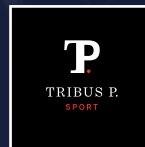




**ONE TEAM ONE DREAM**



COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



# ONE TEAM ONE DREAM

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

## SARABURI TRU FC

Founded in 2016, Saraburi TRU FC is a Thai football club based in the central province of Saraburi, the gateway to the north-eastern region and approximately 100km from Bangkok.

Saraburi TRU FC play in Regional Division 2 (Central), the third tier of Thai football, and are aiming to finish in the top 4 and qualify for the new professional Thai League Championship, which starts in 2017.

The all new Championship will feature 32 clubs and will double the total number of professional clubs across Thailand from 34 to 68 - part of the Football Association of Thailand's plan to expand professional football in the Kingdom.

Saraburi TRU FC is owned by TRIBUS P Sport a leading football and sports marketing agency based in Asia and Europe, which has also recently purchased Ivory Coast club Séwé Sport de San-Pédro.

There are a number of commercial sponsorship and partnership opportunities for businesses to get involved with Saraburi TRU FC on its journey to the top tiers of Thai football, including: Main Sponsor; Club Co-sponsors; and Official Partners & Official Media Partners.

### BE PART OF THE SARABURI TRU FC EXPERIENCE - BECOME A COMMERCIAL PARTNER

## QUICK FACTS

<b>FULL NAME</b>	Saraburi TRU Football Club
<b>NICKNAME</b>	The Griffins
<b>MOTO</b>	One Team One Dream
<b>FOUNDED</b>	2016
<b>STADIUM</b>	Saraburi Stadium
<b>CAPACITY</b>	6,000
<b>TRAINING GROUND</b>	Player Academy at Muak Lek, Khao Yai National Park
<b>FAN CLUB</b>	Saraburi Fight
<b>SHIRT SPONSOR 2016</b>	Chang / Thai Bev
<b>COLOURS</b>	Home - Blue Shirt & Shorts / Away - White Shirt & Shorts
<b>TEAM MANAGER</b>	Gritin Atthakor
<b>HEAD COACH</b>	Moulay Azzeggouarh





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## SPONSORSHIP PACKAGES

Saraburi TRU FC has developed packages to suit differing levels of needs:

### TIER 1: MAIN SPONSOR

- Main Shirt Sponsor

### TIER 2: CLUB CO-SPONSORS

- Up to 4 x Official Co-sponsors from non-competing categories including Kit Manufacturer

### TIER 3: OFFICIAL PARTNERS & OFFICIAL MEDIA PARTNERS

- Official Partners from different industries that can provide supplies and support for the club. These include Official Partners in the following sectors:

- Airline
- Auto
- Banks & Financial Services
- Beer
- Clothing
- Courier

- Destinations
- Mobile Communications
- Recruitment
- Sports & Soft Drinks
- Ticketing
- Travel & Tourism

- Up to 10 Official Media Partners - TV / Radio / Press / Internet

### ADVERTISING

In addition to the above sponsorship packages, brands can also take out advertising packages with Saraburi TRU FC, including perimeter billboard advertising.

## SPONSORS

Current team sponsors include:

- Chang / Thai Bev
- ARI
- HISO
- Rice Pink Lotus
- Vee Rubber





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## WHY GET INVOLVED WITH SARABURI TRU FC?

Sponsors benefit from a partnership in many ways, including:

**Brand Exposure & Image Enhancement** - the opportunity to integrate with the club and Thai football - linking in with Saraburi TRU FC's brand and outstanding players who serve and act as role models.

**Media & PR - National, Regional & International Media** - Saraburi TRU FC is hot news. Opportunity to promote sponsor messages through news PR - associating with a new rising club. Saraburi TRU FC has over 12,800 fans on Facebook and growing!

**Marketing To Football Audience** - as a new club, Saraburi TRU FC provides an excellent vehicle for businesses to associate with and target football fans. Club players and officials can give talks; give their name to campaigns; and offer promotions.

**Hospitality & Networking** - Sponsors can use their association to entertain business audiences including customers, suppliers and employees. Saraburi TRU FC creates tailored events for clients at the Stadium. In this way, business partners and those they invite can feel closely involved with the Club.

