

Recognizing Sporting Excellence

SPIA ASIA®



5TH SPIA ASIA - ASIA'S SPORTS INDUSTRY AWARDS & CONFERENCE 2019



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GRAND HYATT MANILA, PHILIPPINES - 2ND - 3RD DECEMBER 2019

5th SPIA Asia - Asia's Sport Industry Awards & Conference 2019 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.

The SPIA Asia Awards have also become the official currency for recognising and celebrating excellence in Asia. Judged by 35 independent industry experts, each year the event receives over 450 submissions from all 47 Asian countries for the 25 prestigious Award categories.

SPIA Asia 2019 for the first time will feature the Best Sportsman, Best Sportswoman and Best Sports Team of the Year Awards with the winners to be expected to attend the black-tie Awards Gala Ceremony.

SPIA Asia 2019 will be featured as one of the official activities of the 30th SEA Games, which is being held in Manila from 30th November onwards.



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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 18 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 2019 has once again committed to raising funds for a charitable cause 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 charity representatives.

The SPIA Asia 2019 - 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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CONFERENCE

The conference segment of the event facilitates collaboration and helps drive best practices across the industry and provides the latest updates within sports marketing and sponsorship within Asia.

600+
DELEGATES

60+
SPEAKERS

30+
TOPICS

5 CONFERENCE PILLARS

THE BUSINESS OF SPORTS
THE BUSINESS OF FOOTBALL - ASIA
MODERN SPORTS TECHNOLOGY
SPORT & TOURISM
INTEGRITY & INCLUSION & TOLERANCE

OTHER ACTIVITIES

Other activities include a host of delegate events such as:

- Networking Functions
- Attendance at the SEA Games Opening Ceremony
- Manila City Tour by TPB
- Clark Venue Tour
- Attendance at the SEA Games Football Competition
- CSR Football Clinic
- F1 Simulator Competition
- Celebrity Meet & Greet
- Expo Stands
- "Wall of Fame" Trophy Display
- Charity Auction
- Live Entertainment

See www.spiaasia.com for more program details.



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PACKAGES

TIER 1

Title Partner

With naming rights to: SPIA Asia 2019 - Asia's Sports Industry Awards & Conference

TIER 2

Industry Partners

Industry Partners from non-competing categories to: SPIA Asia 2019 - Asia's Sports Industry Awards & Conference

TIER 3

Award Category Partners

Official Award Category Partners from non-competing categories to SPIA Asia 2019 - Asia's Sports Industry Awards & Conference

Hospitality & Delegate Packages

Packages for businesses to attend SPIA Asia 2019 - Asia's Sports Industry Awards & Conference

SPIA Asia Conference Partners

Official SPIA Asia 2019 - Conference Partners from non-competing categories

Other Packages

We also have opportunities for companies to purchase:

Gala Dinner Tickets

Delegate Passes

Exhibition Space

Media Partners

Official SPIA Asia 2019 - Media Partners

Companies can also submit entries for the Awards.



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PARTICIPANTS & GUEST PROFILES

The 5th SPIA Asia - Asia's Sports Industry Awards & Conference 2019 is geared towards bringing the top decision makers within the sports industry to Manila 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 who 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 2018

SPIA Asia 2018 - Asia's Sports Industry Awards & Conference was endorsed, supported and / or attended by:

100+
BRANDS

40+
SPORTS FEDERATIONS
GOVERNING BODIES

20+
FOOTBALL
CLUBS

90+
RIGHTS
HOLDERS

35+
AGENCIES

7+
MEDIA
OUTLETS

100+
OTHERS



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LOCAL MEDIA VALUE 2018



20 HOURS
LIVESTREAM



450+
ONLINE ARTICLES



USD 9 MILLION
TOTAL PR VALUE



13 MILLION
DIGITAL REACH



92%
MEDIA GROWTH



170K PAGE VIEWS
WEBSITE

WHY GET INVOLVED?

