

Ripley's

One of Thailand's leading tourist attractions

2015 & 2016 OPPORTUNITIES

RIPLEY'S WORLD OF ENTERTAINMENT, part of Ripley Entertainment Inc., is the largest and fastest-growing international chain of museum-type tourist attractions in the world with over 90 attractions in 10 countries!

Situated at the Royal Garden Plaza, Pattaya, RIPLEY'S WORLD OF ENTERTAINMENT features eight attractions entertaining over 800,000 visitors a year.

- **RIPLEY'S BELIEVE IT OR NOT! MUSEUM** - a world famous family oriented walk through tourist attraction featuring over 10 individually themed galleries with over 350 fascinating real exhibits
- **RIPLEY'S HAUNTED ADVENTURE** - a spine shivering experience featuring special effects and live actors!
- **RIPLEY'S SKY RIDER** - the balloon ride offering most beautiful scenic view of the amazing Pattaya City
- **RIPLEY'S 12D MOVING THEATRE** - a simulator ride showing movies like they've never been seen before with 12 different special effects
- **RIPLEY'S INFINITY MAZE** - a magical attraction with spectacular illusions, innovative lighting effects, sound fields, atmospheric effects and mood setting music
- **LOUIS TUSSAUD'S WAXWORKS PATTAYA** - an international wax museum featuring 68 international and Thai celebrity models in nine zones
- **RIPLEY'S SCREAM IN THE DARK** - a surreal journey into a black abyss of crazy clowns, ghastly grave robbers, terrorizing trolls, the living dead, devilish dogs and more...
- **THE VAULT - LASER MAZE CHALLENGE** - filled with brilliant green lasers radiating from the walls with music and light effects creating an immersive experience

RIPLEY'S WORLD OF ENTERTAINMENT also features a number of Special Events throughout the year including:

- **Guinness World Record Attempts** - e.g. Longest Marathon Hugging, Longest Kiss, Longest Stay with Scorpions and more...
- **Personal Appearances from Astonishing Humans** - e.g. World's Tallest Man, World's Shortest Man, World's Hairiest Girl, Scorpion Queen and more...
- **20th Anniversary Celebrations** - during December 2015

As one of Thailand's most popular visitor attractions, the huge popularity of RIPLEY'S WORLD OF ENTERTAINMENT makes it the ideal platform for companies to increase their brand awareness through direct interaction with consumers as well as media leverage.

For 2015 & 2016 RIPLEY'S WORLD OF ENTERTAINMENT is offering a number of unique opportunities for brands to become part of the experience and has developed a comprehensive Commercial Sponsorship and Partnership Programme enabling brands to integrate with one of the world's most exciting tourist attractions.

An excellent year round sales, publicity and corporate hospitality opportunity ...



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RIPLEY'S – A BRIEF HISTORY

For over 95 years, Ripley Entertainment Inc. has been a world leader in providing family entertainment. Over 60 years after his death, the legacy of the great American entrepreneur Robert Ripley lives on.

- Built on the foundation of a small daily newspaper cartoon drawn by Robert Ripley, which debuted in 1918, the company today operates 95 attractions under a dozen brands worldwide.
- Robert Ripley expanded the world famous Believe It or Not! brand into radio, television, movies, books, licensing, and Odditoriums—a genuine empire of the weird, the bizarre and unbelievable.
- The daily Believe It or Not! cartoon that catapulted Ripley to fame in the 1920's still runs in hundreds of newspapers in over forty countries and dozens of languages.
- The 32 Ripley's Believe It or Not! Museums that house his collection of oddities span the globe and have entertained over 100 million guests since 1933.
- Millions of contemporary children are thrilled by the Ripley's Believe It or Not! Annuals and other books, just as their great-grandparents' generation was captivated by the cartoon during the Great Depression.
- The Believe It or Not! brand extends to all media forms as well, with TV shows running around the world, plus streaming radio shows and a world famous website and social media presence.





