



**SIAM FC**

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



SIAM FC

# SIAM FC

SIAM FC is a newly formed professional Thai football club, playing its first season in Thai League 4 in 2019 and has plans to reach the Thai Premier League by 2024.

SIAM FC is unique in Thailand as it is the only football club owned by its fans. Initially 25% of SIAM FC will be owned by a fan trust rising to 50%, allowing investment into the club on its journey to the top of the Thai league system.

The club's home ground for its first season will be the RMUTT University Stadium in Pathum Thani, north of Bangkok, with a population of 1.2 million people.

SIAM FC has close ties with PFA Bangkok, one of the leading youth academies in Thailand and founder and organiser of the Thai Junior League, a youth competition approved by the Thai Football Association.

SIAM FC's School Partner is Ascot International School, which has a campus in Bangkok and also in Japan. Ascot Football Academy (AFA) is a partner of Tokyo Verdy FC and Japan recognised Scouting Firm - Dream Football Association.

The club's philosophy is to promote football in Thailand creating an opportunity for all genders, abilities and ages including women's football, disabled players, children and youth players aiming to master their skills and progress to a career in professional football.

The club also has plans to expand into other sports including badminton and basketball.

***We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with SIAM FC in 2019 including: Shirt Sponsor; Stadium & Stand Sponsors; Club Partners; Official Supplier Partners & Official Media Partners; as well as Advertising Only packages.***

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## A SIMILAR STORY... AFC WIMBLEDON

SIAM FC is following a similar business model to English football club AFC Wimbledon. AFC Wimbledon was formed in 2003 under the name MK Dons, entering the ninth tier of English football. Since then it has been promoted six times reaching the third tier, League One - and is the first club formed in the 21<sup>st</sup> Century to make it into the English Football League!

## QUICK FACTS

|                     |  |
|---------------------|--|
| <b>FULL NAME</b>    | Siam FC  |
| <b>FOUNDED</b>      | 2018   |
| <b>STADIUM</b>      | RMUTT University Stadium, Pathum Thani   |
| <b>SPECTATORS</b>   | Estimate up to 1,000 per home match in 2019 rising to 4,000 in 2024  |
| <b>COLOURS</b>      | Home - Royal Blue with Poppy Gold trim Shirt, Blue Shorts & Poppy Gold Socks<br>Away - Persian Pink with Royal Blue trim Shirt, Shorts & Socks |
| <b>HEAD COACH</b>   | Matías Conde Mirasso "Matu"  |
| <b>TEAM MANAGER</b> | Theapthana Sapphot   |
| <b>UNIQUE</b>       | 1 <sup>st</sup> Fan Ownership Club - 25% rising to 50%   |

**BE PART OF SIAM FC SUCCESS - BECOME A COMMERCIAL PARTNER**



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## SPONSORSHIP PACKAGES

SIAM FC has developed packages to suit differing levels of needs:

### TIER 1: MAIN SPONSOR

- Main Shirt Sponsor x 1
- Stadium Naming Rights Partner x 1

### 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 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social

## ADVERTISING PACKAGES

In addition to the above sponsorship packages, brands can also take out advertising packages with SIAM FC, including perimeter billboard advertising during home matches at the RMUTT University Stadium.

## NEW STADIUM PACKAGES

SIAM FC is planning on building a new Stadium for 2025. A number of commercial sponsorship and partnership packages are available, including a Stadium Naming Rights Sponsor.

## PARTNERS

### COMPANY PARTNERS

#### Current team Sponsors include:

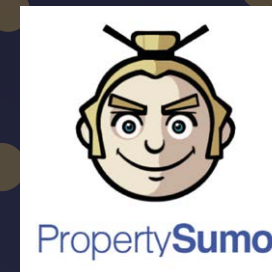
- Century 21 Suin
- Property Sumo



### SCHOOL PARTNERS

#### Current team School Partners include:

- Ascot International School Bangkok





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## WHY GET INVOLVED WITH SIAM FC?

An association with SIAM FC allows Sponsors and Partners 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:

### BRAND EXPOSURE

The opportunity to integrate with the Club and Thai football - linking in with the SIAM FC brand and its players who serve and act as role models

### BROADCAST

SIAM FC matches are broadcasted via the Mycujoo streaming platform providing live and on-demand broadcasts of football matches as well as highlights from around the world.

Mycujoo provides a platform for teams, leagues, and federations to broadcast their own content. Partnerships with federations such as the Asian Football Confederation and UEFA have accelerated the platform's growth, streaming 20,000 live matches in 2018 alone, up from 4,200 in 2017.

