

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



**ASIA'S LARGEST NIGHT RUN**



# SUNDOWN MARATHON SERIES 2016 / 2017

**Hong Kong, Indonesia, Malaysia, Philippines, Singapore, Taiwan, Thailand, Vietnam.**

Now in its 9th year, Sundown Marathon is Asia's largest night run with more than 30,000 participants expected to start the first of Sundown Marathon Series 2016 / 2017 in Singapore this May.

Since its launch in 2008, Sundown Marathon has inspired runners to push limits and break boundaries to achieve greatness with the mission of pushing people to outdo themselves and be truly, limitless.

**Sundown Marathon Series 2016 / 2017 comprises eight night events...**

- Singapore - May 2016
- Hong Kong - September 2016
- Taiwan - October 2016
- Malaysia - November 2016
- Thailand - February 2017
- Indonesia - March 2017
- Philippines - April 2017
- Vietnam - date tbc

# ASIA'S LARGEST NIGHT RUN

Organised by HiVelocity Events, each Sundown Marathon event features a main 42.2 KM international marathon for 18 year olds and above supported by a number of races including a:

- 21.1 KM Half Marathon for 18 year olds and above
- 10 KM Run for 16 year olds and above
- 5 KM Run for 6 year olds and above

Each Sundown Marathon Series event consists of 3 days of activities including: an Expo for sponsors to promote their products and services; Parties & VIP Hospitality; and Trophy Presentations.

Sundown Marathon Series 2016 / 2017 reaches out to give back to community through its charity Sundown With Love - bringing runners from all walks of lives together to make a difference in the lives of the underprivileged.

**Integrate your marketing with Sundown Marathon Series 2016 / 2017...**

## THE NO. 1 NIGHT RUN...



## PACKAGES

Sundown Marathon Series 2016 / 2017 has a comprehensive commercial sponsorship and partnership marketing programme with packages developed to suit differing levels of needs:

### SUNDOWN MARATHON SERIES 2016 / 2017: ALL EVENTS

#### TIER 1 - TITLE SPONSOR

One Title Sponsor with naming rights to all Sundown Marathon Series 2016 / 2017 events

#### TIER 2 - CO-SPONSORS

Co-sponsors from non-competing categories for all Sundown Marathon Series 2016 / 2017 events

#### TIER 2 - SUNDOWN SPORTS ZONE SPONSORS

Zone Sponsors from non-competing categories for all Sundown Marathon Series 2016 / 2017 events

#### TIER 3 - OFFICIAL SUPPLIERS & MEDIA PARTNERS

Official suppliers providing goods & services that are essential for all Sundown Marathon Series 2016 / 2017 events

Media Partners for all Sundown Marathon Series 2016 / 2017 events

# ASIA'S LARGEST NIGHT RUN

### SUNDOWN MARATHON SERIES 2016 / 2017: EVENT SPECIFIC

#### TIER 1 - PRESENTING SPONSORS – SPECIFIC EVENTS

Presenting sponsors for one Sundown Marathon Series 2016 / 2017 specific events

#### TIER 2 CO-SPONSORS – SPECIFIC EVENTS

Co-sponsors from non-competing categories for one Sundown Marathon Series 2016 / 2017 specific events

#### TIER 2 - SUNDOWN SPORTS ZONE SPONSORS – SPECIFIC EVENTS

Zone Sponsors from non-competing categories for one Sundown Marathon Series 2016 / 2017 specific events

#### TIER 3 - OFFICIAL SUPPLIERS & MEDIA PARTNERS – SPECIFIC EVENTS

Official suppliers providing goods & services that are essential for one Sundown Marathon Series 2016 / 2017 specific events

Media Partners for one Sundown Marathon Series 2016 / 2017 specific events

## WHY GET INVOLVED?

Association with Sundown Marathon Series 2016 / 2017 offers sponsors numerous benefits including:

- |                                  |   |
|----------------------------------|---|
| <b>Image Enhancement</b>         | - with Asia's largest night run   |
| <b>Brand Exposure</b>            | - raising brand awareness of products and services and association with healthy lifestyle |
| <b>Hospitality Opportunities</b> | - entertaining target audiences; internal and external                                    |
| <b>Integrated Marketing</b>      | - worldwide media exposure  |
| <b>Networking</b>                | - with business leaders   |

Companies associating with Sundown Marathon Series 2016 / 2017 tie in with the following values: Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.



