Inclusion in promotional campaign - level dependent on tier	Yes	Yes	Yes
Advertising in Official Programme	Full Page	Half Page	Quarter Page
DIGITAL & SOCIAL PROGRAMME - ALL EVENTS			
Branding on ROCK 'N' RIDES FMX THAILAND 2017 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Logo inclusion in any APP produced by ROCK 'N' RIDES FMX THAILAND 2017	Yes Prominent	Yes Less Prominent	Yes Less Prominent
EXPERIENTIAL - ALL EVENTS			
Booth in Expo Zone	6m x 3m	6m x 3m	6m x 2m
Sampling	Yes	Yes	Yes
HOSPITALITY & TICKETING - ALL EVENTS			
Branding on Corporate tents	Yes	Yes Contract	AL DI OT
VIP Passes to event - no. dependent on Tier	Yes	Yes	Yes
VIP tickets for promotional purposes	30	20	15
General tickets to event for promotional use - no. dependent on Tier	Yes	Yes	Yes
MERCHANDISING PROGRAMME - ALL EVENTS			
Opportunity to produce joint branded merchandise. Logos on specially produced show merchandise	Additional	Additional	Additional



ORGANISED BY 9 WORLDS CO., LTD. MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. – THE SPONSORSHIP EXPERTS

		PARTNER LEVEL	
INVENTORY - SPECIFIC EVENTS	TIER 1 PRESENTING SPONSOR & HOST SPONSOR SPECIFIC EVENT	TIER 2 CO-SPONSORS SPECIFIC EVENT	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS SPECIFIC EVEN
ROCK 'N' RIDES FMX THAILAND 2017 -	SPECIF	IC EVEN	TS
CATEGORY EXCLUSIVITY & TITLE RIGHTS - AT SPECIFIC EVENT			
e.g. Right to title [TITLE SPONSOR NAME] ROCK 'N' RIDES FMX THAILAND 2017 PHUKET / CHIANG MAI / BANGKOK presented by [PHUKET / CHIANG MAI / BANGKOK PRESENTING SPONSOR NAME] - for advertising & PR use	Yes		
e.g. Right to title HOST SPONSOR [TITLE SPONSOR NAME] ROCK 'N' RIDES FMX THAILAND 2017 PHUKET / CHIANG MAI / BANGKOK presented by [PHUKET / CHIANG MAI / BANGKOK PRESENTING SPONSOR NAME] - for advertising & PR use	Yes	A B EV	
e.g. Right to title (CO-SPONSOR NAME) [TITLE SPONSOR NAME] ROCK 'N' RIDES FMX THAILAND 2017 PHUKET / CHIANG MAI / BANGKOK presented by [PHUKET / CHIANG MAI / BANGKOK PRESENTING SPONSOR NAME] - for advertising & PR use		Yes	
e.g. Right to title [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] ROCK 'N' RIDES FMX THAILAND 2017 PHUKET / CHIANG MAI / BANGKOK presented by [PHUKET / CHIANG MAI / BANGKOK PRESENTING SPONSOR NAME] - for advertising & PR use		1. 1.12	Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for ROCK 'N' RIDES FMX THAILAND 2017 / and sole provider of timing services to the specific event	Yes	Yes	1. 11
BRANDING & INTELLECTUAL PROPERTY RIGHTS - AT SPECIFIC EVENT			
LOGOS & IMAGES			
Right to use a ROCK 'N' RIDES FMX THAILAND 2017 specific event Composite (lock-up) Logo on all internal and external marketing	Official Presenting Sponsor Specific Event Logo	Official Co- sponsor / Specific Event Logo	Official Supplier / Media Partner Specific Event Logo
Right to use ROCK 'N' RIDES FMX THAILAND 2017 image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING - SPECIFIC EVENTS			
Logo on riders and bikes (where applicable)	Dominant	Yes OTO LI	VE MOTOLIVE
Logo on jumping ramps	Dominant	Yes	
Logo on Central Stage / Stage Backdrop	Dominant	Yes	Yes
Logo on Entrance Gate	Centre Top	Left & Right Top Column	Yes
Show time – your own event on Central Stage	Yes	8. 81. 8	M. A.E.
Advertising Boards around venue	X 24	X 16	X 8
Branding in all Zones and around venue (J flags and banners)	×4, 9, 2	X 4	X 4
Logo on Officials	Dominant	Yes	A Pra
BRANDING – SPECIFIC SUPPORT EVENTS & ZONES			
Branding presence at Mototerapia	Yes	Yes	Yes

