

*Recognizing Sporting Excellence*

# SPIA ASIA®



**ASIA'S SPORTS INDUSTRY AWARDS & CONFERENCE**



## **SPIA ASIA 2018 - ASIA'S SPORTS INDUSTRY AWARDS & CONFERENCE**

**BANGKOK, THAILAND / 19th - 20th November 2018**

SPIA Asia 2018 – Asia's Sport Industry Awards & Conference is held annually, celebrating the brands, agencies, marketers and organisations, which positively influence the sporting landscape in Asia. The Awards are the most credible awards platform around, judged only by industry experts, while committed to creating legacy through raising funds for local development initiatives.

The sports business conference is the only one of its kind, authentic in nature, which brings thought leaders of the industry together to discuss Asia - specific topics and themes that are changing the face of sport. This has become a mainstay, must attend event for the entire sporting industry in Asia.

### **AWARDS & GALA DINNER**

The Awards, a black tie Gala Dinner with over 400 industry and international entertainment guests, recognises and rewards excellence to the Top 10 shortlisted finalists in 4 x Local and 14 x Asian award categories. There will also be 3 x public voted categories and 1 x achievement category.

Each category is open to receive submissions from 47 Asian countries and are judged by a panel of leading industry experts in a rigid four-step judging process in accordance with international sports industry award rules and regulations. Through this process SPIA Asia will identify the Top 10 submissions in each category, and at the awards gala reveal where each submission sits within the Top 10, and crowning the Gold, Silver and Bronze winners.

The SPIA Asia 2018 - Asia's Sports Industry Awards & Conference has committed to raising funds for the AFC Dream Asia Foundation through an auction of bespoke sports memorabilia. The auction will be delivered on the night of the black tie gala dinner and proceeds will be handed over to the AFC representative.





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*Brilliance Unleashed*  
**Top 10**

## CONFERENCE

The conference segment of the event entitled, "The Business of Sports – Asia's Sports Industry in the Fast Lane IV", facilitates collaboration and helps drive best practices across the industry and provides the latest updates within sports marketing and sponsorship within Asia.

Spread across two days with more than 350 delegates, the 2017 conference saw presentations and panel discussions from 38 leading sports experts and influencers from around the world with the English Premier League and Bundesliga Trophies on display.

The conference this year will provide valuable insights across four pillars, namely: Sports & Tourism; Business of Sports; Sports & Technology; and Diversity, Integrity & Inclusion. Delegates can look forward to participating in numerous networking functions, including a 5 A Side Football Tournament.

SPIA Asia 2018 - Asia's Sports Industry Awards & Conference aims to bring together regional experts, agencies and government bodies to continue to develop and improve the overall sporting landscape in Asia to better compete within the international sporting arena. Under the theme Brilliance Unleashed - SPIA Asia's Top 10, the Conference will seek to bring this to theme to life through key notes, case studies and shared learnings.





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## ASIA'S SPORTS INDUSTRY AWARDS & CONFERENCE

*Brilliance Unleashed*  
**10<sup>Top</sup>**

## PACKAGES

### TIER 1

#### Presenting Partners

With presenting rights to: SPIA Asia 2018 - Asia's Sports Industry Awards & Conference and benefits across the sports business conference and the Awards Gala

### TIER 2

#### Official Partners

Main Partners from non-competing categories to: SPIA Asia 2018 - Asia's Sports Industry Awards & Conference with benefits across the sports business conference and the Awards Gala

### TIER 3

#### Industry Partners

Industry Partners from non-competing categories to: SPIA Asia 2018 - Asia's Sports Industry Awards & Conference with specific benefits related to the Awards Gala including of category presentation

#### Media Partners

Official SPIA Asia 2018 - Media Partners

#### Hospitality & Delegate Packages

Packages for businesses to attend SPIA Asia 2018 - Asia's Sports Industry Awards & Conference

#### Other Packages

We also have opportunities for companies to purchase:

- Gala Dinner Tickets
- Delegate Passes
- Exhibition Space

Companies are encouraged to submit entries in the relevant categories for the Awards.





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## PARTICIPANTS & GUEST PROFILES

The SPIA Asia 2018 - Asia's Sports Industry Awards & Conference is geared towards bringing the top decision makers within the sports industry to Bangkok to recognise and celebrate those that have contributed to the development of sports.

The Conference and Gala Awards attendance is split 60% from the local community and 40% of the delegates to travel from abroad – comprising decision makers of brands, organisers, rights holders, venue owners, and governing bodies directly or indirectly associated or with investments in sports in Asia.