Other federations using the platform include: US Soccer; Oceania Football Confederation; and Beach Soccer Worldwide. It is expected that up to 100 million from over 150 countries worldwide will be reached via Mycujoo in the near future.

<https://mycujoo.tv>

### IMAGE ENHANCEMENT

#### SUPPORTING THE FUTURE OF FOOTBALL IN THAILAND

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

### CORPORATE SOCIAL RESPONSIBILITY

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



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## WHY GET INVOLVED WITH SIAM FC?

### LOGO ON 2019 HOME & AWAY JERSEY

- Replica Club
- Player Grade
- Youth Development
- Training

### STADIUM BRANDING

- Home League Matches in 2019 Season - Expect up to 1,000 Fans At Each Game
- Logo At Entrance - Seen By Every Person Entering The Stadium
- Stadia Advertising Boards - 0.9m by 4.8m
- Scoreboard
- Stadia Banners
- Media / Press Conference Rooms & Backdrop
- Home & Away Team Bench

### OTHER MEDIA

- Logo On Club Polo Shirt
- Logo At Football Academy Activities
- Event Booth At Home Matches
- Logo On Match Day Tickets





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## **MEDIA & PR**

### **MARKETING TO FOOTBALL AUDIENCE**

SIAM FC provides an excellent vehicle for businesses to associate with and target football fans.

### **PLAYER & TALENT ACCESS**

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

### **PRESS & PR**

SIAM FC is hot news.

#### ***Press Conferences***

Opportunities to hold Club press conferences at company site for photo opportunities.

#### ***Video Interviews***

Acknowledgement of Sponsor on every pre-game and post-game interview to be held with players and coach - uploaded weekly onto all social media including Club website and Facebook page.

### **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.

## **DIGITAL & SOCIAL RIGHTS**

Inclusion in social media activity, when launched...



**FACEBOOK** - 31,600+ FOLLOWERS  
<https://www.facebook.com/SIAM-FC>



**INSTAGRAM** - 3,000+ FOLLOWERS  
[https://www.instagram.com/SIAM\\_FC](https://www.instagram.com/SIAM_FC)

## **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. SIAM FC 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 SIAM FC Match Day.

## **OTHER PROMOTIONAL OPPORTUNITIES**

SIAM FC 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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## THAILAND FOOTBALL LEAGUE STRUCTURE - 2019

Seasons run from February to October each year. Most of the games are played during Saturdays and Sundays, with a few games played during the weekdays.

| TIER | STATUS            | LEAGUE NAME                         | NO. OF CLUBS   |
|------|-------------------|-------------------------------------|--|
| 1    | Professional      | Thai League 1<br>Toyota Thai League | 16 Clubs   |
| 2    | Professional      | Thai League 2<br>M-150 Championship | 18 Clubs   |
| 3    | Professional      | Thai League 3                       | 32 Clubs   |
| 4    | Semi-Professional | Thai League 4                       | 60 Clubs split into 6 regional leagues:<br>Bangkok Metropolitan<br>Eastern<br>Western<br>Northern<br>North Eastern<br>Southern |

## THAI LEAGUE 4

A total of 60 teams will compete in Thai League 4 split into 6 regional leagues: Bangkok Metropolitan; Eastern; Western; Northern; North Eastern; and Southern.

The season begins in February and is scheduled to conclude in October 2019.

### PROMOTION AND RELEGATION

The league winners and runners-up of the six regional leagues enter a Champions League Knockout stage. The best five teams in this stage will be promoted to Thai League 3.

The worst performing team of all regional leagues is relegated to the Thailand Amateur League.

<https://www.thaileague.co.th/official/t4/>  
<https://www.facebook.com/Thaileague.PLT>





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## 2019 FIXTURES

### LEAGUE

SIAM FC will play in the Bangkok Metropolitan League. In 2019, other Bangkok Metropolitan League clubs are:

|                           |                                  |
|---------------------------|----------------------------------|
| Air Force Central FC B    | Pathumthani University           |
| Air Force Robinson FC     | Police Tero FC B                 |
| BGC FC                    | Port FC B                        |
| Deffo Fc                  | Rangsit University Football Club |
| Dome FC                   | Samut Prakan City B              |
| Grakcu Sai-Mai United     | Samutprakan Football Club        |
| Kopoon Warrior            | True Bangkok United B            |
| North Thonburi University |                                  |

### CUP

SIAM FC will also play in two Cup competitions: Thai FA Cup and Thai League Cup.



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## 2019 SQUAD

SIAM FC will boast a squad of 20+ players with strength and depth at every level.

