



FAST, EXCITING, DOOR RUBBING RACING
Featuring Iconic Ford Mustang, Dodge Challenger & Chevrolet Camaro Cars

TA2 ASIA RACING CHAMPIONSHIP 2019 & 2020

The TA2 Asia Racing Championship features ten races across five weekends at some of the best circuits in Thailand.

Part of the Thailand Super Series, the TA2 Asia Racing Championship is a spectacular of fast, exciting, door rubbing racing with the iconic Ford Mustang, Dodge Challenger and Chevrolet Camaro bringing their thunder to Asia between April and October each year.

The Championship goes to Thailand's International circuit at Buriram, the famous street circuit at Bangsaen and the Bira racing circuit in Pattaya as well as an international circuit to be confirmed for 2020.

Every race is Live Streamed with audiences of over 200,000 per race weekend.

We have a number of commercial Sponsor and Partner opportunities for businesses to get involved with TA2 Asia Racing Championship including:

- Championship Title Sponsor, Partners, Suppliers & Media Partners
- Race Presenting Sponsors, Partners & Media Partners
- Race Team opportunities

**Be Part Of The TA2 ASIA RACING Success -
Become A Commercial Partner**





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TA2 ASIA RACING CHAMPIONSHIP QUICK FACTS 2019

12 CARS

FORD MUSTANG
DODGE CHALLENGER
CHEVROLET CAMARO



6.2L V8 with 6 speed sequential,
paddle shift, with traction control

12 TEAMS

22 DRIVERS

Teams can feature a second driver in
each car if they wish

10 NATIONALITIES

PART OF - THAILAND SUPER SERIES



10 MILLION THB

PR VALUE
JANUARY - MAY 2019

3.2 MILLION VIEWERS

Live stream audience Bangsaen 2018

400,000 SPECTATORS

Average over 5 x 3 day events

EACH RACE LIVE STREAMED

RACE 1 & 2 2019 - SEPANG

200,000+ Reach 60,000+ Views 9,200+ Engagement

4 CIRCUITS

10 RACES 2 RACES PER EVENT

ONE HOUR

Each race is one hour





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ABOUT TA2 RACING

The TA (Trans Am) Series is America's road racing series, and dates back to 1966.

Throughout the years, some of the greatest names in motorsport have participated in the Trans Am Series. The TA2 concept is currently the hottest property in U.S. racing with 40+ car grids, and is booming in Australia.

TA2 Asia Racing brings a completely new dimension to Asian motorsport. The exciting new racing series, which officially launched in 2018 in Thailand, is underpinned by a state-of-the-art 'silhouette' race car that's been optimised for Asia down to the very tiniest details, and offers drivers the ultimate dynamic track package.

The Thailand and Asia series was the idea of Pattaya based motor racing driver and enthusiast Craig Corliss, originally from New Zealand. After an extensive development programme in Thailand, Craig secured several overseas drivers, making it a very cosmopolitan field.

The TA2 category fills a gaping niche in motorsport across Asia, slotting in between the many A, B and C-segment production car categories and FIA GT3 cars.

ABOUT THAILAND SUPER SERIES

TA2 Asia Racing Championship is part of the Thailand Super Series (TSS) considered the pinnacle of Circuit Racing within the Kingdom and lauded by many other countries as being one of the most professional events in Asia.

The series attracts drivers from all over the world, all with differing skill levels.

Thailand Super Series comprises nine championships over a three-day race weekend, including...





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SPONSORSHIP PACKAGES

TA2 Asia Racing has developed commercial sponsorship and partnership marketing packages to suit differing levels of needs:

TA2 ASIA RACING CHAMPIONSHIP - ALL EVENTS

TIER 1: CHAMPIONSHIP TITLE SPONSORS - ALL EVENTS

1 x Title Sponsor with naming rights to TA2 Asia Racing Championship - all events

TIER 2: OFFICIAL TA2 ASIA RACING CHAMPIONSHIP PARTNERS - ALL EVENTS

6 x Official Championship Partners from non-competing categories to all of the TA2 Asia Racing Championship Races - all events

TIER 3: OFFICIAL TA2 ASIA RACING CHAMPIONSHIP SUPPLIER PARTNERS - ALL EVENTS

Up to 10 x Official Supplier Partners from different industries providing supplies and support to all of the TA2 Asia Racing Championship Races - all events

These include Official Supplier Partners in the following sectors:

Airline	Courier	Refreshments
Auto	Destinations	Sports & Soft Drinks
Banks & Financial Services	Mobile Communications	Ticketing
Clothing	Recruitment	Travel & Tourism

TIER 3: OFFICIAL TA2 ASIA RACING CHAMPIONSHIP MEDIA PARTNERS - ALL EVENTS

Up to 10 x Official Media Partners - providing media coverage across TV (BROADCAST) / Radio / Press / Online / Social to all of the TA2 Asia Racing Championship Races - all events

TA2 ASIA RACING CHAMPIONSHIP - EVENT SPECIFIC

TIER 1: RACE PRESENTING SPONSORS - EVENT SPECIFIC

Presenting Sponsors with naming rights to one or more of the TA2 Asia Racing Championship Races – specific events

TIER 2: OFFICIAL TA2 ASIA RACING - RACE PARTNERS - EVENT SPECIFIC

Up to 6 x Official Partners from non-competing categories to one or more of the TA2 Asia Racing Championship Races – specific events

TIER 3: OFFICIAL TA2 ASIA RACING - RACE MEDIA PARTNERS - EVENT SPECIFIC

Up to 10 x Official Media Partners - providing media coverage across TV (BROADCAST) / Radio / Press / Online / Social to one or more of the TA2 Asia Racing Championship Races – specific events

OTHER OPPORTUNITIES

TA2 WORLD DRIVERS CHALLENGE CUP

Commercial sponsorship and partnership marketing packages are available upon request for the two-day event in November 2019.