## ENDORSEMENTS 2017

SPIA Asia 2017 - Asia's Sports Industry Awards & Conference was endorsed, supported and / or attended by:

### GOVERNMENT ENTRIES / FEDERATIONS / CLUBS

- Ministry of Tourism and Sports Thailand (MOTS)
- Thailand Convention and Exhibition Bureau
- Incredible India
- Tourism Malaysia
- Subic Bay Metropolitan Authority
- Women's Tennis Association (WTA)
- Ladies Professional Golf Association (LPGA)
- Festival International des Sports Extrêmes (FISE)
- Australian Grand Prix Corporation
- Badminton World Federation
- Asia Rugby Union
- UAE Football Association
- Tottenham Hotspurs
- BVB Dortmund
- Chelsea FC
- Football Federation Australia (FFA)
- Chinese Football Association (CSA)
- Formula 1 Abu Dhabi Grand Prix
- International Tennis Federation
- Tourism Authority Thailand (TAT)
- Abu Dhabi Sports Council
- Sport SG
- Visit Victoria
- Clark Development Corporation
- Ultimate Fighting Championship
- A League
- Saudi Pro League (SPL)
- Yas Marina Circuit
- Asian Football Confederation (AFC)
- Asian Extreme Sports Federation
- German Bundesliga
- Manchester United FC
- FC Bayern Munich
- Pro League Committee (PLC)
- J League
- Thai Premier League
- Peter Burwash International (PBI)
- International Cricket Council (ICC)
- Sport Authority Thailand (SAT)
- Abu Dhabi Tourism & Culture (TCA)
- Singapore Tourism Board (STB)
- Xiqiao Mountain Scenic Area Mgt. Committee
- National Basketball Association (NBA)
- One Championship
- Chinese Super League (CSL)
- Tennis Australia Limited
- Global Professional Tennis Coach Association
- Asian Gymnastics Union
- UAE Jiu-Jitsu Federation
- La Liga
- Liverpool FC
- City Football Marketing
- Arabian Gulf League (AGL)
- Football Association of Thailand
- Hong-Kong Ultramarathon
- Hong Kong Rugby Union

### AGENCIES

- IMG
- Sponsorium | Performind
- Asia Sponsorship News (ASN)
- Nielsen Sports and Entertainment
- Sporting Republic
- SportQuake
- Totalsport Asia
- 4Play Media and Communication LLP
- Exceed Sports and Entertainment
- Asian Multi Sport & Entertainment Co., Ltd.
- Spin Work
- Sina Sports
- RCS Sports & Events
- Kwankwan Integrated Marketing Co. Ltd.
- CSM
- Havas Media
- Lagardère Sports and Entertainment
- Red Card Global
- Paul Poole (SE Asia) Ltd
- India on Track
- AMC Experience
- Vivaldi Seasons Ltd
- DPM Event Management LLC
- Minute Media
- Perform Group
- Sportainment
- Blink Experience
- Dirigo Events
- SMG Insight
- Baseline Venture
- Group M, ESP Properties
- Ocean Sports Marketing
- Infinity Communication
- Infront
- Brand Promotions
- Octagon
- Haymarket Media Group
- Class Act Media
- Mediapro Asia
- Intigral Sports
- Sunrise Events
- Tata Consultancy Services

### BRANDS / RIGHTSHOLDERS / OTHER

- beIN SPORTS ASIA Pte Ltd
- Ironman
- Thanyapura Health & Sports Resort
- Sime Darby
- Juice PLUS+
- RSportz
- Bangkok Airways
- Great Campaigns Asia
- Spartan Race
- Toyota
- Color Run
- Mass Participation Asia (MPA)
- True South 2018
- Luxury Group Company
- Grand Sports
- BNP Paribas
- Exceed Sports & Entertainment
- Tencent
- Festival International des Sports Extrêmes
- National Health Insurance Company – Daman
- Astro
- Ligagames
- Sportfix
- VISA
- Red Bull
- Howei
- Wolf Blass
- AIA Vitality
- Suzuki
- Boon Rawd Brewery
- Line Corporation
- The Music Run
- True Vision
- Platinumlist
- Bangkok International Rugby
- Pattana Sports Club
- Laguna Phuket
- Maxplora
- United Breweries - Kingfisher
- Grand Prix International
- DHL
- Fresh Events
- Regattas Asia
- Mineski International
- Koora.com
- Business World
- Twitter
- Toby Sports
- HSBC
- Riot Games
- Standard Chartered
- MoneyGram
- Beyond Ultron
- Kumpulung Perangsang Senglor
- FourFourTwo
- UBTECH
- Minute Media
- True Arena
- Sport Thai - Bavaria Company
- Active Management Asia Co. Ltd.
- Axiata
- Singha Park Chiang Rai
- Twitch
- ESL
- Color Manila Events
- MY LAPS Sport Timing
- Talisay Cebu
- United Breweries Limited