**Supporting The Future Of Football In Asia** - through the Academy's football training curriculum helping to identify tomorrow's talent.

**Experiential Marketing** - sampling of products.

**Corporate Social Responsibility** - helping to promote football and providing a positive role model for young people.

**Merchandising** - the opportunity to produce joint branded merchandise e.g. T-shirts, scarves, caps, jackets etc.

**Other Promotional Opportunities** - Saraburi TRU FC are pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.





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## FOOTBALL IN ASIA

“The Greatest Show On Earth”, the English Premier League is broadcast to over 600+ million people in over 200 countries worldwide – hugely popular in Asia. In China, matches attract television audiences between 100 million and 360 million!!

The “beautiful game” is already a massive success in Asia and is growing at an accelerating pace. The Chinese Super League is now the biggest spending league in the world, driving the Asian market with big sponsorship deals and big name player signings including Ramires, Fernandinho, Demba Ba, Tim Cahill and Gervinho.

The growing number of better quality players playing in Asian leagues is great for Asian football, attracting more sponsors and more money into the game.

Asian Football Confederation (AFC) rules on limiting the number of foreign players allowed in a squad means clubs are choosing to buy top quality. This is proving a good thing for the game at a development level as it forces Asian clubs to give more local youngsters a chance.

## FOOTBALL IN THAILAND – FACTS

- Football is the most popular sport in Thailand.
- Thais are crazy about football especially the English Premier League. Many Thais today watch football on local and paid-cable TV as well as attending games.
- With its professional league system expanding, football in Thailand is undergoing a revolution resulting in fast improving standards of football with thousands of young children taking up the game through to several Thai players finding openings with clubs abroad.
- The Thailand National Team has recently achieved great success winning the 2016 King's Cup and the 2014 AFF Championship.
- Thailand is on a journey for football success and its millions of football supporters are demanding it.
- Professional football in Thailand is organised by Football Association of Thailand (FAT).
- Football has a long history in Thailand being introduced in 1897 and in 1916, King Vajiravudh founded The Football Association of Thailand under Patronage of His Majesty the King.





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## FOOTBALL ASSOCIATION OF THAILAND - LEAGUE STRUCTURE

### THAILAND FOOTBALL LEAGUE STRUCTURE - 2017

In 2017 a new tier system will be launched featuring three professional level leagues: Tier 1 Thai League; Tier 2 Division 1; and a new Tier 3 Championship with 32 clubs.

This will double the total number of professional clubs across Thailand from 34 to 68 - massively expanding professional football in Thailand!

Seasons run from February to October each year. Most of the games are played during Saturdays and Sundays, with a few games played during the weekdays.

TIER	STATUS	LEAGUE NAME	NO. OF CLUBS
1	Professional	Thai League	18 Clubs
2	Professional	Division 1	18 Clubs
3	Professional	Championship	32 Clubs Zone 1 - 16 Clubs Zone 2 - 16 Clubs
4	Semi-Professional	Regional League Division 2	64 Clubs Zone 1 - 16 Clubs Zone 2 - 16 Clubs Zone 3 - 16 Clubs Zone 4 - 16 Clubs
5	Amateur	Regional League Division 3	56 Clubs spread across 8 Regional Leagues Region 1 - Bangkok Area - 7 Clubs Region 2 - Eastern - 7 Clubs Region 3 - Western - 7 Clubs Region 4 - Northern - 7 Clubs Region 5 - North Eastern - 7 Clubs Region 6 - Southern - 7 Clubs Region 7 - Central - 7 Clubs Region 8 - Bangkok-Eastern - 7 Clubs





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## THAILAND FOOTBALL LEAGUE STRUCTURE - 2016

In 2016 Saraburi TRU FC are playing in the Regional League Division 2 Central Region.