The team will be supported by a Development Squad and a Junior Team that nurtures future players for the development and first team squads.

In the short-term, the club's aim is to become one of the best teams in Thai League 4 developing and educating its players for future success.

Longer-term, SIAM FC's plan is to become one of the top teams in Thailand. Through following these principles:

- Respect to companions, opponents and every person involved with the club
- Discipline and a positive mind
- Use football to develop as a better person
- Promote positive attitudes in football through teamwork
- Concern for the health of football
- Always competitive and motivated and playing fairly against opponents
- Compromise and love for the club we represent

## COACHING

SIAM FC's coaching methodology is based on a system of learning, discipline, inspiration and leadership. The club aims to develop elite people by instilling a healthy lifestyle and building strong character values.

Unity of play is central as a synchronised team plays as one, thinks as one and drives towards one goal!

Everything starts with the ball and finishes with the ball. A team that keeps possession cannot be hurt.

Quick passing and ball control along with a synchronised attack and organised defence is key.

Players are developed within a system of play through small-sided games leading to better comprehension of each player's responsibility.

SIAM FC players give their ALL, with no limits.

## PLAYING PHILOSOPHY

- Defend to start attacking again
- Ball on the ground
- Intensive pressure to force errors
- Commitment & discipline
- High precision passing
- Rock solid defence
- Skilful and fun attacking football
- 50% of team to come from the SIAM FC Academy by 2026





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## TEAM STAFF



**TEAM MANAGER**  
*Theapthana Sapphot*



**VIDEO ANALYST**  
*Mariano Ferreira*



**FITNESS COACH**  
*Winai Bondrichard*



**HEAD COACH -**  
**MATÍAS CONDE MIRASSO "MATU"**

### Qualifications

- UEFA A License
- FIFA Agents License
- Goalkeeper Course, U.D. Levante
- Method Course, Valencia F.C.
- Workshop, Chelsea F.C.
- Learning Al Wasl



**ASSISTANT COACH**  
*Satnam Singh*



**ASSISTANT COACH**  
*Ali Reza*



**SPORTS PHYSIO**  
*Yawee Chamansing*



**GK COACH**  
*Eric Nfonsam*

### Coaching Experience

- C.F. Pozuelo de Alarcon (Madrid)
- C.F. Galactico Pegaso (Madrid)
- Dubai Mondial F.C. (UAE)
- Samutprakan F.C. (Thailand)



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## STADIA

### RMUTT UNIVERSITY STADIUM - 2019

In 2019, SIAM FC will play its home matches at RMUTT University Stadium, an enclosed stadium next to the BTS at Pathum Thani.

A multi-use stadium with a capacity of 6,000 - offering an excellent opportunity for experiential marketing.

Local population 1.2 million, including 30,000 University students plus 11 faculties ranging from Tech to Thai Traditional Medicine.



### NONTHABURI STADIUM - 2020

For the 2020 season the club will move to Nonthaburi Stadium, which is owned and operated by the Nonthaburi Provincial Department and is near the MRT Bangphlu Station.

A multi- purposes sports complex with a capacity of 10,000 - offering an excellent opportunity for experiential marketing.

Cost of construction:  
1.4 Billion Baht.

Nonthaburi is planning to expanded the stadium into the Nonthaburi Sports Complex with a paspalum grass fibre turf construction by Krai Universal Group.

Local population of 1.3 million.





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## STADIA

### FUTURE 2025 DOME PROJECT - 360° PROJECTION STADIUM

SIAM FC's longer-term goal is to build a 30,000-seat world-class multi-purpose stadium and international tourist attraction.

The new stadium will have world-class facilities, including:

- 360-degree projections
- Retractable roof
- Commercial location (High net worth area)
- Easy access Transport to and from the location via a Sky train
- Entertainment before & after matches



A 30,000 seat World Class Multi-Purpose Stadium



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## ACADEMY

SIAM FC is well connected and works in collaboration with leading Thai Academies: Premier Football Academy; and Ascot Football Academy.

SIAM FC plans to scout players from all over Thailand bringing the most gifted players to its training centre, which will be operated by both PFA and AFA.

SIAM FC has training facilities at Playmaker Football Club, Lat Phrao, Bangkok.

This includes:

- 3 x quality grass 11 aside fields
- 1 x 9 a-side field
- Gym
- Players' accommodation

Muangthong United FC's Co-Founder Robert Procureur is an advisor to SIAM FC. Sponsors of SIAM FC will get priority to sponsor the Thai Junior League.

### PFA Bangkok

PFA Bangkok is one of the leading youth academies in Thailand and founder and organiser of the Thai Junior League, a youth competition approved by the Thai Football Association.