# ASIA'S LARGEST NIGHT RUN



**26,500** PARTICIPANTS - 2015  
**60.8%** LOCAL PARTICIPANTS



## 39.2% INTERNATIONAL PARTICIPANTS



**MALAYSIA**  
2,619



**PHILIPPINES**  
1,320



**CHINA**  
1,265



**UK**  
482



**JAPAN**  
338



**INDONESIA**  
311



**FRANCE**  
265



**USA**  
228



**AUSTRALIA**  
221



**TAIWAN**  
167

42.2 KM – 79.8% Male, 20.2% Female  
 21.1 KM – 61.6% Male, 38.4% Female  
 10KM – 51.5% Male, 48.5% Female  
 5KM – 38.6% Male, 61.4% Female

A Sundown Runner has...

## LIMITLESS DRIVE, COURAGE & ENERGY

Sundown Runner set goals & achieve them, embrace fitness as a lifestyle AND dare to push the limits.

Figs: Based On Singapore 2015



# ASIA'S LARGEST NIGHT RUN

## HISTORY

The first night marathon launched in Singapore in 2008 with 6,000 runners and has since grown year-on-year with registration expected to reach 30,000 in 2016, making it Asia's largest night marathon.

Sundown Marathon Singapore was the nation's first night race to be nominated twice for the prestigious International Sports Event Management (ISEM) Awards and Marketing Events Awards, for the Best Sport-Oriented Event. Sundown Marathon has fearlessly gone where other running events fear to tread.

In 2012, Sundown Marathon Singapore moved into the city and became the nation's first night running event to flag off at Nicoll Highway.

Since 2013, Sundown Marathon has put on a show under the stars at the renowned F1 Pit Building, dazzling runners with flaming pyrotechnics during flag off, live concerts by local bands, a food and beverage village and VIP packages.

From 2016 Sundown Marathon is expanding into Sundown Marathon Series to include a further seven countries in addition to Singapore.

## SUPPORT ACTIVITIES

### SUNDOWN SPORTS ZONE

Sundown Marathon Series 2016 / 2017 events now feature a Sundown Sports Zone, with adrenaline-pumping sports like dodge ball, basketball and rock climbing that thrill participants throughout the night.

### EXPO

Each Sundown Marathon Series event is supported by an Expo.

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.





# ASIA'S LARGEST NIGHT RUN

## PREVIOUS SPONSORS

Sundown Marathon Series has attracted many sponsors, including the following for Singapore in 2015:

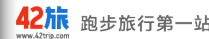
### EVENT ORGANISER



### TITLE SPONSOR



### OFFICIAL PARTNERS



INTERNATIONAL TRAVEL PARTNER



MEDIA PARTNER



INTERNATIONAL TRAVEL PARTNER



INTERNATIONAL TRAVEL PARTNER

### OFFICIAL APPAREL



### OFFICIAL BROADCASTER



SINGAPORE RUNNING APP PARTNER



SINGAPORE RUNNING PORTAL PARTNER



HOTEL PARTNER



RUNNING MAGAZINE

### OFFICIAL PACERS



### ENDORSED BY



## INVENTORY – ALL EVENTS

### PARTNER LEVEL

TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS & ZONE PARTNERS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
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### SUNDOWN MARATHON SERIES 2016 / 2017 - ALL EVENTS

#### CATEGORY EXCLUSIVITY & TITLE RIGHTS

Right to title [TITLE SPONSOR NAME] Sundown Marathon Series 2016 / 2017 - for advertising & PR use	Yes		
Right to title [CO-SPONSOR / ZONE SPONSOR NAME] Sundown Marathon Series 2016 / 2017 - for advertising & PR use		Yes	
Right to title [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] Sundown Marathon Series 2016 / 2017 - for advertising & PR use			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for Sundown Marathon Series 2016 / and sole provider of timing services to the event	Yes	Yes	