LEVEL	STATUS	LEAGUE NAME	NO. OF CLUBS
1	Professional	Thai League	18 Clubs
2	Professional	Division 1	16 Clubs
3	Semi-Professional	Regional League Division 2	95 Clubs spread across 8 Regional Leagues Region 1 - Bangkok Area - 11 Clubs Region 2 - Eastern - 12 Clubs Region 3 - Western - 12 Clubs Region 4 - Northern - 12 Clubs Region 5 - North Eastern - 15 Clubs Region 6 - Southern - 12 Clubs <b>Region 7 - Central - 11 Clubs</b> Region 8 - Bangkok-Eastern - 10 Clubs





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## 2017

If Saraburi TRU FC finish in the top 4 they will qualify for the new Thai League Championship joining the top 4 finishers from each of the existing 8 x Division 2 Regional Leagues and becoming one of Thailand's new professional clubs.

These clubs will play in 2 new Championship Zone Leagues featuring 16 clubs each.

If Saraburi TRU FC finish 5th or lower they will remain in Regional League 2 in one of the new 4 Zones.

### REMAINING 2016 FIXTURES

<b>24/07/2016</b>	Away	Ayutthaya United
<b>06/08/2016</b>	Home	Chaiyaphum United
<b>13/08/2016</b>	Away	Ayutthaya Warrior
<b>20/08/2016</b>	Home	Pathum Thani Seeker
<b>28/08/2016</b>	Away	Nakhon Sawan
<b>04/09/2016</b>	Home	Singburi

### 2016 REGIONAL LEAGUE DIVISION 2 CENTRAL REGION

TEAM	LOCATION	STADIUM	CAPACITY
Ayutthaya	Ayutthaya	Ratchakram Stadium	1,000
Ayutthaya United	Ayutthaya	Senabordee Stadium	2,500
Ayutthaya Warrior	Ayutthaya	Ayutthaya Province Stadium	6,000
Mashare Chaiyaphum	Chaiyaphum	IPE Chaiyaphum Stadium	1,957
Nakhon Sawan	Nakhon Sawan	Nakhon Sawan Stadium	15,000
Paknampho NSRU	Nakhon Sawan	Nakhon Sawan Sport School Stadium	6,000
Phan Thong	Chonburi	IPE Chonburi Stadium	12,000
PTU Pathum Thani	Pathum Thani	Valaya Alongkorn Rajabhat University Stadium	1,000
Saraburi TRU	Saraburi	Saraburi Stadium	6,000
Singburi Bang Rachan	Singburi	Singburi Province Stadium	3,450
Uthai Thani Forest	Uthai Thani	Uthai Thani Province Stadium	4,500





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## 2016 SQUAD

Saraburi TRU FC boasts a squad of 20+ players with strength and depth at every level

NAME	NUMBER	POSITION
CASANOVA	1	GK
APIWAT	34	GK
DECHAWAT	12	GK
NOPPOL	2	CENTRAL BACK
DOUKOURE	24	CENTRAL BACK / DEF. MIDFIELD
POLLAWAT	23	RIGHT BACK / CENTRAL BACK
POOWAPAT NETHIP	20	LEFT BACK / CENTRAL BACK
SURACHAI	13	LEFT BACK / RIGHT BACK
NATTAPON	3	LEFT BACK
ATIT	22	RIGHT BACK / RIGHT WING
KREKPOL	15	RIGHT BACK / CENTRAL BACK
APICHAT	40	CENTRAL BACK / RIGHT BACK
ATIKOM	32	MIDFIELD CENTER / STRIKER
WARAWUCH	6	DEF. MIDFIELD
THATSANAI	31	DEF. MIDFIELD / CENTRAL BACK

NAME	NUMBER	POSITION
CHANAWIT	4	MIDFIELD CENTER / STRIKER
GARY	28	OFFENSIVE POS
CHAIYASIT	8	DEF. MIDFIELD / CENTRAL MIDFIELD
THIRANAI	21	WINGER / STRIKER
NATDANAI	11	WINGER / STRIKER
WANHALOEM	33	WINGER / STRIKER
PONGBANCHON	19	WINGER
EKKAPOP	10	CENT. MIDFIELD
VEERASAK	27	CENT. MIDFIELD / OFF. MIDFIELD
ANUCHIT	17	MIDFIELD
PISIT	16	WINGER / MIDFIELD
WASAN	7	STRIKER / WINGER
AKIBU	14	STRIKER / WINGER
KHOMSAN	9	STRIKER / OFF. MIDFIELD
BEN	39	MIDFIELD / WINGER



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## FIXTURES

In 2017, Saraburi TRU FC will play 30 plus matches during the season including 15 home and 15 away league matches, plus Cup games and the odd friendly.