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RIPLEY'S WORLD OF ENTERTAINMENT - ATTRACTIONS

RIPLEY'S BELIEVE IT OR NOT! MUSEUM

Ripley's Believe It or Not! Museum is a world famous family oriented walk through tourist attraction that originated in the U.S.A. The museum is unique in its collection of oddities and it presents a careful balance between the strange, the shocking and the beautiful. The museum is suitable for both individual and group visits throughout the year.

Ripley's Believe It or Not! Museum Thailand features over 10 individually themed galleries with over 350 fascinating real exhibits including primitive torture devices, a mask made from human skin, real human shrunk head, a wax figure of the four-eyed man and even a Titanic that has been made of more than 1,000,000 matchsticks.

Ripley's Believe It or Not! Odditoriums have drawn millions of curiosity seekers around the world since the opening of our first permanent museum in historic St. Augustine, Florida back in 1950.



RIPLEY'S HAUNTED ADVENTURE

Ripley's Haunted Adventure is a place where nightmares come to life!

Tourists are dazzled with the unimaginable special effects and live actors that send shivers down their spines from the moment they enter 'til the time they escape! facing fear at every turn.

If you just love to be scared, Ripley's Haunted Adventure is the place! Remember . . .



RIPLEY'S SKY RIDER

Ripley's Sky Rider is Thailand's first helium balloon imported from France. The balloon ride takes tourists soaring high into the sky to witness the most beautiful scenic view of the amazing Pattaya City – an experience that will last a lifetime!





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RIPLEY'S WORLD OF ENTERTAINMENT - ATTRACTIONS

RIPLEY'S 12D MOVING THEATRE

Ripley's 12D Moving Theatre is a simulator ride showing movies like they've never been seen before.

The special effects featured in this adventurous simulator ride allow the audience to be part of the action from the comfort of a theatre. With 12 different effects, a giant screen, digital surround sound, seats that move in eight directions and specially designed polarized three-dimensional glasses, the audience feels every bump, dip and turn.

RIPLEY'S INFINITY MAZE

Ripley's Infinity Maze is a magical attraction with spectacular illusions, innovative lighting effects, sound fields, atmospheric effects and mood setting music.

A 20-minute journey into the Maze challenges perception, mesmerizes all the senses and makes tourists question reality. You have to experience it to believe it!

LOUIS TUSSAUD'S WAXWORKS PATTAYA

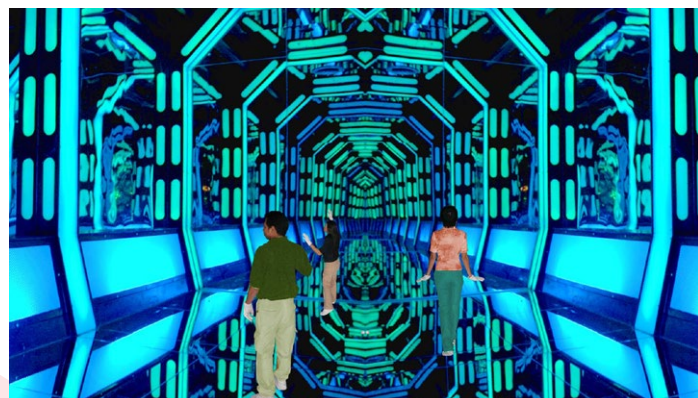
Louis Tussaud's Waxworks Pattaya is an international wax museum featuring international and Thai celebrity models in nine zones.

There are 68 international and Thai celebrity models, which include eight Thai models, 20 Asian models, and 40 International models. Most models are living and very popular celebrities.

Louis Tussaud's Waxworks Pattaya is an international wax museum from the USA that has five venues around the world including Pattaya.

Louis Tussaud's Waxworks features amazing characters from the past & the present from the worlds of sports, music and film.

The historic personages and contemporary celebrities allow tourists to mingle with the stars – offering hundreds of great photo opportunities!