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**10<sup>Top</sup>**

## LOCAL MEDIA VALUE 2017

Total media value generated in Thailand came in at \$1.2 Million

**PRINT:  
USD  
\$140K**

**BROADCAST:  
\$830K**

**ONLINE:  
\$200K**

## WHY GET INVOLVED?

Association with the SPIA Asia 2018 – Asia's Sports Industry Awards & Conference offers sponsors numerous benefits including:

- **Image Enhancement** - with Asia's leading Sports Awards
- **Brand Exposure** - raising brand awareness of products and services
- **Hospitality Opportunities** - entertaining customers and clients
- **PR** - national, regional and worldwide media exposure
- **Networking** - with business leaders
- **Sales / Experiential** - showcase products and services to the sports industry





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**10** Top

## 2017 PARTNERS

### Endorsed By

Ministry of Tourism & Sports (Thailand)  
Sports Authority of Thailand  
Tourism Authority of Thailand  
TCEB



### Main Partners

Amazing Thailand  
SAT  
Lagardère Sports  
Juice Plus  
SMG Insight



### Industry Partners

Ultron  
Abu Dhabi Sports Council  
RSportz  
Nielsen



### Ticketing Partner

Platinumlist

Platinumlist  
tickets

### Charity Partner

Helping Hand Group Auction Services



### Official Venue

Centara Grand at CentralWorld



### Media Partners

true visions  
ASN  
Luxury Society Asia



### PR Agency

Infinity



### Marketing & Sponsorship

The Sponsorship Experts

THE SPONSORSHIP EXPERTS  
WWW.PAULPOOLE.CO.TH

### Organisers

MMC Sportz



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## AT A GLANCE

<b>RIGHTS HOLDER</b>	SPIA Asia Ltd
<b>ORGANISER</b>	MMC Sportz Marketing LLC
<b>ENDORSED BY</b>	Ministry Of Tourism And Sports Thailand Sport Authority Of Thailand Tourism Authority Of Thailand
<b>WEBSITE</b>	<a href="http://www.spiaasia.com">www.spiaasia.com</a>
<b>SOCIAL MEDIA</b>	<a href="https://www.facebook.com/spiaasia/">www.facebook.com/spiaasia/</a>
<b>SOCIAL MEDIA OFFICIAL HASHTAGS:</b>	#SPIAASIA2018 #brillianceunleashed
<b>EVENT NAME</b>	SPIA Asia 2018 - Asia's Sports Industry Awards & Conference
<b>EVENT CONCEPT AND PROPOSITION</b>	Brilliance Unleashed - SPIA Asia's Top 10
<b>EVENT</b>	<p>2 days Sports Business Conference featuring more than 38 speakers and attended by more than 400 delegates, addressing subjects mainly related to best practices in sports and latest trends / developments in Asia within sports sponsorship and sports marketing</p> <p>The conference will have multiple networking functions, including a 5 A Side Football Tournament the delegates can participate in</p> <p>Awards Gala: Black tie Awards Gala Dinner with the presentation of 22 category winners; over 400 invited guests from within the local and regional Sports Industry</p>
<b>DATE</b>	19th - 20th November 2018
<b>LOCATION</b>	Bangkok, Thailand
<b>AWARDS</b>	21 Award categories – 14 Asian and 4 Local Awards, 3 Public Voting Award Categories, and 1 Achievement Award Category
<b>SUBMISSION ELIGIBILITY</b>	Brands, agencies, rights holders, governing bodies, event organisers, media agencies in Asia that conducted an activity from 1st July to 2017 to 31st August 2018
<b>ELIGIBLE COUNTRIES</b>	Afghanistan, Australia, Bahrain, Bangladesh, Bhutan, Brunei, Cambodia, China PR, Chinese Taipei, DPR Korea, Guam, Hong Kong, India, Indonesia, Iran, Iraq, Japan, Jordan, Korea Republic, Kyrgyz Republic, Kuwait, Laos, Lebanon, Macau, Maldives, Malaysia, Mongolia, Myanmar, Nepal, Northern Mariana Islands, Oman, Pakistan, Palestine, Philippines, Qatar, Saudi Arabia, Singapore, Sri Lanka, Syria, Tajikistan, Thailand, Timor-Leste, Turkmenistan, UAE, Uzbekistan, Vietnam and Yemen as defined by the Asian Football Confederation (AFC)
<b>CONFERENCE</b>	A 2-day Sports Business Conference entitled "The Business of Sports- Asia's Sports Industry in the Fast Lane IV" with over 38 international speakers on stage
<b>FOUNDED</b>	3rd SPIA Asia editions following the inaugural event hosted in Manila, Philippines 2015



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**Top 10**

## THE AWARDS

SPIA ASIA 2018 - Asia's Sports Industry Awards will present Asia's Top 10 in 14 Asian and 4 Local Awards, 3 Public Voting Awards and 1 Achievement Award.