## SARABURI STADIUM

The Saraburi Stadium has a capacity of 6,000 offering an excellent opportunity for experiential marketing.

The multi-purpose stadium consists of two large single tier stands on each side of the pitch.



## ACADEMY

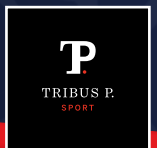
Saraburi TRU FC is planning to build a Football Academy for children from all different backgrounds and cultures uniting them all in the dream - to become a better football player.

Saraburi TRU FC sees football as a great way to help resolve youth drug issues in Thailand, using football to educate children and make them healthy, strong and disciplined, and increasing their quality of life.

The vision of the Academy is to develop each and every player's skills technically and tactically. This greatly increases the understanding of each player's role on the soccer field.

The Academy will include a Junior team and will specifically aim to equip players with vital life skills such as focus, stamina and discipline that will stand them in good stead in all other aspects of their lives.

There are a number of opportunities for sponsors to get involved and support the Academy helping to nurture tomorrow's players.





# ONE TEAM ONE DREAM

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PACKAGES	TIER 1 MAIN SPONSOR	TIER 2 CLUB CO-SPONSORS	TIER 3 OFFICIAL PARTNERS & OFFICIAL MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to titles for PR & advertising use ... "Official Sponsor Saraburi TRU FC" "Club Co-sponsor Saraburi TRU FC" "Official [Sector] Partner Saraburi TRU FC" "Official Media Partner Saraburi TRU FC"	Yes	Yes	Yes Yes
Product exclusivity	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>			
<b>BRANDING - KIT</b>			
Logo on kit	Front of kit	Sleeve	No
Logo on training bibs	Yes	Yes	No
On Staff – Coaches, Medical Team	Yes	Yes	No
<b>BRANDING - STADIUM</b>			
Bill board in Stadium (1.5m x 4.5m)	30-50% of boards	15-25% share of boards	10-15% share of boards
Logo on fixed Screen board	Yes	Yes	Yes
Logo on media back drop interview area	Prominent	Less Prominent	Less Prominent
TV Screen board Advertisement	45 secs	25 secs	10 secs
Logo at Fan Zone	Yes	Yes	Yes
J Flag (1M X 0.5M)	30	10	10
Logo on tickets	Yes	Yes	Yes
<b>BRANDING - SOUVENIRS</b>			
Shirts	Yes		
Scarfs	Yes	Yes	
Flags	Yes	Yes	Yes
Cap	Yes	Yes	Yes

PACKAGES	TIER 1 MAIN SPONSOR	TIER 2 CLUB CO-SPONSORS	TIER 3 OFFICIAL PARTNERS & OFFICIAL MEDIA PARTNERS
<b>MEDIA &amp; PR RIGHTS</b>			
A press conference to launch the Sponsorship	Yes	Yes	Yes
Use of association in promotional campaigns (PR & Advertising)	Yes	Yes	Yes
Logo on press materials	Yes	Yes	Yes
Club Newspaper (prior to game) Advertisement	1 x Page	Half Page	Article
<b>EXPERIENTIAL MARKETING</b>			
Right to hold event in Stadium	1 per month	1 every 3 months	1 every 3 months
Match Day Promotion Area x 3	15 m2	15 m2	9 m2
<b>DIGITAL &amp; SOCIAL RIGHTS</b>			
Branding on website Partners page	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including integrating brand messages and logos into Saraburi TRU FC Facebook Page and YouTube Channel	Yes	Yes	Yes
Development of and access to Saraburi TRU FC email marketing campaigns to promote branded content videos	Yes	Yes	Yes
<b>MERCHANDISING RIGHTS</b>			
Opportunity to produce joint branded merchandise. Logos on specially produce merchandise e.g. T-shirts, caps, jackets etc.	Yes	Yes	
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
Free tickets (per Season)	250	100	100
Access passes to VIP hospitality area	Yes	Yes	Yes
Free food and drink at half time	Yes	Drinks Only	Drinks Only





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## TRIBUS P SPORT

Saraburi TRU FC is owned by sports industry specialist TRIBUS P Sport, which offers a full marketing service to any business or individual involved in football including: Players; Clubs; Brands; Sponsors; Leagues; Clubs; Coaches; Media; and Youth Football.