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RIPLEY'S WORLD OF ENTERTAINMENT - ATTRACTIONS

RIPLEY'S SCREAM IN THE DARK

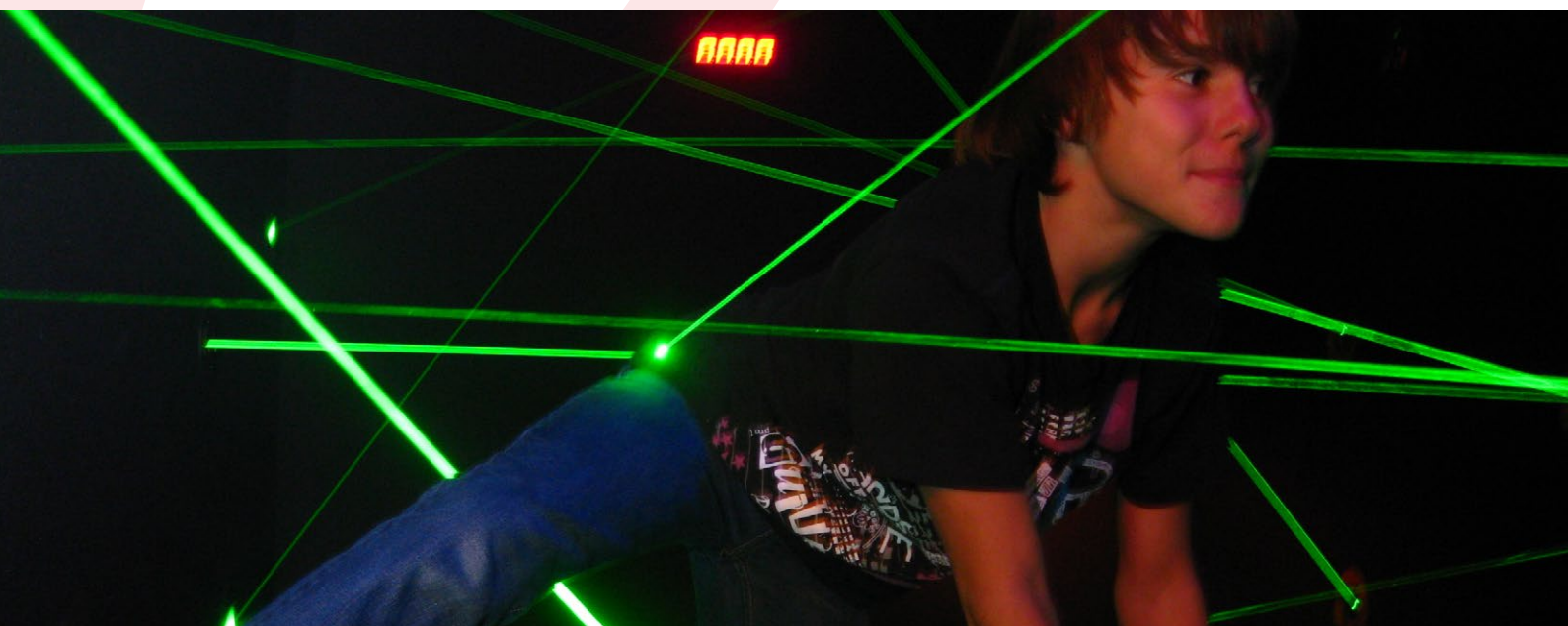
Ripley's Scream In The Dark is a surreal journey into a black abyss of crazy clowns, ghastly grave robbers, terrorizing trolls, the living dead, devilish dogs, attacking skeletons, mystical mirrows and enough illusions and delusions to give you the happiest of nightmares for weeks to come!

THE VAULT - LASER MAZE CHALLENGE

The Vault – Laser Maze Challenge is just like in the movies!

Tourists enter a mysterious room and as they cross the starting point, the Laser Maze pops to life and the room ahead is filled with brilliant green lasers radiating from the walls. Music and light effects immerse them into the experience.

The Laser Maze Challenge is easy to learn, but impossible to master, so you can't wait to play again.





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RIPLEY'S WORLD OF ENTERTAINMENT – SPECIAL EVENTS

RIPLEY'S WORLD OF ENTERTAINMENT also features a number of Special Events throughout the year including:

Guinness World Record Attempts

This Special Event leverages the competitive spirit of one of the world's most authentic and official brands by allowing ticket-buying guests to attempt and set Guinness World Records.

