



SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



THOUSANDS EXPECTED TO "RUN PARADISE" AT 2021 SUPERSPORTS LAGUNA PHUKET MARATHON

SATURDAY 16TH - SUNDAY 17TH OCTOBER 2021 - PHUKET, THAILAND

The world-famous Supersports Laguna Phuket Marathon is set to celebrate its 16th year with over 10,000 runners from 50+ countries expected...

Sanctioned by the Association of International Marathons and Distance Races, Supersports Laguna Phuket Marathon 2021 is a fun and family-oriented experience that supports local charities and is held from sunset to sunrise over two days.

Having put Phuket on the map as a world-class sports tourism destination, Supersports Laguna Phuket Marathon 2021 has grown to become the leading destination marathon in South East Asia.

In 2020, 8,016 athletes from around the world headed to Phuket to "Run Paradise", a fantastic showing given the restrictions on international travel as a result of the pandemic. In 2019, there were 11,913 runners.

2021 QUICK FACTS

PHUKET
16TH - 17TH OCTOBER

START AND FINISH
LAGUNA PHUKET

10,000 RUNNERS EXPECTED
THAI & INTERNATIONAL

50+
COUNTRIES

6 RACE CATEGORIES
MARATHON
MARATHON RELAY
HALF MARATHON
10.5KM RUN
5KM RUN
2KM KIDS RUN

43 MILLION THB
MEDIA VALUE

31,935
FACEBOOK FOLLOWERS

3 DAYS ACTIVITIES
EXPO
PARTIES & VIP HOSPITALITY
AWARDS
PRESENTATIONS

Supersports Laguna Phuket Marathon 2021 features six distances: 2KM Kids Run, 5KM and 10.5KM races on Saturday 16th October as the sun sets; and the Half Marathon (21.0975KM), Marathon (42.195KM) and Marathon Relay (42.195KM) on Sunday 17th October as the sun rises.

Brought to you by GAA Events, with professional timing and results by Sportstats Asia, Supersports Laguna Phuket Marathon 2021 ensures the highest of international standards.

In recent years the Supersports Laguna Phuket Marathon has raised money for Laguna Phuket's "Fully Booked" Mobile Learning Centre, One Million THB for the Baan Jao Krua School project in Phang-nga Province and for Laguna Phuket's Children First Fund (CFF) providing nutrition to Phuket orphanages.

"INTEGRATE YOUR MARKETING WITH SUPERSPORTS LAGUNA PHUKET MARATHON 2021..."

SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



PARTICIPANTS

Supersports Laguna Phuket Marathon 2021 is the leading destination marathon in South East Asia.

The focus of the event is not on breaking world records but in establishing a respected competition that exposes the true beauty of Phuket. A fun and family-oriented affair offering race distances for all ages and physical abilities.



2020 COUNTRIES OF ORIGIN

NATIONALITY	2020
Thailand	7,042
Great Britain	162
Japan	125
Malaysia	95
Australia	85
USA	56
Other Countries	451
Total	8,016

2021 PARTICIPANT PREDICTION

	2021
Marathon	2,500
Half Marathon	3,500
10.5KM Run	2,000
5KM Run	1,500
2KM Kids Run	500
Total	10,000

2015 – 2020 PARTICIPANTS

	2015	2016	2017	2018	2019	2020
Marathon	1,321	1421	1,546	1,927	2,827	2,172
Half Marathon	1,407	1769	2,190	2,997	4,456	3,082
10.5KM Run	1,378	1410	1,387	1,990	2,668	1,504
5KM Run	756	1018	1,204	1,620	1,576	943
2KM Kids Run	129	200	248	319	290	279
Relay (4 pax / team)				9	24	9
Total	4,991	5,818	6,575	8,862	11,913	8,016*

Lower turnout as a result of Covid-19



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CHARITY

Supersports Laguna Phuket Marathon 2021 continues to build on the charitable success of the past marathons with runners encouraged to raise money for charity through the Laguna Phuket Foundation.

Established in 2009, Laguna Phuket Foundation supports educational and social development of local communities, marine and natural environmental conservation, and emergency relief.