SPIA Asia has engaged more than 34 industry experts to serve on the judging panel, which review and score the shortlisted finalists on the 19th November 2018 in strict accordance with international award rules.

The judging process consists of 4 steps:

1. Review of all submissions and shortlist of the best submissions in each category.
2. Technical Review of SPIA Asia Top 10
3. Regional 1st Round of Judging - Top 10 concluded and announcement made of all the shortlisted submissions.
4. Final Judging - each shortlisted submission will be reviewed by the judging panel prior to a collective scoring

### AWARDS TIMETABLE

SPIA Asia Submissions Open	TBC
SPIA Asia Submissions Close	21 Sep 2018
SPIA Asia Shortlist Announcement	09 Oct 2018
SPIA Asia Submissions Final Judging	19 Nov 2018
SPIA Asia Awards Gala	20 Nov 2018

### AWARD ENTRY SUBMISSION

Entrants can register online only through [www.spiaasia.com](http://www.spiaasia.com)



### AWARD ENTRY FEE

SPIA ASIA DOES NOT CHARGE AN ENTRY FEE UPON SUBMISSION. ONLY ASIA'S TOP 10 SHORTLISTED ENTRIES PER CATEGORY ARE REQUIRED TO BE PAID FOR ACCORDING TO THE SCHEDULE BELOW:

Description	Asian Category Entry	Thailand Category Entry
Fee per Entry	USD 295.00 (inclusive of 5% VAT)	USD 195.00 (inclusive of 5% VAT)

### BENEFITS FOR ASIA'S TOP 10 SHORTLISTED ENTRIES PER CATEGORY

SPIA Asia will extend 1 Complimentary Gala Dinner Invitation and 1 Conference Delegate Pass per Company or Brand regardless of the number of shortlisted entries worth USD 550.

Please note, when entering the Awards, there is no further commitment required, for example attendance in the Conference or purchase of Gala Dinner seats. The participation in the Conference and attendance at the Gala is totally voluntary and not binding.

### AWARD GALA RESERVATION FEE

Description	
Individual Seat	USD 250.00 (inclusive of 5% VAT)
Table of 8	Early Bird (May 1st – September 30th 2018) Red Zone USD 1,450 (inclusive of 5% VAT), General Sale (October 1st – November 19th 2018) Red Zone USD 1,550
Table of 8	Early Bird (May 1st – September 30th 2018) Blue Zone USD 1,650 (inclusive of 5% VAT), General Sale (October 1st – November 19th 2018) Blue Zone USD 1,750



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## AWARD CATEGORIES 2018

### ASIAN AWARD CATEGORIES (Open To All 47 Asian Countries)

1. Best Sports Tourism Destination of the Year
2. Best Sports Digital Platform of the Year
3. Best Integrated Marketing Campaign for a Sports Event
4. Best Sponsorship of a Sport, Team or Event > \$250,00
5. Best Mass Participation Event of the Year
6. Best Youth Sports Development Program of the Year
7. Best Sports CSR Initiative of the Year
8. Best eSports Event of the Year
9. Best Sports Marketing Agency of the Year
10. Best Global Sports Organization Operating in Asia
11. Best International Sporting Event of the Year
12. Best Womens Sports Competition of the Year
13. Best Inspiring Football League in Asia Presented by Asian Football Confederation
14. Best Developing Football League in Asia Presented by Asian Football Confederation

### LOCAL AWARD CATEGORIES (For Thailand Entries Only)

- Best Mass Participation Event in Thailand (Running /Cycling)
- Best Sport Youth Development Program in Thailand (6 - 17 years)
- Best Sponsorship of Sport, Team or Event in Thailand over > USD 100,000
- Best Sports Event Venue or Facility in Thailand

### PUBLIC VOTING AWARD CATEGORIES

- Best Live Experience at a Sporting Event
- Best Sportswear Brand of the Year
- Best International Sporting Event voted by Sports Media

### ACHIEVEMENT AWARD CATEGORY

- SPIA Asia Lifetime Achievement Award

## SPIA ASIA - AWARDS COMMITTEE

The Awards Committee, which serves as an advisory board to the SPIA ASIA 2018 - Asia's Sports Industry Awards, is composed of the below experts representing various fields of the sporting industry:

<b>Mr Col Ruj Saeng-Udom</b>	- Deputy Governor, Sports Authority of Thailand
<b>Mr. Ben Heyhoe Flint</b>	- Chief Executive Officer, Asia Sponsorship News
<b>Mr. Malcolm Thorpe</b>	- Vice-President, Sports Developments & Events, Lagardère Sports
<b>Mr. Chris Robb</b>	- Chief Executive Officer, Mass Participation Asia
<b>Mrs. Cynthia Norton</b>	- President, Advantage Sports & Leisure – ASL, Co.
<b>Mr. Dan Parr</b>	- Director, CSM Asia Pacific
<b>Mr. Jin Wei Toh</b>	- Senior Vice-President/ Head of Sales (Events), IMG
<b>Ms. Lee Huei Chern</b>	- Senior Director, Strategic Communications & Insights, Sport Singapore
<b>Mr. Josh Black</b>	- Founder & CEO, 247 X Group
<b>Dr. Khalid Al Hashimi</b>	- Business Development Advisor, PLC