Association with the SPIA Asia 2019 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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2019 PARTNERS

Endorsed By



Presenting Partner



Official Partner



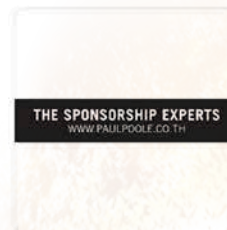
Official Venue



Media Partners



Marketing



Organized by



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AT A GLANCE

RIGHTS HOLDER	SPIA Asia Ltd
ORGANISER	MMC SPORTZ MARKETING LLC
DATE	2 nd - 3 rd December 2019
VENUE	Grand Hyatt Manila, Philippines
GOVERNMENT PARTNERS	Tourism Promotions Board Philippines / 2019 South East Asian Games
MEDIA PLATFORMS	Live Stream, TV Broadcast, Print
SOCIAL MEDIA	Facebook, Linked In, Instagram, Twitter
OFFICIAL HASHTAGS	#SPIAASIA2019
WEBSITE	www.spiaasia.com
EVENT HIGHLIGHTS	Asia's Sports Industry Awards & Sports Business Conference
DEMOGRAPHICS - TOP 10 COUNTRIES ATTENDING	China PR, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, Thailand, UAE and Vietnam
DELEGATE PROFILE	Senior Manager - 35%; Director – 17%; Owner – 12%; CEO – 10%; VP – 8%
TARGET AUDIENCE	Decision makers of brands, organisers, rights holders, venue owners and governing bodies directly or indirectly associated with the development of sports in Asia

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THE AWARDS

SPIA ASIA 2019 - Asia's Sports Industry Awards will present Asia's Top 10 in 18 Asian and 4 Local Awards, 3 Public Voting Awards and 1 Achievement Award.

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

AWARD ENTRY SUBMISSION

Entrants can register online only through www.spiaasia.com

AWARD ENTRY FEE

SPIA ASIA DOES NOT CHARGE AN ENTRY FEE UPON SUBMISSION. ONLY THE TOP 8 SHORTLISTED ENTRIES PER CATEGORY ARE REQUIRED TO BE PAID FOR ACCORDING TO THE SCHEDULE BELOW:

Description	Asian Category Entry	Philippines Category Entry
Fee per Entry	USD 295 (inclusive of 5% VAT)	USD 195 (inclusive of 5% VAT)

BENEFITS FOR THE TOP 8 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 750.

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	Price
Individual Seat	USD 250 (inclusive of 5% VAT)
Table of 8 - Red Zone	Early Bird (May 1 st - September 30 th 2018) Red Zone USD 1,450 (inclusive of 5% VAT), General Sale (October 1 st - November 19 th 2018) Red Zone USD 1,550
Table of 8 - Blue Zone	Early Bird (May 1 st - September 30 th 2018) Blue Zone USD 1,650 (inclusive of 5% VAT), General Sale (October 1 st - November 19 th 2018) Blue Zone USD 1,750



ASIA'S SPORTS INDUSTRY AWARDS & CONFERENCE



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AWARD CATEGORIES 2019

SPIA Asia 2019 for the first time will feature the Best Sportsman, Best Sportswoman and Best Sports Team of the Year Awards.

ASIAN AWARD CATEGORIES

1. Best Asian Sportsman of the Year
2. Best Asian Sportswoman of the Year
3. Best Asian Sports Team of the Year
4. Best Brand Activation of the Year
5. Best Use of Technology in Sports
6. Best International Sporting Event of the Year
7. Best Sports Digital Platform of the Year
8. Best Mass Participation Event of the Year in Asia (voted for by Mass Participation World)
9. Best Sponsorship of a Sport, Team, Athlete, venue or Event in Asia (\$500,000 and above)
10. Best Integrated Marketing Campaign for a Sporting Event
11. Best Sports CSR Initiative of the Year
12. Best Sports Marketing Agency of the Year
13. Best Sport Youth Development Program of the Year
14. Best Influencer Marketing Campaign of the Year

15. Best Sport Tourism Destination Campaign of the Year
16. Best Sports Fan Engagement Campaign of the Year
17. Best Amateur Sports League or Competition of the Year

PHILIPPINES AWARD CATEGORIES

1. Best Live Experience at a Sporting Event in the Philippines
2. Best Sport Youth Development Program in Philippines
3. Best Sponsorship of Sport, Team, Athlete, Venue or Event in Philippines (\$250,000+)
4. Best Mass Participation Event of the Year in Philippines (Running / Cycling Only)