The League was created as a competitive arena for young, aspiring, footballers to play at an international standard. The Junior League includes: Muang Thong United, Nakhorn Ratchasima FC, Sansiri PCC, Bangkok Glass FC and PT Prachuap.



PFA Bangkok coaches in the Spanish Style or the Barcelona Way with it's Academy Director Jordi, having taught at a Youth Academy in Barcelona. PFA also organises tours to Barcelona for their youth players.

PFA will be running SIAM FC's U12 Academy team from 2019 season onwards. Sponsors of SIAM FC will get priority to sponsor the Thai Junior League.





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## ACADEMY

### Ascot International School

SIAM FC's School Partner is Ascot International School, which has a campus in Bangkok and also in Japan. Ascot Football Academy (AFA) is a partner of Tokyo Verdy FC and Japan recognised Scouting Firm - Dream Football Association.

Since its inception, AFA has grown the football programme to over 160 students with 10 players playing professionally in The Thai League. AFA has achieved great results including: Champions of S.E. Asian U17 International Football Tournament; Tokyo Verdy FC Tama City Friendly Cup; and Singapore's Premier International Youth Football Cup.

Ascot's Head Coach is Director Felipe Amaral, assisted by Kevin Hodges, Marlon Hardy and Tony Winton from the UK. Ascot will be partnering with SIAM FC focusing on the U16s and the U18s with SIAM FC providing scholarships to brilliant individuals showcasing natural talent to improve their educational and sporting prowess with Ascot.

## FANS & COMMUNITY

Up to a thousand fans are expected to join SIAM FC on home Match Days throughout 2019.

The club plans to be very active in the community providing many community outreach programmes including:

- SIAM FC activities - for children from schools in Pathum Thani
- Training - with SIAM FC football idols
- Football for all - disabled, young children and teenagers
- Home game match tickets - for Sponsors, Partners and local community organisations

## FANS - PATHUM THANI

Pathum Thani is a town in central Thailand, directly north of Bangkok. It is the capital of the Pathum Thani Province as well as the Mueang Pathum Thani district. SIAM FC has plans to engage with:

30,000 university students where its stadium is based at Rajamangala University of Technology Thanyaburi (RMUTT)

Factories and companies in the area and industrial zones as well as local shops, food outlets and popular markets.

## FANS - NONTHANBURI

With a population - 1.3 million, Nonthaburi is one of the four provinces that is included as part of the Greater Bangkok Metropolis area.

Transportation by both BTS and MRT connects to downtown Bangkok.

| PACKAGES   | TIER 1<br>MAIN SPONSOR<br>SHIRT/STADIUM                          | TIER 2<br>OFFICIAL CLUB<br>PARTNERS                                  | TIER 3<br>OFFICIAL<br>SUPPLIERS PARTNERS<br>& OFFICIAL MEDIA<br>PARTNERS |
|--|--|--|--|
| CATEGORY EXCLUSIVITY & TITLE RIGHTS  |  |  |  |
| Rights to titles for PR & advertising use ...  |  |  |  |
| "Official Main Sponsor SIAM FC"  | Yes  |  |  |
| Official Club Partner SIAM FC"   |  | Yes  |  |
| Official [Supplier Sector] Partner SIAM FC"  |  |  | Yes  |
| "Official Media Partner SIAM FC"   |  |  | Yes  |
| Product Exclusivity  | Yes  | Yes  | Yes  |
| BRANDING & INTELLECTUAL PROPERTY RIGHTS  |  |  |  |
| BRANDING - KIT   |  |  |  |
| Logo on "Player Grade" Jersey (Home & Away)<br>Logo on "Replica" Jersey For Public Sale<br>Logo on Training & Youth Development Jerseys (Home & Away)<br>- Breast position<br>- Under players' number<br>- Left or right arm<br>- Left or right shoulder<br>- Under collar<br>- Flap | Main logo<br>across front<br>of shirt – Main<br>Shirt Sponsor    | Yes in one<br>position that is<br>not across front<br>of shirt       |  |
| Logo on training bibs  | Yes  | Yes  |  |
| Logo on Suits & Any Casual Wear  | Yes  |  |  |
| On Staff – Coaches, Medical Team   | Yes  | Yes  |  |
| BRANDING - STADIUM   |  |  |  |
| Naming rights to the SIAM FC Stadium   | Yes – Main<br>Stadium<br>Sponsor                                 |  |  |
| Stand Naming Rights – 2 available  | Yes at<br>additional<br>cost first<br>come first<br>served basis | Yes at additional<br>cost first come<br>first served basis           |  |
| Entrance Logo Board  | Yes  | Yes  | Yes  |
| Stadium Billboard outside and inside track (0.9m x 4.8m)   | 50% of boards  | 30% share of<br>boards (no more<br>than 3 boards<br>per Partner max) | 20% Share of<br>boards (1 board per<br>Partner max)                      |
| Logo On / Near Scoreboard  | Yes  | Yes  | Yes  |
| Stadium Banners - banners will be utilised at all events and functions throughout the season held by SIAM FC   | Yes  | Yes  | Yes  |
| Wind Flags - placed in prime position on every day the Club plays  | Yes  | Yes  |  |
| Media / Press Conference Rooms & Backdrop  | Yes  | Yes  | Yes  |
| Home & Away Team Bench   | Yes  | Yes  |  |