Laguna Phuket Foundation's initiatives include the Developing Sustainable Schools Program, which consists of School Partnership Project, Survival Swim with Laguna Phuket, and Laguna Phuket's "Fully Booked!" Mobile Learning Centre.

In addition, the foundation supports on-going sea turtle conservation efforts by Phuket Marine Biological Centre and 3rd Area Naval Command, Royal Thai Navy, and Laguna Phuket Community English Language Centre.

Furthermore, the event is a platform to raise awareness and funds for "Children First Fund" (CFF), with an ideal of "Nourishing Hearts, Inspiring Dreams" to support the nutrition of needy children. CFF supports more than 400 orphans and underprivileged children in seven orphanages in Phuket.



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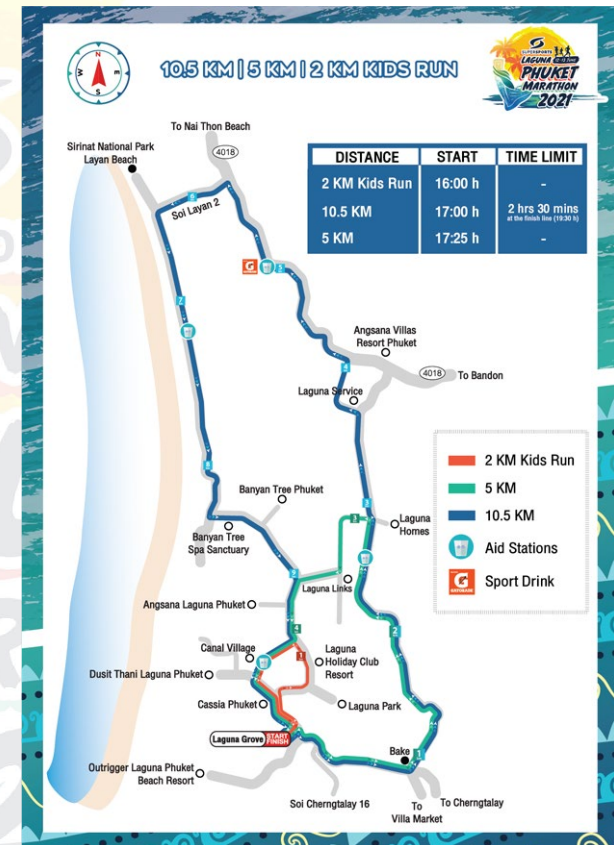
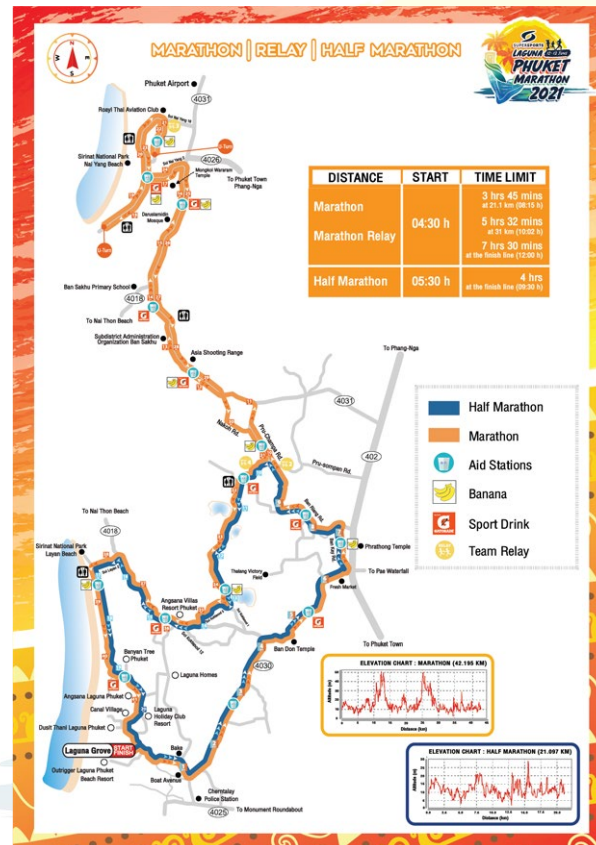


COURSE

Supersports Laguna Phuket Marathon 2021 offers a mostly flat and scenic course covering 42.195KM of the beautiful island of Phuket.