PUBLIC VOTING

1. Best Live Sports Event in Asia
2. Best Sportswear Brand of the Year
3. Best eSports Event of the Year

1 X LIFETIME ACHIEVEMENT AWARD

SPIA ASIA - AWARDS JUDGES

- Cynthia Norton - President Philippines Gymnastics Federation, Member of 30th SEA Games LOC
 Andy Westlake - Chairman, European Sponsorship Association
 Fernando De Matos - Head of Sponsorship Marketing APEC, Visa Worldwide
 Maurizio Barbieri - Head of Sports Partnerships SEA & Greater China
 Jan Alessie - Director, World Football Summit
 Helen Soulsby - Managing Partner APAC, SRI
 Dr. Oliver Wirth - General Manager MEEA, Puma Middle East
 Mr. Kevin Sim - Head of Asia Pacific, Bundesliga International GMBH
 Ann Gacutan - Partnership Development Manager - Arsenal FC
 Jonathan Mallinson - President, Asian Replicas Corporation & F1 Racing Simulator Intl.
 Malcolm Thorpe - Vice President, Business Development, Asia, Lagardère Sports
 Almudena Gómez Benito - LaLiga Global Network Philippines Delegate, LaLiga
 Allan Phang - Head of eSports, AirAsia
 Kunihito Morimura - President & Chief Executive Officer, Dentsu Sports Asia (DSA)
 Torrey Dorsey - Associate Director / Head Of Sponsorship Sales - Infront Sports & Media AG
 Paul Poole - Managing Director, Paul Poole (South East Asia) Co. Ltd
 Sam Li - Head of International Business Strategy, Sina Sports
 Sean Carr - Sales Manager, eSports Insider
 Michael Patent - Co-Founder & President, Culture Group
 Chris Robb - Co-Founder, Mass Participation World
 Mike Keech - Sponsorship Curator & Leverage Specialist, Impact Sponsorship
 Glen Stidolph - Chief Executive Officer, Revosport Asia
 Rana Ghosal - Chief Evangelist, Synergy TTL
 Princess Galura - General Manager, Sunrise Events Inc.
 Sinead McEvoy - Global Head of Partnerships, Aon
 Winnie Chan - Chief Commercial Officer, Malaysian Football League
 Mark McFarlane - General Manager, APAC, Dugout Limited
 David Hornby - Vice President Sports, Mailman Sports
 Vanessa Asell Tsuruga - Vice GM, Global Sports Strategy And Branding, Rakuten, Inc

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SPIA ASIA 2018 WINNERS

ASIA AWARDS

BEST SPORTS DIGITAL PLATFORM OF THE YEAR

Presented by: Vizrt

GOLD - Standard Chartered KL Marathon, Malaysia | MYLAPS

SILVER - Dawri Plus, UAE | Intigral

BRONZE - Goal.com, Singapore | Perform Media

BEST INTEGRATED MARKETING CAMPAIGN FOR A SPORTS EVENT

Presented by: LaLiga

GOLD - Formula 1 Australian Grand Prix 2018, Australia | Australian Grand Prix Corporation

SILVER - Pyeongchang 2018 - Resetting Finish Lines, South Korea | Visa Worldwide Pte Ltd

BRONZE - 2017 BNP Paribas WTA Finals Singapore presented SC Global, Singapore | Lagardère Sports

BEST SPORTS TOURISM DESTINATION OF THE YEAR

Presented by: Mediapro Asia

GOLD - Melbourne, Victoria, Australia | Visit Victoria

SILVER - Abu Dhabi, UAE | Abu Dhabi Sports Council

BRONZE - Subic Bay Freeport Zone, Philippines | Subic Bay Metropolitan Authority

BEST MASS PARTICIPATION EVENT OF THE YEAR

Presented by: Mass Participation Asia

GOLD - Sina 3X3 Golden League, China | Sina Sports

SILVER - Standard Chartered KL Marathon, Malaysia | Dirigo Events Sdn Bhd

BRONZE - ITU World Triathlon, UAE | Abu Dhabi Sports Council

BEST WOMEN'S SPORTS EVENT OF THE YEAR

Presented by: SRI

GOLD - HSBC Women's World Championship, Singapore | IMG

SILVER - 19th AFC Women's Asian Cup, Jordan | Asian Football Federation

BRONZE - 2017 BNP Paribas WTA Finals Singapore presented SC Global, Singapore | Lagardère Sports

BEST YOUTH DEVELOPMENT PROGRAM OF THE YEAR

Presented by: MAFRO Sports Marketing

GOLD - Mission Hills Junior Golf Program, China | Mission Hills Group

SILVER - Eish Al Tahaddi, KSA | STC & Intigral

BRONZE - NBA - Jr. NBA Program in Southeast Asia, Hong Kong | NBA

BEST SPORTS CSR INITIATIVE OF THE YEAR

Presented by: RCS

GOLD - HSBC Try Rugby Program, Hong Kong | CSM Sport & Entertainment

SILVER - Allianz National Youth Football Invitational: #footballgoals, Philippines | Allianz PNB Life Insurance

BRONZE - IBF Youth Leaders Basketball Cup, Singapore | FIBA

BEST SPONSORSHIP OF A SPORT, TEAM OR EVENT (>USD 250,000)

Presented by: SMG Insight

GOLD - HSBC Hong Kong 7s, Hong Kong | CSM Sport & Entertainment

SILVER - DHL - Indian Super League Sponsorship, India | DHL Express India Pvt. Ltd.