| PACKAGES  | TIER 1<br>MAIN SPONSOR<br>SHIRT/STADIUM | TIER 2<br>OFFICIAL CLUB<br>PARTNERS | TIER 3<br>OFFICIAL<br>SUPPLIERS PARTNERS<br>& OFFICIAL MEDIA<br>PARTNERS |
|---|---|-------------------------------------|--|
| Match Day Stadium Audio Name Mention Thanking Sponsor   | Yes                                     | Yes                                 | Yes  |
| Stadium LCD Screens – Sponsor Advertisement During Match Day  | Yes                                     | Yes                                 | Yes  |
| BRANDING - OTHER  |   |                                     |  |
| Logo on Club Polo shirt   | Yes                                     | Yes                                 |  |
| Logo on Academy Activities  | Yes                                     | Yes                                 | Yes  |
| Logo on Match Day Tickets   | Yes                                     | Yes                                 |  |
| Priority to Sponsor the Thai Junior League  | 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 - in any produced   | 1 x Page                                | Half Page                           | Article  |
| Logo In Press Conference Area & On Media Backdrop Interview Area  | Prominent                               | Less Prominent                      | Prominent  |
| EXPERIENTIAL MARKETING  |   |                                     |  |
| Event In Stadium (right to hold)  | 1 per month                             | 1 every 3 months                    | 1 every 3 months   |
| Match Day Promotion Area  | 15 m2                                   | 15 m2                               | 9 m2   |
| Half Time Match Day PR Activity   | 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 SIAM FC website, YouTube and Facebook page | Yes                                     | Yes                                 | Yes  |
| Branded Content Videos - development of and access to SIAM FC 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 For Sponsor Staff & Customers (per Season)   | 250                                     | 100                                 | 100  |
| Access Passes To VIP Hospitality Area   | Yes                                     | Yes                                 | Yes  |
| Free Food & Drink - at half time  | Yes                                     | Drinks Only                         | Drinks Only  |



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## ADVERTISING PACKAGES

### Option 1 300,000 BAHT

3 x Signs around the ground  
1 x Sign on the scoreboard  
2 x Banners around stadium at SIAM FC events  
Company logo on every SIAM FC media; press conference room  
Company logo, website link on the Club website and Facebook page

### Option 2 200,000 BAHT

2 x Signs around the ground  
1 x Sign on the scoreboard  
1 x Banner around stadium at SIAM FC events  
Company logo on every SIAM FC media; press conference room  
Company logo, website link on the Club website and Facebook page

### Option 3 100,000 BAHT

1 x Sign around the ground  
1 x Sign on the scoreboard  
Company logo on every SIAM FC media; press conference room  
Company logo, website link on the Club website and Facebook page





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## SIAM FC – MANAGEMENT

### BOARD OF DIRECTORS

SIAM FC was created in 2018 after two years of the management team's success in Thai Football learning how teams work and how to manage players in the T4 category.

SIAM FC has selected the best players, scouted from T4, representing an ideal mix that can be instantly adapted to the way SIAM FC plays.

The management team achieved unprecedented success with a very big percentage of games won in the league and reaching deep into the latter stages of the FA Cup, only losing to a top division team in the last seconds!

The club is both diverse and inclusive and will select its President every 4 years. There will be 12 fans selected to be on the board yearly.

The management and coaching team's goal is to win at least one title each season and generate revenue in excess of half a billion Baht by 2024.





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## CONTACT

### SIAM FOOTBALL CLUB

150 Sukhumvit Soi  
16 Klong Toei  
Bangkok

**Mr. Devin Narula - President**

Email: devin.narula@gmail.com

**Mr. Matias Conde - Vice President & Head Coach**

Email: matu@siamfc.net  
Tel: 0971547817

### 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