The race course is set against the magnificent backdrop of the lush greenery of Phuket's tropical forests, rubber and pineapple plantations, spectacular beaches, quaint local villages, beautiful cultural landmarks, and, of course, stunning Laguna Phuket.

Starting at Laguna Phuket the course heads North East to Baan Don and then North past Thalang onto Nai Yang Beach before turning back to Laguna passing Layan Beach along the way.





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CELEBRITY

Supersports Laguna Phuket Marathon attracts a number of celebrity faces, all supporting the event's charity projects, including: Toon from the famous Thai rock band Bodyslam; Vanessa Muangkod, Miss Thailand World; Thai TV star Mario Maurer; Thai movie star Ananda Everingham; and contestants from the TV reality weight loss show Asia's Biggest Loser, including Garry Holden and Suthat (Tony) Charnvises, who set running the Half Marathon as one of their first fitness goals after finishing the show.



2021 RACE SCHEDULE

Date	Timing	Activity
Friday 15th October	13:00 – 21:00	Race Pack Collection & Expo
Saturday 16th October	09:00 – 15:00	Race Pack Collection & Expo
	12:00 – 15:00	Pasta Party
	16:00	2KM Kids Run Start
	17:00	10.5KM Run Start
	17:25	5KM Run Start
	17:35 (approx.)	First 10.5KM Finisher
	17:40 (approx.)	First 5KM Finisher
	18:30 (approx.)	Awards Presentation Ceremony
Sunday 17th October	19:30	Race Finish
	04:30	Marathon & Marathon Relay Start
	05:30	Half Marathon Start
	06:50 (approx.)	First Finisher Half Marathon
	07:05 (approx.)	First Finisher Marathon
	08:00 – 12:00	Expo
	08:15	Cut Off Marathon & Relay Runners at 21.1KM
	09:00 (approx.)	Awards Presentation Ceremony
	09:30	Cut Off Half Marathon Runners at Finish Line
	10:02	Cut Off Marathon & Relay Runners at 31KM
12:00	Cut Off Marathon & Relay Runners at Finish Line	

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2021 RACE CATEGORIES

Marathon			Half Marathon		10.5KM Run		5KM Run		2KM Kids Run	
Male	Female	Relay	Male	Female	Male	Female	Male	Female	Male	Female
18-29 yrs	18-29 yrs	Open	16-29 yrs	16-29 yrs	13-19 yrs	13-19 yrs	12-16 yrs	12-16 yrs	Open 12 yrs and below	Open 12 yrs and below
30-39 yrs	30-39 yrs		30-39 yrs	30-39 yrs	20-29 yrs	20-29 yrs	Open	Open		
40-49 yrs	40-49 yrs		40-49 yrs	40-49 yrs	30-39 yrs	30-39 yrs				
50-59 yrs	50 yrs & Over		50-59 yrs	50-59 yrs	40-49 yrs	40-49 yrs				
60 yrs & Over			60 yrs & Over	60 yrs & Over	50-59 yrs	50-59 yrs				
					60 yrs & Over	60 yrs & Over				

2020 WINNERS

Men's Marathon – Great Britain's Lewis Chalk won the marathon crown in a time of 2:55:48h. The course record is 2:33:48h set by Russia's Vsevolod Khudyakov in 2012.

Women's Marathon – Thailand's Sasiwimon Khongjit took the crown with a time of 3:41:54h.

Marathon Relay – Team Subaru Phuket from Lebanon won the marathon relay in a time of 03:07:26h.

Half Marathon – The men's race was won by the Poland's Krzysztof Hadas in 01:09.41h and the women's by Thailand's Suchada Wattanaves in 01:37:58h.

10.5KM Run – The men's race was won by Great Britain's Lewis Chalk in 00:35:22h and the women's by Thailand's Suttida Udomchai in 00:43:44h.





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EXPO

The Expo features a multitude of exhibitors showcasing, demonstrating and selling everything from running shoes, apparel, running watches, sports gels, energy drinks and eyewear. All will be under one roof.