BRONZE - Air Asia - UFC Sponsorship, Singapore | UFC

BEST INTERNATIONAL SPORTING EVENT OF THE YEAR

Presented by: Kooora.com

GOLD - Formula 1 Australian Grand Prix 2018, Australia | Australian Grand Prix Corporation

SILVER - WGC-HSBC Champions, China | IMG

BRONZE - 2018 SBMC Singapore Open, Singapore | Lagardère Sports

BEST SPORTS MARKETING AGENCY OF THE YEAR

Presented by: LaLiga

GOLD - Lagardère Sports, Singapore | Lagardère Sports

SILVER - IMG, Singapore | IMG

BRONZE - Mediapro Asia Pte Ltd, Singapore | Mediapro Asia Pte Ltd

BEST GLOBAL SPORTS ORGANIZATION OPERATING IN ASIA

Presented by: Lagardère Sports

GOLD - NBA, Hong Kong | NBA Asia Limited

SILVER - LaLiga Global Network SEA, Japan & South Korea, Singapore | LaLiga

BRONZE - Badminton World Federation, Malaysia | Badminton World Federation (BWF)

BEST DEVELOPING FOOTBALL LEAGUE OF THE YEAR BY AFC

Presented by: Asian Football Confederation

GOLD - Vietnam, V. League 1

SILVER - India, I-League

BRONZE - Indonesia, Go-Jek Liga 1

BEST INSPIRING FOOTBALL LEAGUE OF THE YEAR BY AFC

Presented by: Asian Football Confederation

GOLD - UAE, Arabian Gulf League

SILVER - Qatar, Qatar Stars League

BRONZE - China PR, Chinese Super League

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SPIA ASIA 2018 WINNERS

THAI AWARDS 2018

BEST SPORT EVENT VENUE IN THAILAND

Presented by: Sport Authority Thailand

GOLD - Laguna Phuket, Laguna Service Company Ltd.

SILVER - Thanyapura Health & Sports Resort, Thanyapura

BRONZE - Pattana Sports Club, Pattana Sports Club Co. Ltd.

BEST SPORT YOUTH DEVELOPMENT PROGRAM IN THAILAND

Presented by: Sport Authority Thailand

GOLD - FC Bayern Youth Cup, FC Bayern Muenchen AG and Sport Thai Bavaria

SILVER - C55 Kids Triathlon Series, C55 Events

BRONZE - Sansiri Academy, Sansiri Public Company Limited

BEST MASS PARTICIPATION EVENT OF THE YEAR (RUNNING, CYCLING)

Presented by: Sport Authority Thailand

GOLD - Amazing Thailand Marathon Bangkok 2018, Sport Authority of Thailand

SILVER - Buriram Marathon 2018, Sport Authority of Thailand

BRONZE - Bangkok Bank Cyclefest, IMG

BEST SPONSORSHIP OF SPORT, TEAM OR EVENT (> USD 250,000) IN THAILAND

Presented by: Sponsorium

GOLD - Toyota, Toyota Thai League T-1

SILVER - PTT Group, PTT Thailand Grand Prix (MotoGP)

BRONZE - Honda, Honda LPGA Thailand

PUBLIC VOTING AWARDS 2018

BEST LIVE EXPERIENCE AT A SPORTING EVENT

GOLD - Australian F1 Grand Prix - 2018

SILVER - FIFA Club World Cup Abu Dhabi - 2017

BRONZE - Australia Open (Tennis) - 2018

BEST SPORTSWEAR BRAND OF THE YEAR

GOLD - Nike

SILVER - adidas

BRONZE - PUMA

BEST ESPORTS EVENT OF THE YEAR

GOLD - 2018 League of Legends World Championship, South Korea | Riot Games

SILVER - MDL Changsha Major, Changsha | Mars Media

BRONZE - ESL One Genting 2018, Malaysia | ESL

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CONFERENCE

The sports business conference, scheduled to take place from 30th November - 2nd December, once again will gather the industry leaders to discuss best practices and latest developments within the sports industry with key focus on Asia. Keynote speakers and industry experts will address a variety of exciting topics based on the conferences 5 pillars:

THE BUSINESS OF SPORTS

Asian Sponsorship in Numbers
 Launch of Asian Sponsorship & Events Association
 SEA Games 2019
 Legacy of the Rugby World Cup 2019
 Olympic Partnership Brands (Only) Panel
 NBA: Basketball Craze in China / Philippines
 FIBA: Legacy Report of Basketball World Cup
 In Asia - by Asia: Successful Asian-Grown Sports Formats
 Asia Going Global: The Story of One Championship
 Outlook to Japan 2020
 Boxing and MMA in Asia

THE BUSINESS OF FOOTBALL - ASIA

Football in Asia in Numbers
 Investment into Philippines and SEA Football Leagues
 Why Asia - European Clubs in Asia
 The Role of "Super Fan"
 Legacy Report of the FIFA Women's World Cup 2019
 Made in Asia - Homegrown Asian Players in Europe
 LaLiga Football Clubs Panel
 Fan Engagement through Mass Participation - City Football Group

MODERN SPORTS TECHNOLOGY

Smart Stadiums & Venues
 AI in Football Analytics
 Kick-start Your Sports Tech Start-up
 More Big Data vs Small Data Discussions
 New Technologies - VR, IR, AR, Apps & Smart Clothing
 "East Meets West" - SWOT of the eSports Landscape
 The Bridge of Sports to eSports
 Future of Sport Media Rights: Digital vs Broadcast

SPORT & TOURISM

Marketing Intelligence & Competitiveness Report
 Sports Tourism Strategy vs Traditional Destination Marketing in Asia
 Economic Impact of Mass Participation
 Sports Travel Boom

INTEGRITY & INCLUSION

Integrity in Professional Sports
 Inclusion: Leadership Success in Diversity
 Tolerance Legacy Report World Special Olympics - Abu Dhabi

CONFERENCE & AWARDS GALA PRICING

DESCRIPTION	
DELEGATE PASS	USD 450 Early Bird 1 st - 30 th October - Regular USD 550
DELEGATE PASS & AWARDS GALA SEAT	USD 596 Early Bird 1 st - 30 th October - Regular USD 695
AWARDS GALA SEAT	USD 250

CONFERENCE

SPIA ASIA 2019 - CONFERENCE PROGRAM

Saturday 30th November	3.30 pm	Meeting For 30 th SEA Games Opening Ceremony
	4.00 pm	Departure For 30 th SEA Games Opening Ceremony
	7.00 pm	30 th SEA Games Opening Ceremony
	10.00 pm	Return to Manila
Sunday 1st December	All Day	Early Arrival of Organisers, Delegates, Speakers and Judges SPIA Asia "Youth Football Festival" by TPB Philippines
	9:00 am	Registration
	10:00 am	Opening and welcome of participants
	10:30 am	Coaching and Games
	noon	Picture taking with the Stars
	12:30 pm	Closing SEA Games Football Competition – UMAK Stadium
	2:45 pm	Meeting for SEA Games Men's Football Competition prior registration required
	4:00 pm	SEA Games Men's Football Group Stage: B1 vs B5
	6:00 pm	Return to Grand Hyatt Manila SPIA Asia Welcome Reception
	8:00 pm	Welcome Dinner & Networking
	10:00 am	Judges Arrive (Venue: Apartment 303)
	10:30 am	Judging Orientation starts
Monday 2nd December SPIA Asia Conference - Day 1	10:45 - 5:00 pm	Final Awards Judging
	1:00 pm	Sport Business Conference Day 1 Opening
	3:00 pm	Live Transmission to Mass Participation World in Singapore
	6:00 pm	End of Conference Day 1
	6:15 pm	Networking Reception with Meet & Greet
	7:30 pm	Networking Finish
	7:30 pm	Attendance at 30 th SEA Games Competitions (football / eSports / basketball)
	10:30 pm	Return to Grand Hyatt Manila