It's a chance of being a World Record Holder and be a part of history in the making with RIPLEY'S WORLD OF ENTERTAINMENT. Challenges held at RIPLEY'S WORLD OF ENTERTAINMENT include; Longest Marathon Hugging; Most handstand pushups in one minute; Most lemons caught blindfolded in 30 seconds; Most dominoes stacked in one minute; Most party poppers popped in 30 seconds; Fastest time to stack 10 dice using chopsticks!; and more...

Personal Appearances from Astonishing Humans

Special Events include appearances from Astonishing Humans e.g. World's Tallest Man; World's Shortest Man; World's Hairiest Girl; Scorpion Queen; and more

20th Anniversary Celebration

In December 2015 Ripley's will be holding a month of Special Events to celebrate its 20th Anniversary in Thailand with a number of high profile events happening including: Guinness World Record attempts; Astonishing Human Appearances; and more...





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LOCATION - PATTAYA

Pattaya City attracts over seven million tourists yearly – approximately one third Thai and two thirds foreigners; 15% are 15 – 24 years old; 32% 25 – 34 years old; 30% 35 – 44 years old; and 11% 45 – 54 years old.

- Within a 50 miles radius (60 km) (2 provinces) covering: Chonburi; and Rayong - there are 864,000 potential visitors
- Within a 100-mile radius (120 km) 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
- Within a 150 mile (180 km) radius covering: Nakhon Ratchasima; Suphanburi; Ratchaburi; Singburi; and Saraburi - there are 1.7 million potential visitors
- Within 150 mile radius (180 km) of RIPLEY'S WORLD OF ENTERTAINMENT there is a population catchment of over 26 million people
- Over 15 million tourists yearly go through Bangkok International Airport (Suvarnabhumi)
- Thailand has over 8 million children under the age of 12 years old - ideal target market for RIPLEY'S WORLD OF ENTERTAINMENT

Source: Bangkok & Pattaya Population Statistics

CHARITY SUPPORT

RIPLEY'S WORLD OF ENTERTAINMENT supports specific charities that share a similar objective of bringing happiness to families and children in need. They do this by offering complimentary tickets for fundraising purposes.





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BENEFITS – WHY GET INVOLVED?

Companies associating with RIPLEY'S WORLD OF ENTERTAINMENT will receive excellent year round sales, publicity and corporate hospitality opportunities. Commercial partners and sponsors will have access to a wide range of benefits including:

Branding

Sponsors will have rights to associate with RIPLEY'S WORLD OF ENTERTAINMENT and its Attractions and Special Events – as well Retail & Sampling, Experiential, Digital, and Ticket opportunities all of which offer a huge opportunity to promote their brands through news PR, advertising, direct marketing and sales promotion activity.

Sponsor's name and branding will be featured in marketing and promotional activities including PR, Advertising, Direct Marketing and Sales Promotions. Sponsors will have the rights to use footage, still photographs and official marks logo of the Attraction and/or Special Events in their promotions.

Venue branding includes:

Beach Walk LED Screen – 480 cm x 672 cm x 1
Digital Stands in Shopping Centre – 1080 x 1920 pixels x 12
Posters – 52 cm x 82 cm x 53
Elevator Advertising – 80 cm x 120 cm x 14
Escalator Advertising – 56 cm x 742 cm x 10

Press Support

RIPLEY'S WORLD OF ENTERTAINMENT will generate huge press coverage in International, Asia-wide and National media around Attractions and Special Events.

RIPLEY'S WORLD OF ENTERTAINMENT is renowned for its press activity and regularly generates coverage in the media. All sponsorship opportunities including Attractions and Special Events will be supported by the PR team.

Audience Volume & Interaction

RIPLEY'S WORLD OF ENTERTAINMENT main selling points are: providing access to large numbers of consumers in an environment providing time and opportunity for engagement; and capturing a consumer's attention for three to five hours - it's hard to find that with any other type of property.

