



## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



## THOUSANDS EXPECTED TO "RUN PARADISE" AT 2023 SUPERSPORTS LAGUNA PHUKET MARATHON

**SATURDAY 10TH – SUNDAY 11TH JUNE 2023 – PHUKET, THAILAND**

The world-famous Supersports Laguna Phuket Marathon is set to celebrate its 17th year with over 10,000 runners from 50+ countries...

Sanctioned by the Association of International Marathons and Distance Races, Supersports Laguna Phuket Marathon 2023 is a fun and family-oriented experience that supports local charities and is held over two days in June.

Having put Phuket on the map as a world-class sports tourism destination, Supersports Laguna Phuket Marathon 2023 has grown to become the leading destination marathon in South East Asia.

It is safe to say that the legendary event is back on track with organisers expecting pre-pandemic entry levels. In 2022, over 7,000 athletes from around the world headed to Phuket to "Run Paradise". In 2020, there were 8,016 runners and in 2019, there were 11,913 runners.

### 2023 QUICK FACTS

**PHUKET**  
10TH – 11TH JUNE

**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

**33,523**  
FACEBOOK FOLLOWERS

**3 DAYS  
ACTIVITIES**  
EXPO  
PARTIES & VIP HOSPITALITY  
AWARDS  
PRESENTATIONS

Supersports Laguna Phuket Marathon 2023 features six events over five distances: 2KM Kids Run, 5KM and 10KM races on Saturday 10th June; and the Half Marathon (21.0975KM), Marathon (42.195KM) and Marathon Relay (42.195KM) on Sunday 11th June. Events on both days begin in the morning as the sun rises.

Brought to you by GAA Events, with professional timing and results by Sportstats Asia, Supersports Laguna Phuket Marathon 2023 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 2023...





# SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



## PARTICIPANTS

Supersports Laguna Phuket Marathon 2023 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 AND 2021 EDITION COUNTRIES OF ORIGIN

NATIONALITY	2020	2021 Edition
Thailand	7,042	6,090
Great Britain	162	193
Japan	125	112
Malaysia	95	137
Australia	85	75
USA	56	86
Other Countries	451	909
<b>Total</b>	<b>8,016</b>	<b>7,602</b>

## 2023 PARTICIPANT PREDICTION

	2023
Marathon	2,500
Half Marathon	3,500
10.5KM Run	2,000
5KM Run	1,500
2KM Kids Run	500
<b>Total</b>	<b>10,000</b>

## 2015 – 2022 PARTICIPANTS

	2015	2016	2017	2018	2019	2020	2021 Edition
Marathon	1,321	1,421	1,546	1,927	2,827	2,172	2,138
Half Marathon	1,407	1,769	2,190	2,997	4,456	3,082	2,834
10.5KM Run	1,378	1,410	1,387	1,990	2,668	1,504	1,385
5KM Run	756	1,018	1,204	1,620	1,576	943	978
2KM Kids Run	129	200	248	319	290	279	267
Relay (4 pax / team)				9	24	9	12
<b>Total</b>	<b>4,991</b>	<b>5,818</b>	<b>6,575</b>	<b>8,862</b>	<b>11,913</b>	<b>8,016*</b>	<b>7,602*</b>

\*Lower turnout because of Pandemic





## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



## CHARITY

Supersports Laguna Phuket Marathon 2023 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 Programme, 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.