Tuesday 3rd December SPIA Asia Conference - Day 2		SPIA Asia Breakfast Club / Fitness Class
	7:00 – 7:45 am	Power Workout (Venue: Grand Hyatt Manila Gym)
	8:00 – 8:45 am	Delegate Breakfast Club / Networking (Venue: Grand Kitchen)
	8:30 am	Delegate Workshop (Venue: Grand Hyatt Manila Ballroom)
	9:00 – 10:15 am	Launch of Asian Sponsorship & Events Association (Prior Registration required)
	10:00 am	Delegate Registration Day 2
	10:30 am	Sport Business Conference Day 2 (Venue: Grand Hyatt Manila Ballroom)
	1:30 pm	Announcement of Winners of Public Voting categories (3 x Awards)
	2:00 pm	End of Conference Day 2
	2:00 – 3:00 pm	Networking Lunch
	SPIA ASIA 2019 AWARDS GALA	
	6:30 pm	Awards Gala Cocktail Reception (Venue: Grand Hyatt Manila Ballroom)
	7:45 pm	Doors Open
	8:00 pm	Awards Gala Starts / Opening Keynote
8:30 pm	Dinner is Served / Evening Entertainment	
9:00 pm	Awards Presentation / Charity Auction	
10:00 pm	Presentation of Auction Proceeds	
10:30 pm	Thank You & Group Photo with Winners / Awards Gala concludes (Venue: Music Lounge)	
SPIA ASIA 2019 AFTER PARTY (SPIA ASIA DELEGATES & GUESTS)		
11:30 pm onwards	SPIA Asia After Party (Venue: Grand Hyatt Manila Music Lounge)	
Wednesday 4th December	All day	Departure of Guests, Delegates, Speakers, Judges SPIA Asia 2019 "Tour of Venues" – Clark Freeport
	10:30 am	"Tour of SEA Games Venues" (prior registration required)
	11:00 am	Leave for Clark
	1:00 pm	Visit the Clark City Stadium & Competition Venues
	4:00 pm	Return to Grand Hyatt Manila SPIA Asia 2019 Attendance at 30 th SEA Games Competitions (prior registration required)
TBA	Football / Basketball / eSports	

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SPIA ASIA AUCTION TO BENEFIT A CHARITABLE CAUSE

Committed to create meaningful impact and leave a long-lasting legacy, The SPIA ASIA Ltd. has once again committed to support a charity in Philippines.

SPIA ASIA 2019 – Asia's Sports Industry Awards will raise funds through the auction of bespoke sporting memorabilia on the night of the black tie Awards Gala, which includes items such as boxing gloves of Manny Pacquiao, F1 racing steering wheels of Alain Prost and much more from sports such as basketball, tennis, rugby and golf.



TITLE PARTNER INVENTORY

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

ASSET	CONFERENCE	AWARDS GALA
MEDIA & PR RIGHTS		
PRINTED MATERIALS		
MEDIA BACKDROP	✓	✓
PRESS KITS	✓	✓
INTERVIEW BACKDROP	✓	✓
PR RIGHTS		
SPIA IN PROMOTIONAL CAMPAIGNS	✓	✓
BROADCAST RIGHTS		
LOGO ON SPIA TVC	✓	✓
INCLUSION IN HIGHLIGHT VIDEO	✓	✓
PROMOTION AND ACTIVATION RIGHTS		
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		✓
DIGITAL ADVERTISING RIGHTS		
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
HOSPITALITY		
DELEGATE PASSES	✓	
NETWORKING RECEPTION	✓	
NETWORKING LUNCHESES	✓	
AWARDS GALA COCKTAIL RECEPTION		✓
AWARDS GALA TABLES/SEATS		✓
AFTER PARTY		✓
OTHERS		
MEMBER OF JUDGING PANEL	✓	
POST EVENT REPORT	✓	✓

OFFICIAL PARTNER INVENTORY

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

ASSET	CONFERENCE	AWARDS GALA
MEDIA & PR RIGHTS		
PRINTED MATERIALS		
MEDIA BACKDROP	✓	✓
PRESS KITS	✓	✓
INTERVIEW BACKDROP	✓	✓
PR RIGHTS		
SPIA IN PROMOTIONAL CAMPAIGNS	✓	✓
BROADCAST RIGHTS		
LOGO ON SPIA TVC	✓	✓
INCLUSION IN HIGHLIGHT VIDEO	✓	✓
PROMOTION AND ACTIVATION RIGHTS		
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		✓
DIGITAL ADVERTISING RIGHTS		
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
HOSPITALITY		
DELEGATE PASSES	✓	
NETWORKING RECEPTION	✓	
NETWORKING LUNCHEAS	✓	
AWARDS GALA COCKTAIL RECEPTION		✓
AWARDS GALA TABLES/SEATS		✓
AFTER PARTY		✓
OTHERS		
MEMBER OF JUDGING PANEL	✓	
POST EVENT REPORT	✓	✓

INDUSTRY PARTNER INVENTORY

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

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

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