Sponsors are entitled to sample their products at the attraction.

RIPLEY'S WORLD OF ENTERTAINMENT provides a great opportunity for brands to run experiential activity on site with over 800,000 guests each year.

Why move around the country setting up activity in different locations when RIPLEY'S WORLD OF ENTERTAINMENT can guarantee a brand new audience every day.

Ranging from simple meet and greet activities to the set up of fully interactive experiences and road show activity, RIPLEY'S WORLD OF ENTERTAINMENT has superb locations on site that allows brands to come in and set up tenure.





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BENEFITS – WHY GET INVOLVED?

On-site Sales & Sampling

Companies align with attractions to gain vending rights at concession stands, retail outlets and elsewhere on site. We can offer our sponsors sales rights as part of their sponsorship packages.

With over 800,000 guests per year, RIPLEY'S WORLD OF ENTERTAINMENT offers some great retail opportunities.

This can include supporting specific retail promotions, stocking new products, and exploring POS opportunities in the venue.

In addition to official retail placement brands can also sample at exits for product trial initiatives.

On Line Support

On line marketing is a core part of the event promotion. Sponsors will be given branding, links and advertorials on RIPLEY'S WORLD OF ENTERTAINMENT official website www.ripleysthailand.com

Hospitality & Networking

RIPLEY'S WORLD OF ENTERTAINMENT offers a wealth of hospitality for sponsors and their guests offering superb facilities – for conferences, parties, awards ceremonies and family fun days.

For high volume attendance events, Sponsors can hire out the whole venue for the evening/day.

Data & Digital Partnerships

RIPLEY'S WORLD OF ENTERTAINMENT offers an excellent opportunity for sponsors to access data on visitors who interact with the Attractions and Special Events and huge opportunities to cross promote activity with online marketing.

Ticket Promotions

Ticket promotions are a great way of marketing a Sponsor's association with RIPLEY'S WORLD OF ENTERTAINMENT, for example: 2 For 1; 50% Off; and Kids Go Free.

Promotional offers are funded by RIPLEY'S WORLD OF ENTERTAINMENT, with the Sponsor only liable for the activation of the promotion.

They can be successfully used to encourage product trial, brand switching, drive incremental sales, or simply to reward loyalty.

In addition to ticket promotions, sponsorship deals can have an allocation of tickets built into a package that can be used for trade competitions, staff incentives, client entertainment to name a few.





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PACKAGES

Commercial Sponsorship & Partnership Opportunities are available for the following, allowing brands to directly engage with RIPLEY'S WORLD OF ENTERTAINMENT guests:

TIER 1

Attraction Sponsors
Official Sponsors with naming rights to one or more of the eight Attractions

TIER 2

Attraction Official Suppliers & Official Media Partners

TIER 3

Special Event Sponsors
Event Specific Sponsors for special one off events
e.g. 20th Anniversary Celebrations
Special Event Official Suppliers & Official Media Partners

RIGHTS

Title Rights

Use of association with RIPLEY'S WORLD OF ENTERTAINMENT in advertising and marketing campaigns

Branding Rights

For example: On Site Branding: Entrance; Attraction Areas; Walk Ways; Elevators; Escalators; Posters Inside & Outside Attraction Literature; LED Screens; Attraction Map; Press & Promotional Materials; Advertising Campaigns; Official Website

Promotional Rights

For example: Money off entry to RIPLEY'S WORLD OF ENTERTAINMENT

Media Rights

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

Digital Rights

Inclusion in digital promotions i.e. TV Screens and Mobile

Retail & Sampling Rights

Opportunities to sell product and/or promote product and services at the retail outlets inside RIPLEY'S WORLD OF ENTERTAINMENT

Experiential Marketing

Presence Marketing: Leafleting; Information Booths

Networking & Hospitality Rights

VIP tours and tickets to Ripley's; Special party/hospitality breakfast and/or evening events held at RIPLEY'S WORLD OF ENTERTAINMENT