The 3-day Expo will be held at Laguna Phuket, on:

- Friday 15th October 2021 13:00 to 21:00
- Saturday 16th October 2021 09:00 to 15:00
- Sunday, 17th October 2021 08:00 to 12:00

The Expo includes a number of activities and is an ideal platform for sponsors to promote their products and services through trade booths and sampling activity.

HIGHEST
NEW BALANCE
M TODAY.

Complete in
carbon fiber.
For the fastest racers
on the planet.

1080
MOST CUSHIONED
UNDERFOOT EXPERIENCE.

Pinnacle Expression 1080v10
Maximum cushioning and unrivaled comfort. Premium midsole and plush upper provides 360 degree comfort.

DESIGNED to cushion every step, every trail, every mile. Fresh Foam X is NB's premium collection of our most elite Fresh Foam shoes.

PRECISION COMFO
cutting edge data to des
next level performance an

INTELLIGENTLY cushioned, engineered for precision comfort, your smoothest ride yet.

The best of soft, best in class Fresh Foam.

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PASTA PARTY

Supersports Laguna Phuket Marathon pre-race Pasta Party is a celebratory ritual that offers runners the opportunity to sample some of the hospitality Laguna Phuket has to offer.

The Pasta Party brings together runners, families, and friends on the eve of the Marathon offering a five-star buffet meal that will get the taste buds excited at Laguna Phuket. As well as a carbo-loading exercise, the Pasta Party is a chance for fellow runners to meet and share interesting stories.

Tickets to the Pasta Party are included in the overseas entry fees for Marathon and Half Marathon runners. All other runners and any non-running companions may purchase tickets online during the registration process.

Adults - THB 950 (USD 30) and children between the age of 6 - 12 years old - THB 475 (USD 15).

Saturday 16th October 12:00 - 15:00



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PREVIOUS SPONSORS



Title Sponsors



Supporting Authorities



Co-Sponsors



Media Partners



Official Suppliers



Online Registration Partner



Professional Timing & Results



Organizer



Sanctioned by



Marketing Support



Event Charity



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OFFICIAL HOTEL

Laguna Phuket is Asia's finest destination resort – a collection of deluxe hotels and villas including: Banyan Tree Phuket; Angsana Laguna Phuket; Dusit Thani Laguna Phuket; Outrigger Laguna Phuket Beach Resort; Angsana Villas Resort Phuket; Cassia and Laguna Holiday Club Phuket Resort.

All hotels and villas share 1,000 acres of tropical parkland and three kilometres of beach frontage with: the Laguna Phuket Golf Club; Canal Shopping Village; Banyan Tree Spa; four Angsana Spas; and Laguna Wedding Chapel.

www.lagunaphuket.com



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PACKAGES

We have developed packages to suit differing levels of needs:

Tier 1: Presenting Sponsor

One event presenting sponsor

Tier 2: 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: Local Partners

Packages for Phuket businesses





SPONSORSHIP INVENTORIES	PRESENTING SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER, MEDIA PARTNER
Rights to title "Supersports Laguna Phuket Marathon 2021 presented by [Presenting Sponsor Name]" for PR & advertising use	Yes	-	-
Rights to title [Sponsor Name] Official Co-sponsor / Supplier / Media Partner Supersports Laguna Phuket Marathon 2021 presented by [Presenting Sponsor Name] for PR and advertising use	-	Yes	Yes
Category Exclusivity	Yes	Yes	-
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
Right to use Supersports Laguna Phuket Marathon 2021 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
EVENT BRANDING			
Race Day			
Logo on start & finish Gate	Centre Left & Right Top Column	Left & Right Top Column	Yes
Logo on participant singlet (minimum 9,000 produced)	Yes	-	-
Logos on awards presentation stage backdrop	Dominant	Yes	Yes
Banner (0.80m x 2.40 m) along the start & finish chute	X 20	X9	X 6
Logo on finish line tape	Yes	Yes	-
Verbal mentioning of sponsor name during race by MC	Yes	Yes	Yes
Verbal mentioning of sponsor name during race by MC	X 50	X20	X10
Pasta Party			
Logo on pasta party Backdrop	Dominant	Yes	Yes
Press Conference			
Logo on press conference stage backdrop	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes	-	-
MERCHANDISE RIGHTS			
Insertion of promotional material or product sample into race pack	Yes	Yes	Yes
Logo on pasta party tickets	Yes	Yes	-
Use of backside of pasta party tickets for advertising purposes (at sponsors cost)	Yes	-	-
Logo on VIP, Media and Staff passes	Yes	Yes	-
HOSPITALITY & NETWORKING RIGHTS			
Complementary Race Entries	80 entries total Marathon: 15 entries Half Marathon: 15 entries 10.5KM: 30 entries 5KM: 20 entries	20 entries total Marathon: 5 entries Half Marathon: 5 entries 10.5KM: 5 entries 5KM: 5 entries	4 entries total of any race distance
Complementary pasta party tickets	X 25	X12	X 4
Complementary VIP tent access on race day	X 25	X12	X 4
Complementary room nights at Laguna Phuket incl. daily buffet breakfast at host hotel	5 rooms for 2 nights	3 rooms for 2 nights each	1 room for 2 nights
Opportunity to host a seminar or staff incentive program at a Laguna Phuket Hotel (at sponsors expense)	Yes	Yes	Yes
Provision of staff hospitality tent at start & finish area	Yes	-	-