TRIBUS P Sport is a company thinking globally and acting locally, offering customized solutions in the football industry across continents.

The multicultural team offers a 360° solution with local development and global vision, specialising in:

- Helping European players enhance their image in Asia
- Helping Asian players to build their career in Europe
- Creating football Clinics and Academies in South East Asia
- Investing in the football industry through investment funds

### PLAYER MANAGEMENT SERVICES

**PERSONAL MARKETING** - talent management to maximise a player's brand power.

**SPONSORSHIP PLANNING** - selecting the right companies that best fit the player's image.

**PLAYER TRANSFER & SCOUTING** - professional, amateur, and junior prospect development and player's international transfer consulting.

**ATHLETIC PERFORMANCE** - short-term and long-term planning covering physical training, mental coaching, mentoring and international transfer.

**ACADEMY AND CLINICS** - services to European clubs and associations for the set-up of player clinics in South East Asia.

### MARKETING / CONSULTING SERVICES

**MARKETING PLANNING & CONSULTING** - sports marketing solutions to satisfy client's marketing needs and maximize client's brand value.

**EVENT MANAGEMENT** - sports event planning, related marketing tactics, efficient event management and operational support, and sponsorship management in line with client's branding strategy.

**PUBLIC RELATIONS** - wide-range of PR services in accordance with client's brand strategy, including: sports marketing trends; sports media; planning and execution of PR events; media relationship and risk management; and media exposure analysis reporting for players and sponsors.

**CORPORATE HOSPITALITY** - customized B2B / VIP hospitality programs using sports content for client's customer management and marketing needs.

**SPORTS DESIGN** - global solutions based on a comprehensive understanding of sports and brands.

**SPONSORSHIP MEASUREMENT & EVALUATION** - scientific marketing analysis for corporations, federations and sports franchises, covering quantitative and qualitative research & impact analysis of sports sponsorships.



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## PROPERTY BASED AND FINANCIAL FUNDS SERVICES

**PROPERTY DEVELOPMENT** - development of tangible and intangible sports properties and building new related business areas to create added value.

**PROPERTY REPRESENTATION & SALES** - purchase of ownership interest or acquisition of delegation rights covering event hosting, image and trademarks (for domestic & international sports federations, sports franchises, players); developing marketing and advertising tools to sell these rights; sales of rights.

**FACILITY MANAGEMENT** - sports facility management services and strategic operations to increase the market value and utilization.

**M&A** - gathering best experts and advisers to achieve operations.

**INVESTMENT FUNDS** - finding funding solutions for clubs in Europe and Asia, irrespective of size.





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## TRIBUS P SPORT - MANAGEMENT

### **Mr. Paul-Dominique Win Vacharasinthu, President**

Paul-Dominique is a French-Thai entrepreneur. As well as TRIBUS P Sport, he is involved in various activities including: founder of the sustainable energy business, Renewable Power Asia; co-founder of MSH international's 5th regional office in Asia - a world leader in the design and management of international healthcare solutions; and film producer for Umoon Productions.

### **Mr. Julien Paolini, CEO**

Julien is a former international business consultant and CEO for a number of French professional football clubs. With degrees in both business and law, he specialises in the economics of football and, in particular, players' international transfers.

### **Mr. Sebastien Perez, CSO**

Sebastien is a former professional player with top European clubs including Blackburn Rovers, Olympic Marseille and Galatasaray.

After his player's experience, he embraced a career in management for French professional clubs. He brings his technical and tactical football expertise as CSO where he is in charge of scouting and player's evaluations.

## CONTACT

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