Data Rights

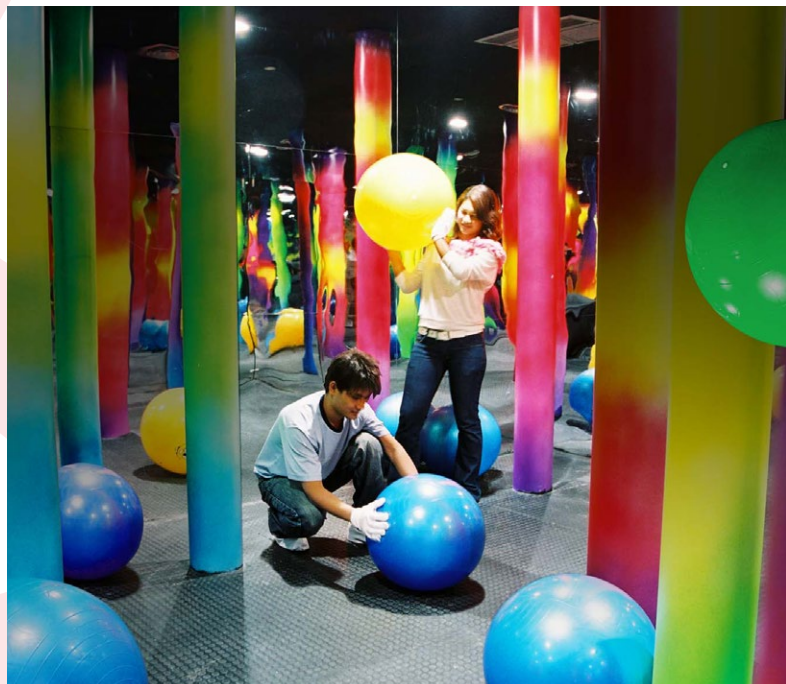
Opportunities to use sponsorship to source email addresses and mobile phone numbers of visitors

Merchandising Rights

Specially produced merchandise with Sponsor's name integrated

Account Management:

Event Evaluation Reports





INVENTORIES - ATTRACTIONS

RIPLEY'S WORLD OF ENTERTAINMENT has a comprehensive Commercial Sponsorship and Partnership Program that enables brands to integrate their marketing objectives with the worlds of celebrity and entertainment.

The following is a list of rights available to Sponsors of an Attraction...

TITLE RIGHTS	ATTRACTION TITLE SPONSOR	ATTRACTION OFFICIAL SUPPLIER/ MEDIA PARTNER
Rights to title e.g. "The [Sponsor Name] Ripley's Sky Rider" for PR and advertising use	Yes	
Rights to title e.g. "Official Supplier / Official Media Partner The [Sponsor Name] Ripley's Sky Rider" for PR and advertising use		Yes
BRANDING & ASSOCIATION RIGHTS		
Composite or Integrated Attraction logo	Yes	
Branding on / in Attraction	Yes	Yes
Branding at RIPLEY'S WORLD OF ENTERTAINMENT entrance areas	Yes	
Branding on Beach Walk LED Screen – 480 cm x 672 cm x 1 Digital Stands in Shopping Centre – 1080 x 1920 pixels x 12 Posters – 52 cm x 82 cm x 53 Elevator Advertising – 80 cm x 120 cm x 14 Escalator Advertising – 56 cm x 742 cm x 10	Yes	Yes
PROMOTIONAL RIGHTS		
Inclusion in Attraction photographs	Yes	
Brand message in venue Map	Yes	Yes
Branding in Attraction promotional & press materials	Yes	Yes
Logo on Official website with link to online activity	Yes	Yes
Opportunity to run promotional campaigns. e.g. on-pack promotions money off Attraction/Ticket promotions	Yes	Yes
MEDIA RIGHTS		
Guaranteed coverage through: official media partners	Yes	
Branded support through RIPLEY'S WORLD OF ENTERTAINMENT's PR and Promotional campaigns	Yes	
Online promotions and email marketing	Yes	Yes
RETAIL		
Opportunities to sell product and/or promote product and services inside RIPLEY'S WORLD OF ENTERTAINMENT through its Retail outlets	Yes	
Opportunity to open Retail outlet next to Attraction	Yes	
EXPERIENTIAL RIGHTS		
Opportunity to sample products at venue; Leafleting; and Information Booths	Yes	Yes
NETWORKING & HOSPITALITY		
VIP tours of RIPLEY'S WORLD OF ENTERTAINMENT – 20 people per tour	3 x tours	Yes
Tickets to RIPLEY'S WORLD OF ENTERTAINMENT	Yes	Yes
Special day / evening events - at additional cost. For example hire of venue	Yes	Yes
DATA CAPTURE		
Opportunities to use sponsorship to source email addresses and mobile phone numbers of visitors interacting with sponsorship	Yes	Yes
MERCHANDISING		
Opportunity to produce specially produced merchandise with sponsors name integrated	Yes	Yes
ACCOUNT MANAGEMENT		
Provision of account manager to manage sponsorship	Yes	Yes
Post event report on sponsorship effectiveness	Yes	Yes