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## ASIA'S SPORTS INDUSTRY AWARDS & CONFERENCE



## SPIA ASIA 2017 WINNERS

### BEST SPORTS EVENT HOSPITALITY OFFERING OF THE YEAR

- GOLD** Formula 1 Rolex Australian Grand Prix Australian Grand Prix Corporation  
**SILVER** BNP Paribas WTA Finals Singapore presented by SC Global – Racquet Club Lagardère Sports  
**BRONZE** Australian Open 2017 Tennis Australia Ltd

### BEST EXTREME SPORTS IN ASIA

- GOLD** Red Bull Air Race World Championships 2017 – Abu Dhabi Red Bull by Blink Experience  
**SILVER** Red Bull Cliff Diving World Series 2016 Finals Red Bull by Blink Experience  
**BRONZE** Spartan Race Spartan Race Inc.

### BEST SPORTS TOURISM DESTINATION OF THE YEAR ORGANISATION

- GOLD** Funtastic Subic Bay Subic Bay Metropolitan Authority  
**SILVER** Visit Victoria Visit Victoria  
**BRONZE** Amazing Thailand Ministry of Tourism and Sports

### BEST SPORTS DIGITAL PLATFORM OF THE YEAR

- GOLD** Standard Chartered KL Marathon App MYLAPS  
**SILVER** Sina Sports  
**BRONZE** FourFourTwo Haymarket Media Group

### BEST INTEGRATED MARKETING CAMPAIGN FOR A SPORTS EVENT

- GOLD** Formula 1 Rolex Australian Grand Prix Australian Grand Prix Corporation  
**SILVER** VISA Football Night Visa Korea  
**BRONZE** BNP Paribas WTA Finals Singapore presented by SC Global Lagardère Sports

### BEST SPONSORSHIP OF A SPORT, TEAM OR EVENT OF THE YEAR

(< USD 250,000.00)

- GOLD** Sunrider Hyderabad & Allied Blenders & Distillers Association Sportainment  
**SILVER** Subic Bay Metropolitan Authority Subic Bay Metropolitan Authority  
**BRONZE** Daman's ActiveLife Color Run National Health Insurance Company – Daman

### BEST SPONSORSHIP OF A SPORT, TEAM OR EVENT OF THE YEAR

(> USD 250,000.00)

- GOLD** Manchester City FC by UBTECH Manchester City Football Group  
**SILVER** VISA Football Night Visa Korea  
**BRONZE** HSBC Hong Kong Rugby Sevens CSM

### BEST LIVE EXPERIENCE AT A PROFESSIONAL SPORTING EVENT

- GOLD** HSBC Women's Champions IMG  
**SILVER** BNP Paribas WTA Finals Singapore presented by SC Global Lagardère Sports  
**BRONZE** VISA Football Night Visa Korea

### BEST MASS PARTICIPATION EVENT OF THE YEAR

- GOLD** Standard Chartered KL Marathon 2017 Dirigo Events Sdn Bhd  
**SILVER** Sina 3x3 Golden League basketball tournament Sina Sports  
**BRONZE** Cobra Ironman 70.3 Philippines Asia Pacific Championship Sunrise Event

### BEST YOUTH DEVELOPMENT PROGRAM OF THE YEAR

- GOLD** The Daman Future Champions Programme (DFCP) National Health Insurance Company – Daman  
**SILVER** Chelsea Football Club International Development Programme Chelsea Football Club  
**BRONZE** Football for Life Academy (F4LA) FundLife International

### BEST SPORTS CSR INITIATIVE OF THE YEAR

- GOLD** 2017 Xiqiao Mountain Blind Half Marathon Hong Kong Ultra Marathon Association Ltd  
**SILVER** Citizens Giving City Football Group  
**BRONZE** Nepal Earthquake Relief Program- AFC School Rebuilding Project Asian Football Confederation (AFC)



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## ASIA'S SPORTS INDUSTRY AWARDS & CONFERENCE



## SPIA ASIA 2017 WINNERS

### BEST ESPORTS EVENT OF THE YEAR

- GOLD** ESL One Genting ESL  
**SILVER** Rifts Rivals – Red Rift Riot Games and TESL  
**BRONZE** Manila Masters 2017 Mineski International