SPONSORSHIP INVENTORIES	PRESENTING SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIER, MEDIA PARTNER
EXPERIENTIAL MARKETING			
Display space at 3-day Expo attended by 10,000 runners and their families	27 m ²	18 m ²	9 m ²
PROMOTIONAL RIGHTS			
Promotional Materials			
Logo categorised by sponsor level on event promotional flyers	Yes	Yes	Yes
Advertising In Media Partner Publications			
Logo categorised by sponsor level on advertising artwork	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Logo on emails, website, and all site communications including e-newsletters regularly to database of 170,000 contacts	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Short feature on sponsor in athlete newsletter sent to athlete database of 170,000 contacts	Yes	Yes	Yes
MEDIA & PR RIGHTS			
Inclusion in and exposure through PR campaign	Yes	Yes	Limited
Company profile included in media kit	Yes	Yes	-
TV Production			
30 minute TV highlight show production for local & international distribution	Yes	Yes	Yes
Sponsor branding to be featured in program	Yes	Yes	Limited
Mentioning of sponsor	Yes	-	-
Media Partner Advertising			
Advertising in media partner publications – size dependent on sponsorship level	Yes	Yes	Yes

LOCAL PARTNERS

We have opportunities for Local Partners, which offer branding and hospitality benefits...

TITLE RIGHTS	
Rights to title (sponsor name) "Official Local Partner Supersports Laguna Phuket Marathon 2021" for PR and advertising use.	Yes
EVENT BRANDING	
Banner (0.80 m x 2.40.m) along the start & finish chute	X 2
HOSPITALITY	
Complementary Pasta Party tickets	X 2
Complementary VIP tent access on race day	X 2

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BENEFITS

Association with Supersports Laguna Phuket Marathon 2021 offers sponsors numerous benefits including:

- **Image Enhancement** - with the leading destination marathon in South East Asia
- **Brand Exposure** - raising brand awareness of products and services and association with healthy lifestyle
- **Hospitality Opportunities** - Entertaining target audiences; internal and external
- **Integrated Marketing** - Worldwide media exposure
- **Networking** - with business leaders

Companies associating with Supersports Laguna Phuket Marathon 2021 tie in with the following values: Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

PROMOTIONAL PLAN

Supersports Laguna Phuket Marathon 2021 will be promoted through pre-event press conferences in Bangkok and Phuket, by international travel partners as well as a comprehensive digital marketing campaign that includes social media posts (Facebook and Instagram), social media advertising and regular newsletters to the event's database of 170,000 contacts.

During event week, the event will host a media program for a total of 40 selected local media, international media and social media influencers covering the event for a range of media outlets.



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MEDIA PARTNERSHIPS

The event will again seek media partnerships with a maximum of 10 media partners. Previous media partners included: 91.5FM Phuket Island Radio; Action Asia; Asia Runner; Esquire; Live 89.5; MTV; Newspaper Direct; Phuket Gazette; Phuket News; PGTV; The Nation; Run Singapore; and True Visions.