### BRANDING & INTELLECTUAL PROPERTY RIGHTS

#### LOGOS & IMAGES

	Official Title Sponsor Logo	Official Co-sponsor / Zone Partner Logo	Official Supplier / Media Partner Logo
Right to use a Sundown Marathon Series 2016 / 2017 Composite (lock-up) Logo on all internal and external marketing			
Right to use Sundown Marathon Series 2016 / 2017 image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes

#### BRANDING - EVENT

Logo on Start Gate	Centre Top	Left & Right Top Column	Yes
Logo on Finish Gate	Centre Top	Left & Right Top Column	Yes
Logos on Stage Backdrop	Dominant	Yes	Yes
Street Banners (1.20 m x 1.50 m) some along Start Straight / Finish Straight	X 45	X30	X 12
Advertising Boards	X 24	X 16	X 8
Branding Banner	X 4	X 4	X 4
Logo on Finish Line Tape	Yes	Yes	No
Verbal mentioning of sponsor name during race by MC	X 50	X20	X 10
Officials - Flag Bearers / Costume Runners / Pacer Sponsorships	Dominant	Yes	

#### BRANDING - SUPPORT EVENTS

Sports Zone	Yes	Sport Zone Sponsor only Dominant	
Race Village – Photowall and General areas	Dominant	Yes	
Other Areas – Movie Area / Food & Beverage Area	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes	No	No

#### BRANDING - PARTICIPANTS, MEDALS & TROPHIES

Logo on Participant T-shirt or Singlet	Yes	No	No
Logo on Finisher Medals	Yes	No	No
Logo on Trophies	Yes	No	No

## INVENTORY – ALL EVENTS

### PARTNER LEVEL

TIER 1 TITLE SPONSOR	TIER 2 CO-SPONSORS & ZONE PARTNERS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
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Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Party Tickets	Yes	Yes	No
Use of backside of Party Tickets for advertising purposes (at sponsors cost)	Yes	No	No
Logo on VIP, Media and Staff passes	Yes	Yes	No

#### BROADCAST RIGHTS

Press Conference - Logo on Stage Backdrop	50%	Share 40%	Share 10%
Branding / Advertisements as part of any internet stream (for example Livestream feed)	50% of branded area	Share of 40% of branded area – no greater than 20%	Share of 10% of branded area – no greater than 5%
Promotions as part of internet stream coverage	Yes	Yes	Yes

#### MEDIA & PR RIGHTS

Right to use Sundown Marathon Series 2016 / 2017 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote Sundown Marathon Series 2016 / 2017 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	

#### PROMOTIONAL CAMPAIGN

Inclusion in promotional campaign – level dependent on tier	Yes	Yes	Yes
Advertising in Night Mile Magazine	Full Page	Half Page	Quarter Page

#### DIGITAL & SOCIAL PROGRAMME

Branding on Sundown Marathon Series 2016 / 2017 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Logo inclusion in any APP produced by Sundown Marathon Series 2016 / 2017	Yes Prominent	Yes Less Prominent	Yes Less Prominent

#### EXPERIENTIAL

Booth at Sundown Expo	9m x 9m	9m x 6m	9m x 6m
Sampling	Yes	Yes	Yes

#### HOSPITALITY & TICKETING

Branding on Corporate tents	Yes	Yes	
VIP Passes to event – no. dependent on Tier	Yes	Yes	Yes
Free race entry for promotional purposes	30	20	15
Tickets to event for promotional use – no. dependent on Tier	Yes	Yes	Yes
Branding on event tickets	Yes	Yes	