### BEST INTERNATIONAL SPORTING EVENT SANCTIONED BY AN INTERNATIONAL FEDERATION

- GOLD** Australian Open 2017 Tennis Australia Ltd.  
**SILVER** WGC-HSBC Champions IMG  
**BRONZE** Formula 1 Rolex Australian Grand Prix Australian Grand Prix Corporation

### BEST FOOTBALL ORGANISATION OF THE YEAR IN ASIA

- GOLD** Arabian Gulf League (AGL) Pro League Committee (PLC)  
**SILVER** J-league  
**BRONZE** Football Association of Thailand (FAT)

### BEST GLOBAL SPORTS ORGANISATION OPERATING IN ASIA

- GOLD** Badminton World Federation Badminton World Federation (BWF)  
**SILVER** Spartan Race Inc. Spartan Race Inc.  
**BRONZE** UFC (Ultimate Fighting Championship)

### BEST SPORTS MARKETING AGENCY OF THE YEAR

- GOLD** Lagardère Sports  
**SILVER** IMG  
**BRONZE** Mediapro Asia Pte Ltd

### BEST SPONSORSHIP OF SPORT, TEAM, OR EVENT IN THAILAND

- GOLD** MoneyGram Goal DPM EVENT MANAGEMENT LLC  
**SILVER** Toyota Thai League Toyota Motor Thailand Co. Ltd  
**BRONZE** The Music Run by AIA Vitality Exceed Sports and Entertainment

### BEST AMATEUR SPORT EVENT IN THAILAND

- GOLD** Laguna Phuket Marathon, Phuket Marathon Co., Ltd.  
**SILVER** Laguna Phuket Triathlon, Laguna Service Co., Ltd.- Laguna Phuket  
**BRONZE** FC Bayern Munich Youth Cup Thailand 2017 Sport Thai-Bavaria Company Limited

### BEST SPORT EVENT VENUE IN THAILAND

- GOLD** Black Mountain Golf Club, Thai Nordic Property Co. Ltd.  
**SILVER** Pattana Golf Club & Resort Pattana Sports Club Co. Ltd  
**BRONZE** Thanyapura Health & Sports Resort Thanyapura Health & Sports Resort

### BEST SPORT YOUTH DEVELOPMENT PROGRAM IN THAILAND

- GOLD** Pattana Football Club Pattana Sport Club Co. Ltd.  
**SILVER** FINA Scholarship Programme Thanyapura Health & Sports Resort  
**BRONZE** AIA Youth Football Development Campaign AIA Company Limited

### BEST SPORT EVENT ORGANISER IN THAILAND

- GOLD** IMG  
**SILVER** MICE & Communication Co., Ltd.  
**BRONZE** Media Event Design Co., Ltd

### BEST SPORT EVENT SUPPLIER IN THAILAND

- GOLD** Cournot and Nash Co. Ltd.  
**SILVER** Vivaldi Seasons Co. Ltd  
**BRONZE** Media Event Design Co. Ltd



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## THE BUSINESS OF SPORTS CONFERENCE - ASIA'S SPORTS INDUSTRY IN THE FAST LANE IV

The sports business conference, scheduled to take place from 19th - 20th November 2018 in Bangkok, once again will gather the industry leaders during a two-day period to discuss best practices and latest developments within the sports industry with key focus on Asia. Keynote speakers and industry experts will provide valuable insights across four pillars, namely; Sports & Tourism, Business of Sports, Sports & Technology, and Diversity, Integrity & Inclusion. The key theme that underpins the entire conference and awards is Brilliance Unleashed - SPIA Asia's Top 10. The Conference will seek to bring this to life through key notes, case studies, and shared learnings.

### SPIA ASIA 2018 - CONFERENCE PROGRAM

DAY 1 – 19th November 2018		DAY 2 – 20th November 2018	
<b>14:00 – 15:00</b>	Delegate Registration	<b>09:30 – 10:00</b>	Delegate Registration
<b>15:00 – 18:30</b>	Sports Business Conference	<b>10:00 – 14:00</b>	Sports Business Conference
<b>18:30 – 20:00</b>	Champagne Networking Reception	<b>14:00 – 14:30</b>	Conference Closing Ceremony
<b>20:00 – 22:00</b>	Sports Business Conference	<b>15:00 Onwards</b>	SPIA Asia Themed Delegate Lunch
<b>22:00 – 23:00</b>	SPIA Asia Themed Activity		

### CONFERENCE REGISTRATION

To purchase early bird or regular rate for conference delegate passes, please register through [www.spiaasia.com](http://www.spiaasia.com)

#### Description

Delegate Pass including of all F&B and networking sessions plus 2 days of conference program.

Early Bird (May 1st – September 30th 2018) USD 450.00 (inclusive of 5% VAT)

General Sale (October 1st – November 19th 2018) USD 550.00

#### Delegate Pass + Gala Seat

Early Bird (May 1st – September 30th 2018) USD 595.00 (inclusive of 5% VAT)

General Sale (October 1st – November 19th 2018) USD 695.00.