ROCK IN RIDES **FMX THAILAND** 

## **INVENTORY - SPECIFIC EVENTS**



PARTNER LEVEL

### ROCK 'N' RIDES FMX THAILAND 2017 - SPECIFIC EVENTS

#### **BRANDING - OTHER** Insertion of promotional material or product sample into Goodie Bag Yes Yes Yes Logo on Tickets Yes Yes Use of backside of Tickets for advertising purposes (at sponsors cost) No No Yes Logo on VIP, Media and Staff passes No Yes Yes BROADCAST RIGHTS – AT SPECIFIC EVENT Press Conference - Logo on Stage Backdrop 10% 5% Branding / Advertisements as part of any internet stream (for example Livestream feed) 10% 5% Promotions as part of internet stream coverage Yes Yes Yes MEDIA & PR RIGHTS - AT SPECIFIC EVENT e.g. Right to use ROCK 'N' RIDES FMX THAILAND 2017 PHUKET / CHIANG MAI / BANGKOK Yes Yes Yes association in all promotional campaigns covering any PR and advertising e.g. Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote ROCK 'N' RIDES FMX PHUKET 2017 PHUKET / CHIANG MAI / BANGKOK produced by Yes Yes the organisers A press conference to launch the Sponsorship Yes Yes PROMOTIONAL CAMPAIGN – AT SPECIFIC EVENT Inclusion in promotional campaign - level dependent on tier Yes Yes Full Page Half Page Advertising in Official Programme Quarter Page DIGITAL & SOCIAL PROGRAMME - AT SPECIFIC EVENT Branding on ROCK 'N' RIDES FMX THAILAND 2017 PHUKET / CHIANG MAI / BANGKOK emails, Yes Yes Yes Less Prominent website, and all site communications including e newsletters Prominent Less Prominent Part of digital engagement programme including access to any live video blogging, interviews, Yes Yes Twitter Q&As, Tweets & FB posts Yes Yes Yes Logo inclusion in any APP produced for a specific event Prominent Less Prominent Less Prominent **EXPERIENTIAL – AT SPECIFIC EVENT** Booth in Expo Zone at specific event 6m x 3m 6m x 3m 6m x 2m Sampling Yes Yes Yes HOSPITALITY & TICKETING - AT SPECIFIC EVENT Branding on Corporate tents Yes Yes VIP Passes to event - no. dependent on Tier Yes Yes Yes VIP tickets for promotional purposes 30 20 General tickets to event for promotional use - no. dependent on Tier Yes Yes MERCHANDISING PROGRAMME - AT SPECIFIC EVENT Additional Additional Additional

Opportunity to produce joint branded merchandise. Logos on specially produced show merchandise

ഗ

ORGANISED BY 9 WORLDS CO., LTD.

INTERNATIONAL FREESTYLE MOTOCROSS STUNT FESTIVAL & CONCERT

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

FMX THAILAND

# WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## BRANDING

ROCK 'N' RIDES FMX THAILAND 2017 has many high profile branding opportunities ensuring Sponsors have high visibility, before, during and after the event. These include:

Event Branding in all four Zones

- Central Stage
- Funfair
- Moto Innovation
- Expo

10

See inventory for full details.

# MEDIA & PR

## MEDIA PARTNERSHIPS

ROCK 'N' RIDES FMX THAILAND 2017 is seeking a maximum of 10 media partnerships.

Sponsors and Partners will benefit from editorial and advertising coverage with these media.

## PR SUPPORT

Sponsors can create media coverage through news PR activity. There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines. Press releases will also be issued through a variety of regional and international motorcycle web sites.

All Sponsors and Partners will have rights to associate with ROCK 'N' RIDES FMX THAILAND 2017 for PR and advertising activity.

## **PROMOTIONAL CAMPAIGN**

ROCK 'N' RIDES FMX THAILAND 2017 is supported by a comprehensive marketing campaign worth over 5 million THB.

The campaign covers advertising: **Online Advertising (banners and blogs)** - travel media, national and regional newspapers, magazine websites, Sanooks, Pantip, Kapook, M-Thai and Dek-D

**Social Advertising** - on Facebook, Twitter, Instagram, YouTube -Moto Celebrities, Gamers, Influencers

TV - including Travel Channel (TRUE), LineTV, Channel 3, Channel 7, Channel 9

Radio - 95FM, 106FM, Cool 93, Green Wave 106.5, Met 107 and SEED 97.5

**Newspapers / Magazines** - including Bangkok Post and The Nation, Ride Thailand, Super Bike, Fast Bikes

**Event Roadshow** - which will tour MRT, BTS complexes, offices and universities and schools promoting the event with an LED truck

INTERNATIONAL FREESTYLE MOTOCROSS STUNT FESTIVAL & CONCERT

ORGANISED BY 9 WORLDS CO., LTD. MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. – THE SPONSORSHIP EXPERTS 0 R

Ŷ

# **BOCK O'BIDES** FMX THAILAND



TAT THE

## WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## EXPERIENTIAL

With over 50,000 spectators expected at the three events ROCK 'N' RIDES FMX THAILAND 2017 offers a great opportunity for brands to sample and distribute their products and services.

## HOSPITALITY

ROCK 'N' RIDES FMX THAILAND 2017 offers a plethora of fantastic opportunities to entertain customers, clients and executives at the three events in Thailand.

This is an excellent way to do and promote your business.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages.

## MERCHANDISING

ROCK 'N' RIDES FMX THAILAND 2017 offers Sponsors and Partners the opportunity to produce joint branded merchandise. This could be used as give-away through media and presence marketing promotions. For example: ROCK 'N' RIDES FMX THAILAND 2017 Goodie Bags.

ORGANISED BY 9 WORLDS CO., LTD. MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. – THE SPONSORSHIP EXPERTS

FMX THAILAND

WORLD LEADING MOTORCYCLE SPECTACULAR STUNT SHOW

## CONTACT

### 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/rocknrides

#### 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

#### ROCK 'N' RIDES

9 Worlds Co., Ltd. 135/9 Amornphan 205 Tower 2 Soi Ratchadaphisek 7, Ratchadaphisek Road, Dindaeng, Bangkok 10400 www.9worlds.asia www.rocknrides.asia

#### Valery Glushkov - Development Director

(Russian/English Speaking) email: v.glushkov@9worlds.asia Tel. +66 9 0069 0121

#### Chanprapa Kart-O-Sod - Manager

(Thai/English Speaking) email: event@rocknrides.asia Tel. + 66 9 5719 6467

INTERNATIONAL FREESTYLE MOTOCROSS STUNT FESTIVAL & CONCERT

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. – THE SPONSORSHIP EXPEN