SOCIAL MEDIA

The event has run social media activities since 2011 with great success, most notably on Facebook, YouTube and Instagram, which allows for extra exposure of sponsors. Social media activities will be further increased in 2021 with the event's online community growing considerably.

-  **Facebook 31,935 Followers**
Phuketmarathon
-  **Instagram 1,410 Followers**
Phuketmarathon
-  **YouTube**
Phuketmarathon

The social media strategy for 2021 is to increase the reach of posts by creating interesting content as well as increasing awareness of the event by running targeted advertising campaigns on social media.

TRAVEL PARTNERS

The event has partnerships with the overseas travel agents in Japan, Australia, Germany, Denmark, Sweden, USA and China.

ONLINE PROMOTION

Activity includes: regular email blasts to database of 10,000 runners; inclusion in SAT and TAT websites and newsletters; link on Laguna Phuket website; event date on Laguna Phuket's events calendar; event date on AIMS and other running websites.

PR SUPPORT

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national newspapers, Asian regional and TV, radio and magazines. Press releases will also be issued through a variety of regional and international running websites.

All sponsors, suppliers and local partners will have rights to associate with Supersports Laguna Phuket Marathon 2021 for PR and advertising activity.

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MEDIA VALUE 2020

Total PR value of media clippings in 2020 was similar to 2019 – 43 MILLION THB.

TV CLIPPINGS
26.5 MILLION THB

PRINT CLIPPINGS
5 MILLION THB

ONLINE CLIPPINGS
11.5 MILLION THB

ECONOMIC IMPACT

 **2,924**
JOBS CREATED

ECONOMIC OUTPUT
503+ MILLION THB 

 **GDP CONTRIBUTION**
291+ MILLION THB

TAX GENERATION
38+ MILLION THB  





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HOSPITALITY

Supersports Laguna Phuket Marathon 2021 offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts - Laguna Phuket, official hotel and title sponsor.

With a number of parties plus a wealth of relaxation and recreation activities 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

We offer our sponsor, supporters, suppliers and local partners the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions. For example: Supersports Laguna Phuket Marathon 2021 Race Packs.

EXPERIENTIAL MARKETING

Phuket traditionally attracts thousands of visitors in October and with its huge opportunities for sponsors to promote their products and services.

The visitors provide sponsors with a mixture of: high net worth individuals from media celebrities to business entrepreneurs from all industries; as well as tourists.





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ORGANISERS

GAA Events is a professional event organiser providing an array of management services for sport events and athletes, with a focus on running and multi-sport events.

With the rapid growth of sport events in Thailand and Asia, GAA Events has positioned itself as the leading sport event management company in Thailand and across Asia, with the aim of providing its clients, partners and athletes with exceptional service and international standard event execution.

Go To Race is GAA Events platform for online registration of sport events all over Asia offering safe, quick and easy online registration for numerous events.

www.gaa-events.com



SUPERSPORTS

CRC Sports Co., Ltd is the holding company for the largest Sports Retailer and Distributor in Thailand and Vietnam. It was founded in 1997 initially as Supersports, and over time has developed partnerships with some of the most iconic sports brand names.

There are 103 Supersports Stores across Thailand, and over a hundred franchise stores and small format multibrand stores. The flagship Supersports store is located in CentralwOrld Bangkok, and Central Plaza Westgate in Bang Yai.

www.supersports.co.th



LAGUNA PHUKET

A premier destination resort in Phuket, Laguna Phuket is a holiday paradise spanning 1,000 acres of lush tropical parkland with 3km of pristine Bangtao beachfront on Phuket's central west coast.

Featuring more than 1,400 guest rooms across 7 deluxe hotels, Laguna Phuket's facilities and a wide range of activities for the whole family throughout the beautiful lagoons, tropical parkland and pristine beach include an award-winning 18-hole golf course, tranquil spas, restaurants, bars, boutique shopping, private charter and join-in luxury tours, daily activities at all Laguna Phuket hotels, canoeing, sailing, and (of course) azure waters of the Andaman Sea.

www.lagunaphuket.com





SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



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Go To Race

Online registration for Supersports Laguna
Phuket Marathon 2021 is available at
www.gotorace.com