#### MERCHANDISING PROGRAMME

Opportunity to produce joint branded merchandise. Logos on specially produced Sundown Marathon Series merchandise	Additional	Additional	Additional
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INVENTORY - SPECIFIC EVENTS	PARTNER LEVEL		
	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSORS & ZONE PARTNERS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
<b>SUNDOWN MARATHON SERIES 2016 / 2017 – SPECIFIC EVENTS</b>			
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
e.g. Right to title [TITLE SPONSOR NAME] Sundown Marathon Singapore 2016 - for advertising & PR use	Yes		
e.g. Right to title [CO-SPONSOR / ZONE SPONSOR NAME] Sundown Marathon Singapore 2016 - for advertising & PR use		Yes	
e.g. Right to title [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] Sundown Marathon Singapore 2016 - for advertising & PR use			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for Sundown Marathon Singapore / and sole provider of timing services to the specific event	Yes	Yes	
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>			
<b>LOGOS &amp; IMAGES</b>			
e.g. Right to use a Sundown Marathon Singapore 2016 Composite (lock-up) Logo on all internal and external marketing	Official Presenting Sponsor Specific Event Logo	Official Co-sponsor / Zone Partner Specific Event Logo	Official Supplier / Media Partner Specific Event Logo
e.g. Right to use Sundown Marathon Singapore image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
<b>BRANDING – SPECIFIC EVENT</b>			
Logo on Start Gate – specific event	Left & Right Top Column	Yes	Yes
Logo on Finish Gate – specific event	Left & Right Top Column	Yes	Yes
Logos on Stage Backdrop – specific event	Yes	Yes	Yes
Street Banners (1.20 m x 1.50 m) some along Start Straight / Finish Straight	X 30	X12	X 6
Advertising Boards	X 16	X 8	X 4
Branding Banner	X 4	X 4	X 4
Logo on Finish Line Tape	Yes	No	No
Verbal mentioning of sponsor name during race by MC	X 520	X10	X 5
Officials - Flag Bearers / Costume Runners / Pacer Sponsorships	Yes		
<b>BRANDING – SUPPORT EVENTS AT SPECIFIC EVENT</b>			
Sports Zone	Yes	Sport Zone Sponsor only Dominant	
Race Village – Photowall and General areas	Yes		
Other Areas – Movie Area / Food & Beverage Area	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes		
<b>BRANDING - PARTICIPANTS, MEDALS, TROPHIES – SPECIFIC EVENT</b>			
Logo on Participant T-shirt or Singlet	Yes		
Logo on Finisher Medals	Yes		

INVENTORY - SPECIFIC EVENTS	PARTNER LEVEL		
	TIER 1 PRESENTING SPONSOR	TIER 2 CO-SPONSORS & ZONE PARTNERS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
Logo on Trophies	Yes		
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Party Tickets	Yes	Yes	No
Use of backside of Party Tickets for advertising purposes (at sponsors cost)	Yes	No	No
Logo on VIP, Media and Staff passes	Yes	Yes	No
<b>BROADCAST RIGHTS</b>			
Press Conference - Logo on Stage Backdrop – Specific Event	10%	5%	
Branding / Advertisements as part of any internet stream (for example Livestream feed)	10%	5%	
Promotions as part of internet stream coverage	Yes	Yes	Yes
<b>MEDIA &amp; PR RIGHTS</b>			
e.g. Right to use Sundown Marathon Singapore 2016 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or e.g. PR activity to promote Sundown Marathon Singapore 2016 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	
<b>PROMOTIONAL CAMPAIGN</b>			
Inclusion in specific event promotional campaign – level dependent on tier	Yes	Yes	Yes
Advertising in Night Mile Magazine	Half Page	Quarter Page	Quarter Page
<b>DIGITAL &amp; SOCIAL PROGRAMME</b>			
e.g. Branding on Sundown Marathon Singapore 2016 emails, website, and all site communications including e newsletters	Yes	Yes Less Prominent	Yes Less Prominent
Part of event specific digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	Yes
Logo inclusion in any APP produced for a specific event	Yes Prominent	Yes Less Prominent	Yes Less Prominent
<b>EXPERIENTIAL</b>			
Booth at Sundown Expo – specific event	9m x 9m	9m x 6m	9m x 6m
Sampling – specific event	Yes	Yes	Yes
<b>HOSPITALITY &amp; TICKETING</b>			
Branding on Corporate tents – specific event	Yes	Yes	
VIP Passes to specific event – no. dependent on Tier	Yes	Yes	Yes
Free race entry for promotional purposes – specific event	30	20	15
Tickets to specific event for promotional use – no. dependent on Tier	Yes	Yes	Yes
Branding on specific event tickets	Yes		
<b>MERCHANDISING PROGRAMME</b>			
Opportunity to produce joint branded merchandise. Logos on specially produced Sundown Marathon Series merchandise	Additional	Additional	Additional





## UNIQUE TOUCH POINTS

### SUNDOWN APP

The Sundown App that will provide additional mileage for Sponsors in terms of brand awareness and sales generation. It will feature an e-wallet / e-buying, merchants participation, fitness tracking and social elements.