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*Brilliance Unleashed*  
**10<sup>Top</sup>**

## SPIA ASIA AUCTION TO BENEFIT AFC DREAM ASIA FOUNDATION

Committed to create meaningful impact and leave a long-lasting legacy, The SPIA ASIA Ltd. Has forged partnership with AFC Dream Asia Foundation.

*SPIA ASIA 2018 – Asia's Sports Industry Awards will raise funds through the auction of bespoke sporting memorabilia on the night of the black tie awards gala.*





# PRESENTING PARTNER INVENTORY

ASSET	CONFERENCE	AWARDS GALA
<b>TITLE RIGHTS</b>		
PRESENTED BY (PRESENTING SPONSOR NAME)	✓	✓
<b>CATEGORY EXCLUSIVITY</b>		
CATEGORY EXCLUSIVITY	✓	✓
<b>ASSOCIATION RIGHTS</b>		
<b>LOGO AND IMAGE RIGHTS</b>		
<b>LOGO USAGE</b>		
SPIA COMPOSITE (LOCK-UP) LOGO	✓	✓
<b>IMAGE USAGE</b>		
SPIA IMAGE BANK – MOVING AND PHOTOGRAPHIC IMAGES	✓	✓
<b>ADVERTISING RIGHTS</b>		
<b>PRINTED MATERIAL</b>		
ADVERTISEMENT IN AWARDS PROGRAM		✓
CONFERENCE PROGRAM	✓	
GALA INVITATIONS		✓
DIRECTIONAL SIGNAGE	✓	✓
SEATING PLAN		✓
ACCREDITATION	✓	
EVENT BANNERS & ROLL UPS	✓	✓
WELCOME PACK	✓	
<b>VENUE BRANDING</b>		
PRESENTATION STAGE - CONFERENCE	✓	
PRESENTATION STAGE - AWARDS GALA		✓
PHOTO WALL		✓
LED SCREENS	✓	✓
PODIUM	✓	✓
WELCOME DESK	✓	✓
BRANDING ON TROPHY		✓
TROPHY STAND		✓

ASSET	CONFERENCE	AWARDS GALA
<b>MEDIA &amp; PR RIGHTS</b>		
<b>PRINTED MATERIALS</b>		
MEDIA BACKDROP	✓	✓
PRESS KITS	✓	✓
INTERVIEW BACKDROP	✓	✓
<b>PR RIGHTS</b>		
SPIA IN PROMOTIONAL CAMPAIGNS	✓	✓
<b>BROADCAST RIGHTS</b>		
LOGO ON SPIA TVC	✓	✓
INCLUSION IN HIGHLIGHT VIDEO	✓	✓
<b>PROMOTION AND ACTIVATION RIGHTS</b>		
SPECIAL PROMO DISPLAY AT THE VENUE	✓	✓
PRIZE / GIFT FOR WINNERS		✓
GIVE AWAY	✓	✓
PRESENTATION OF CATEGORY AWARD		✓
SPEAKING ENGAGEMENT AT CONFERENCE	✓	
TVC PLAYOUT - CONFERENCE	✓	
TVC PLAYOUT - AWARDS GALA		✓
<b>DIGITAL ADVERTISING RIGHTS</b>		
LOGO AND LINK TO OFFICIAL SPIA ASIA WEBSITE	✓	✓
SOCIAL MEDIA - FACEBOOK	✓	✓
SOCIAL MEDIA - LINKED IN	✓	✓
SOCIAL MEDIA - TWITTER	✓	✓
SOCIAL MEDIA - INSTAGRAM	✓	✓

ASSET	CONFERENCE	AWARDS GALA
<b>HOSPITALITY</b>		
DELEGATE PASSES	✓	
NETWORKING RECEPTION	✓	
NETWORKING LUNCHES	✓	
AWARDS GALA COCKTAIL RECEPTION		✓
AWARDS GALA TABLES/SEATS		✓
AFTER PARTY		✓
<b>OTHERS</b>		
MEMBER OF JUDGING PANEL	✓	
POST EVENT REPORT	✓	✓