INVENTORIES – SPECIAL EVENTS

The following is a list of rights available to Sponsors of a Special Event Area...

TITLE RIGHTS	SPECIAL EVENT TITLE SPONSOR	SPECIAL EVENT OFFICIAL SUPPLIER/MEDIA PARTNER
Rights to title e.g. "The [Sponsor Name] Special Event" for PR and advertising use	Yes	
Rights to title e.g. "Official Supplier / Official Media Partner The [Sponsor Name] Special Event" for PR and advertising use		Yes
BRANDING & ASSOCIATION RIGHTS		
Composite or Integrated Special Event logo	Yes	
Branding on / in Special Event	Yes	Yes
Branding at RIPLEY'S WORLD OF ENTERTAINMENT entrance areas when Special Event is taking place	Yes	
Branding on following when Special Event is taking place: Beach Walk LED Screen – 480 cm x 672 cm x 1 Digital Stands in Shopping Centre – 1080 x 1920 pixels x 12 Posters – 52 cm x 82 cm x 53 Elevator Advertising – 80 cm x 120 cm x 14 Escalator Advertising – 56 cm x 742 cm x 10	Yes	Yes
PROMOTIONAL RIGHTS		
Inclusion in Special Event photographs	Yes	
Brand message in any Special Event Map	Yes	Yes
Branding in Special Event promotional & press materials	Yes	Yes
Logo on Official Special Event section of website with link to online activity	Yes	Yes
Opportunity to run promotional campaigns. e.g. on-pack promotions money off Special Event/Ticket promotions	Yes	Yes
MEDIA RIGHTS		
Guaranteed coverage through: official media partners	Yes	
Branded support through RIPLEY'S WORLD OF ENTERTAINMENT's PR and Promotional campaigns	Yes	
DIGITAL RIGHTS		
Online promotions and email marketing	Yes	Yes
RETAIL		
Opportunities to sell product and/or promote product and services inside RIPLEY'S WORLD OF ENTERTAINMENT through its Retail outlets when Special Event is taking place	Yes	
EXPERIENTIAL RIGHTS		
Opportunity to sample products at venue; Leafleting; and Information Booths when Special Event is taking place	Yes	Yes
NETWORKING & HOSPITALITY		
VIP tours of RIPLEY'S WORLD OF ENTERTAINMENT – 20 people per tour	3 x tours	Yes
Tickets to RIPLEY'S WORLD OF ENTERTAINMENT	Yes	Yes
Special day / evening events - at additional cost. For example hire of venue	Yes	Yes
DATA CAPTURE		
Opportunities to use sponsorship to source email addresses and mobile phone numbers of visitors interacting with sponsorship	Yes	Yes
MERCHANDISING		
Opportunity to produce specially produced Special Event merchandise with sponsors name integrated	Yes	Yes
ACCOUNT MANAGEMENT		
Provision of account manager to manage sponsorship	Yes	Yes
Post event report on sponsorship effectiveness	Yes	Yes





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