### EXPERIENTIAL

Sundown Marathon Series 2016 / 2017 events offer excellent opportunities to sample. In Singapore in 2015 over 40,000 visitors attended Suntec Convention Halls for Race Pack Collection over 3 days.

### SUNDOWN PACERS

60 Sundown Pacers helped pace runners to complete the run within their desired timings while motivating and cheering them along the way!

### CHARITY - SUNDOWN WITH LOVE

Sundown With Love was started in 2013 as part of Sundown Marathon's charity outreach to give back to community.

Sundown With Love brings runners from all walks of lives together with that one common goal of making a difference in the lives of the underprivileged.

### SUNDOWN LIKE A ROCKSTAR

There is an opportunity for sponsors to link in with the Sundown Like A Rockstar VIP treatment programme for participants. This covers:

- Chauffeured Services (to & from race site)
- Limited Edition Collectables
- Race Pack Delivery
- Priority Entry to Start Pen
- Priority Queue to Massage Services & more!

# ASIA'S LARGEST NIGHT RUN



THE NO.1 NIGHT RUN



# ASIA'S LARGEST NIGHT RUN

## BRANDING

Sundown Marathon Series has many high profile branding opportunities ensuring Sponsors have high visibility, before, during and after the event. These include:

- Race Day Branding
- Race Village Branding
- Other Major Areas - Movie Area; Food & Beverage Area

See inventory for full details.

## MEDIA & PR

### PARTNERSHIPS

Sundown Marathon Series 2016 / 2017 is seeking a maximum of 10 media partnerships.

Previous media partners included Run Magazine (Bold Ink) and One FM/Kiss 92.

### PR SUPPORT

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

All Sponsors and Partners will have rights to associate with Sundown Marathon Series 2016 / 2017 for PR and advertising activity.

### MEDIA VALUE

Media Value of the 2015 Singapore event totaled more than US\$434,000

Comprising:

Print - US\$80,000

Online - US\$305,000

Broadcast - US\$49,000



**PUSHING PEOPLE TO OUTDO THEMSELVES & BE TRULY, LIMITLESS**



# ASIA'S LARGEST NIGHT RUN

## PROMOTIONAL CAMPAIGN

Sundown Marathon Series 2016 / 2017 is supported by a comprehensive marketing campaign covering:

ABOVE THE LINE	BELOW THE LINE		OUT OF HOME
Website	Sundowner Promotional Videos	Ambassadors	Bus Stop Ads
Event EDMs	Social Media - Facebook & Instagram campaigns	Training App	
Google Display Ads & Adwords	Running & Lifestyle Online Portals		Outdoor Channel Promo Video
Magazine Ads		Running & Sports Groups, Corporates, Tertiary Institutions, Travel Agents	
Radio	Bloggers		
Event Listings			

## NIGHT MILE MAGAZINE

Sundown Marathon Series 2016 / 2017 produces the magazine - Night Mile. This is inserted into a number of leading publications to promote the Series, including:

- Men's Health - 30,000
- Run Magazine - 15,000
- SHAPE - 30,000

## DIGITAL & SOCIAL PROGRAMME

Sundown Marathon Series 2016 / 2017 runs a number of social media promotions throughout the year and is a great opportunity for Sponsors and Partners to integrate their brand message.

- Facebook - 35,600 Likes
- Instagram - 10,772 public posts in 2015
- Digital Marketing - 80,000 database for Electronic Direct Mailers

## HOSPITALITY

Sundown Marathon Series 2016 / 2017 offers a plethora of fantastic opportunities to entertain customers, clients and executives at events throughout Asia.

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

Sundown Marathon Series 2016 / 2017 offers Sponsors and Partners the opportunity to produce joint branded merchandise. This could be used as give-away through media and presence marketing promotions. For example: Sundown Marathon Series 2016 / 2017 Goodie Bags.



## CONTACT

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# ASIA'S LARGEST NIGHT RUN