# OFFICIAL PARTNER INVENTORY

ASSET	CONFERENCE	AWARDS GALA
<b>TITLE RIGHTS</b>		
OFFICIAL PARTNER (SPONSOR NAME)	✓	✓
<b>CATEGORY EXCLUSIVITY</b>		
CATEGORY EXCLUSIVITY	✓	✓
<b>ASSOCIATION RIGHTS</b>		
<b>LOGO AND IMAGE RIGHTS</b>		
<b>LOGO USAGE</b>		
SPIA COMPOSITE (LOCK-UP) LOGO	✓	✓
<b>IMAGE USAGE</b>		
SPIA IMAGE BANK – MOVING AND PHOTOGRAPHIC IMAGES	✓	✓
<b>ADVERTISING RIGHTS</b>		
<b>PRINTED MATERIAL</b>		
ADVERTISEMENT IN AWARDS PROGRAM		✓
CONFERENCE PROGRAM	✓	
EVENT BANNERS & ROLL UPS	✓	✓
WELCOME PACK	✓	
<b>VENUE BRANDING</b>		
PRESENTATION STAGE - CONFERENCE	✓	
PRESENTATION STAGE - AWARDS GALA		✓
PHOTO WALL		✓
LOGO ON LED SCREEN ON STAGE	✓	✓

ASSET	CONFERENCE	AWARDS GALA
<b>MEDIA &amp; PR RIGHTS</b>		
<b>PRINTED MATERIALS</b>		
MEDIA BACKDROP	✓	✓
PRESS KITS	✓	✓
INTERVIEW BACKDROP	✓	✓
<b>PR RIGHTS</b>		
SPIA IN PROMOTIONAL CAMPAIGNS	✓	✓
<b>BROADCAST RIGHTS</b>		
LOGO ON SPIA TVC	✓	✓
INCLUSION IN HIGHLIGHT VIDEO	✓	✓
<b>PROMOTION AND ACTIVATION RIGHTS</b>		
SPECIAL PROMO DISPLAY AT THE VENUE	✓	✓
PRIZE / GIFT FOR WINNERS		✓
GIVE AWAY	✓	✓
PRESENTATION OF CATEGORY AWARD		✓
SPEAKING ENGAGEMENT AT CONFERENCE	✓	
TVC PLAYOUT - CONFERENCE	✓	
TVC PLAYOUT - AWARDS GALA		✓
<b>DIGITAL ADVERTISING RIGHTS</b>		
LOGO AND LINK TO OFFICIAL SPIA ASIA WEBSITE	✓	✓
SOCIAL MEDIA - FACEBOOK	✓	✓
SOCIAL MEDIA - LINKED IN	✓	✓
SOCIAL MEDIA - TWITTER	✓	✓
SOCIAL MEDIA - INSTAGRAM	✓	✓

ASSET	CONFERENCE	AWARDS GALA
<b>HOSPITALITY</b>		
DELEGATE PASSES	✓	
NETWORKING RECEPTION	✓	
NETWORKING LUNCHES	✓	
AWARDS GALA COCKTAIL RECEPTION		✓
AWARDS GALA TABLES/SEATS		✓
AFTER PARTY		✓
<b>OTHERS</b>		
MEMBER OF JUDGING PANEL	✓	
POST EVENT REPORT	✓	✓



# INDUSTRY PARTNER INVENTORY

ASSET	AWARDS GALA
<b>TITLE RIGHTS</b>	
INDUSTRY PARTNER (SPONSOR NAME)	✓
<b>CATEGORY EXCLUSIVITY</b>	
CATEGORY EXCLUSIVITY	✓
<b>ASSOCIATION RIGHTS</b>	
<b>LOGO AND IMAGE RIGHTS</b>	
<b>LOGO USAGE</b>	
SPIA COMPOSITE (LOCK-UP) LOGO	✓
<b>IMAGE USAGE</b>	
SPIA IMAGE BANK – MOVING AND PHOTOGRAPHIC IMAGES	✓
<b>ADVERTISING RIGHTS</b>	
<b>PRINTED MATERIAL</b>	
ADVERTISEMENT IN AWARDS PROGRAM	✓
<b>VENUE BRANDING</b>	
LOGO ON MEDIA BACKDROP	✓
LOGO ON LED SCREEN ON STAGE	✓
SPIA IN PROMOTIONAL CAMPAIGNS	✓
<b>DIGITAL ADVERTISING RIGHTS</b>	
PRESENTATION OF CATEGORY AWARD	✓
TVC PLAYOUT - AWARDS GALA	✓

ASSET	AWARDS GALA
<b>DIGITAL ADVERTISING RIGHTS</b>	
LOGO AND LINK TO OFFICIAL SPIA ASIA WEBSITE	✓
SOCIAL MEDIA - FACEBOOK	✓
SOCIAL MEDIA - LINKED IN	✓
SOCIAL MEDIA - TWITTER	✓
SOCIAL MEDIA - INSTAGRAM	✓
<b>HOSPITALITY</b>	
DELEGATE PASSES	
NETWORKING RECEPTION	
NETWORKING LUNCHEAS	
AWARDS GALA COCKTAIL RECEPTION	✓
AWARDS GALA TABLES/SEATS	✓
AFTER PARTY	✓
<b>OTHERS</b>	
POST EVENT REPORT	✓



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