# SOUTH EAST ASIA'S LEADING DESTINATION MARATHON

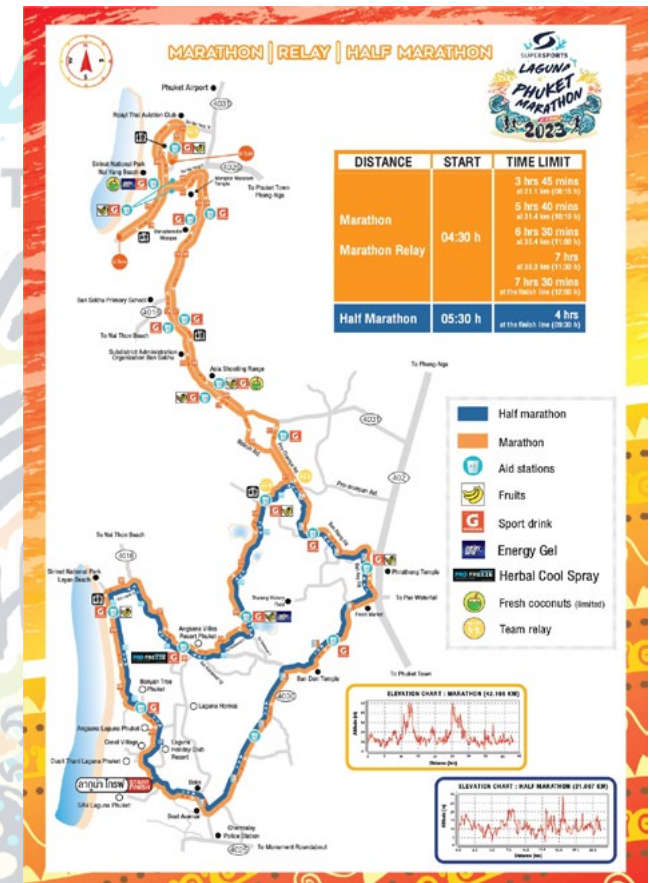
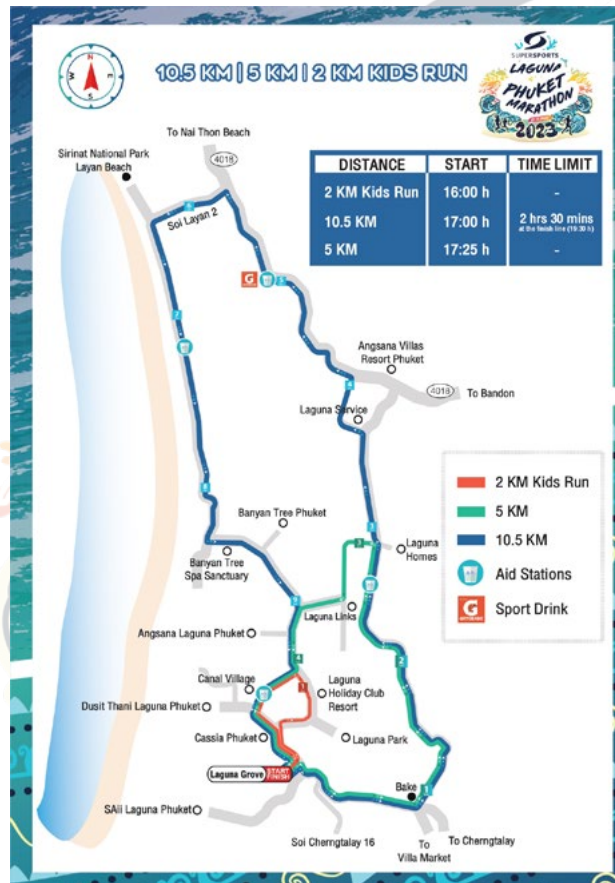


## COURSE

Supersports Laguna Phuket Marathon 2023 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.







## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



### 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.



### 2023 RACE SCHEDULE

Date	Timing	Activity
<b>Friday 9th June</b>	11:00 – 19:00	Race Pack Collection & Expo
<b>Saturday 10th June</b>	06:00 06:25 06:35 (approx.) 06:40 (approx.) 07:30 (approx.) 07:40 (approx.) 08:30 09:00 10:00 – 18:00 17:00 – 20:00	10.5KM Run Start 5KM Run Start First 10.5KM Finisher First 5KM Finisher Awards Presentation For 5KM Awards Presentation For 10.5KM 2KM Kids Run Start Race Finish Race Pack Collection & Expo Pasta Party, Angsana Laguna Phuket
<b>Sunday 11th June</b>	04:00 05:30 06:50 (approx.) 07:05 (approx.) 08:00 – 12:00 08:15 09:00 (approx.) 09:30 10:00 12:00	Marathon & Marathon Relay Start Half Marathon Start First Finisher Half Marathon First Finisher Marathon Expo Cut Off Marathon & Relay Runners at 21.1KM Awards Presentation Ceremony Cut Off Half Marathon Runners at Finish Line Cut Off Marathon & Relay Runners at 31KM Cut Off Marathon & Relay Runners at Finish Line Race Finish





## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



### 2023 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				

### 2021 EDITION EVENT WINNERS

**Men's Marathon** – Thailand's Apichai Phujit won the marathon crown in a time of 2:50:19h. The course record is 2:33:48h set by Russia's Vsevolod Khudyakov in 2012.

**Women's Marathon** – Japan's Satowa Ota took the crown with a time of 3:23:48h.

**Marathon Relay** – Team Jets won the marathon relay in a time of 2:41:17h.

**Half Marathon** – The men's race was won by the Russia's Sergei Zyrianov in 1:13:20h and the women's by Thailand's Manussanun Kumpituk in 1:34:21h.

**10.5KM Run** – The men's race was won by India's Ronald Setiawan in 0:36:57h and the women's by Australia's Dimity-Lee Duke in 0:39:22h.

### HYBRID RACE

Now in its second year, Supersports Laguna Phuket Marathon 2023 will feature a Hybrid Race.

Hybrid Race combines a virtual and actual race at the same time using real-time remote racing at the event. This allows remote participants both domestic and international to virtually join the race from anywhere in the world using the Sportstat Tracker App.

Remote runners will then be ranked in the race along with participants in the actual race.

<https://www.phuketmarathon.com/hybrid-race>



## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



### 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 9th June 2023 11:00 to 19:00

Saturday 10th June 2023 10:00 to 18:00

Sunday 11th June 2023 07:00 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.

BALANCE  
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combines a fast  
durability.  
designed to deliver  
complemented by  
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is designed to  
dry from 5K to 26.2.

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For the fastest racers  
on the planet.







## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



### PASTA PARTY

Supersports Laguna Phuket Marathon 2023 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 10th June 17:00 – 20:00







# SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



## PREVIOUS SPONSORS

LaGuna  
PHUKET

SUPERSPORTS

Title Sponsors



Supporting Authorities



Co - Sponsors



Media Partners

Official Suppliers

GORACE

SPORTSTATS  
ASIA

GAA  
EVENTS

IAAF  
AIMS

THE SPONSORSHIP EXPERTS

CFF  
Children First Fund

Online Registration Partner

Professional Timing & Results

Organizer

Sanctioned by

Marketing Support

Event Charity







## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



## OFFICIAL HOTEL

Laguna Phuket is Asia's finest destination resort – a collection of deluxe hotels and villas including: Angsana Laguna Phuket; Angsana Villas Resort; Cassia Phuket; Banyan Tree Phuket; Banyan Tree Vaya Phuket; SAIi Laguna Phuket; Dusit Thani Laguna Phuket 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 Golf Phuket and Canal Shopping Village.

[www.lagunaphuket.com](http://www.lagunaphuket.com)







## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



### PACKAGES

We have developed packages to suit differing levels of needs:

#### **TIER 1: PRESENTING SPONSOR**

One presenting sponsor with naming rights to the event

#### **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







TITLE RIGHTS	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIER MEDIA PARTNER
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to title "Supersports Laguna Phuket Marathon 2023 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 2023 presented by [Presenting Sponsor Name] for PR and advertising use	-	Yes	Yes
Category Exclusivity	Yes	Yes	-
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>			
Right to use Supersports Laguna Phuket Marathon 2023 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
<b>EVENT BRANDING</b>			
<b>Race Day</b>			
Logo on start & finish Gate	Centre Left & Right Top Column	Left & Right Top Column	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	X 50	X 20	X 10
Logo on participant singlet (minimum 9,000 produced)	Yes	-	-
Verbal mentioning of sponsor name during race by MC	X 50	X20	X10
<b>Pasta Party</b>			
Logo on pasta party Backdrop	Dominant	Yes	Yes
<b>Press Conference</b>			
Logo on press conference stage backdrop	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes	-	-
<b>MERCHANDISE RIGHTS</b>			
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	-
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
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

TITLE RIGHTS	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIER MEDIA PARTNER
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 programme at a Laguna Phuket Hotel (at sponsors expense)	Yes	Yes	Yes
Provision of staff hospitality tent at start & finish area	Yes	-	-
<b>EXPERIENTIAL MARKETING</b>			
Display space at 3-day Expo attended by 10,000 runners and their families	27 m <sup>2</sup>	18 m <sup>2</sup>	9 m <sup>2</sup>
<b>PROMOTIONAL RIGHTS</b>			
<b>Promotional Materials</b>			
Logo categorised by sponsor level on event promotional flyers	Yes	Yes	Yes
<b>Advertising In Media Partner Publications</b>			
Logo categorised by sponsor level on advertising artwork	Yes	Yes	Yes
<b>DIGITAL &amp; SOCIAL RIGHTS</b>			
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
<b>MEDIA &amp; PR RIGHTS</b>			
Inclusion in and exposure through PR campaign	Yes	Yes	Limited
Company profile included in media kit	Yes	Yes	-
<b>TV Production</b>			
30 minute TV highlight show production for local & international distribution	Yes	Yes	Yes
Sponsor branding to be featured in programme	Yes	Yes	Limited
Mentioning of sponsor	Yes	-	-
<b>Media Partner Advertising</b>			
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...

<b>TITLE RIGHTS</b>	
Rights to title (sponsor name) "Official Local Partner Supersports Laguna Phuket Marathon 2023" for PR and advertising use.	Yes
<b>EVENT BRANDING</b>	
Banner (0.80 m x 2.40.m) along the start & finish chute	X 2





## BENEFITS

Association with Supersports Laguna Phuket Marathon 2023 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 2023 tie in with the following values: Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

## PROMOTIONAL PLAN

Supersports Laguna Phuket Marathon 2023 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 programme for a total of 40 selected local media, international media and social media influencers covering the event for a range of media outlets.







## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



### 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 2023 with the event's online community growing considerably.



**Facebook 33,523+ Followers**  
Phuketmarathon



**Instagram 1,545+ Followers**  
Phuketmarathon



**YouTube**  
Lagunaphuketmarathon

The social media strategy for 2023 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 2023 for PR and advertising activity.





## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



## MEDIA VALUE 2021 EDITION

Total PR value of media clippings in 2021 Edition was similar to 2020 – 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**

 **GDP CONTRIBUTION  
291+ MILLION THB**

**ECONOMIC OUTPUT  
503+ MILLION THB**



**TAX GENERATION  
38+ MILLION THB**







## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



### HOSPITALITY

Supersports Laguna Phuket Marathon 2023 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 2023 Race Packs.

### EXPERIENTIAL MARKETING

Phuket traditionally attracts thousands of visitors in June 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.





## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



### 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](http://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](http://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](http://www.lagunaphuket.com)







## SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



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**Go To Race**  
Online registration for Supersports Laguna  
Phuket Marathon 2023 is available at  
[www.gotorace.com](http://www.gotorace.com)