RACE TEAM SPECIFIC

Team Commercial sponsorship and partnership marketing packages are available upon request for TA2 Asia Racing team – one of the seven teams competing in the TA2 Asia Racing Championship 2019 & 2020.

CURRENT SPONSORS

Current and previous league Sponsors include:

We're Humans; Racing Spirit; Racetech; Howe Racing Enterprises; Lenso; and Go Pro.



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2019 CHAMPIONSHIP RACE CALENDAR

EVENT	DATE	VENUE
Round 1	20th April 2019	Sepang F1 Circuit, Malaysia
Round 2	21st April 2019	Sepang F1 Circuit, Malaysia
Round 3	8th June, 2019	Chang International Circuit Buriram, Thailand
Round 4	9th June 2019	Chang International Circuit Buriram, Thailand
Round 5	29th August 2019	Bangsaeen Street Circuit, Chonburi, Thailand
Round 6	1st September 2019	Bangsaeen Street Circuit, Chonburi, Thailand
Round 7	28th September 2019	Bira Race Circuit, Pattaya Thailand
Round 8	29th September 2019	Bira Race Circuit, Pattaya Thailand
Round 9	26th October 2019	Chang International Circuit Buriram, Thailand
Round 10	27th October 2019	Chang International Circuit Buriram, Thailand

TA2 WORLD DRIVERS CHALLENGE CUP

Commercial sponsorship opportunities also exist for the TA2 World Drivers Challenge Cup

DATE
VENUE
FORMAT
DRIVERS
CARS
COMPETITORS

22nd - 23rd November 2019
Chang International Circuit, Thailand
2 x 1 Hour Races
26 (Maximum)
Howe TA2 6.2L V8 6 Speed
From Thailand, New Zealand, Australia, USA, Sweden, Finland, Denmark, Costa Rica, Mexico



2019 TEAMS & DRIVERS

TEAM NAME	DRIVERS	NO. OF CARS ENTERED
Innovation B-Quik Racing	Steve Fitzsimmons - England Gaby Dela Merced - Philippines Michael Freeman - Australia Nalin "Boy" Nawsthin - Thailand Sathaporn Veerachue - Thailand	3
Tecpro Idemitsu Racing	Craig Corliss - New Zealand Don Pastor - Philippines Paul Manuell - New Zealand Jaylyn Robotham - Australia Rafael Galiana - France	3
AF Racing	Cem Yudulmaz - Turkey Gregory Bennett - United States Maxime Jousse - France	2
Johor Motorsport	Jefri Ibrahim - Malaysia Abu Bakar Ibrahim - Malaysia	1
Pt Maxnitron	Grant Supaphong - Thailand Silapa Sint-Teeraniti - Thailand	1
Nanami Racing	Eitan Zidkilov - Israel	1

2019 CIRCUITS





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WHY GET INVOLVED?

An association with TA2 Asia Racing Championship allows Sponsors and Partners the opportunity to promote their products and services in a unique setting, tapping into the emotions of the fans and creating loyalty towards the brand.

Sports sponsorship presents a positive perception for a business. Staff working for the sponsoring business develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.

Brands associating with motorsport link in to the core values, which include: team spirit, speed, technology, family fun, energy, power, stamina, motivation, sport.

Sponsors benefit from a partnership in many ways, including:

BRAND EXPOSURE

The opportunity to integrate with motorsport - linking in with the TA2 Asia Racing Championship brand and its teams and driver who serve and act as role models - featuring ten race days at three race circuits in Thailand and one international circuit.

CAR BRANDING

Logo placements on all TAS Asia Racing Championship Cars - left side behind front wheel, right side behind front wheel, left side top of rear wheel, right side top of rear wheel.

VENUE BRANDING

Branding on all TA2 Asia Racing Championship real estate
Media / Press Conference Rooms Backdrop
Welcome Boards
Banners / Buntings
Apparel - Race Suits & Staff / Officials Uniforms
Selected Signage



OTHER BRANDING

Logo on TA2 Asia Racing Championship Merchandise e.g. Polo Shirts & Caps.

BROADCAST

All 10 TA2 Asia Racing Championship races are streamed live.

2018 - Bangasen
3.2 million viewers of Live Streaming
355,000 spectators over 3 days



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WHY GET INVOLVED?

MEDIA & PR & PROMOTIONAL CAMPAIGN

MARKETING TO A MOTORSPORT AUDIENCE

TA2 Asia Racing provides an excellent vehicle for businesses to associate with and target motorsport fans through one of the world's most popular sports.

CHAMPIONSHIP OFFICIALS, DRIVER & TEAM ACCESS

Access to Championship officials as well as Driver and Teams can give talks; give their name to campaigns; and endorse products and offer promotions.

Opportunities also exist through promotion and branding on TA2 Asia Racing Championships' Drivers and Teams.

Premium hospitality - meet team, tour of paddock, be a part of the race experience.

PRESS, PR & PROMOTIONS

Up to 10 x Official Supplier Partners from different industries providing supplies and support to all of the TA2 Asia Racing Championship Races - all events.

THAILAND SUPER SERIES - PR VALUE JANUARY - MAY 2019

10 MILLION THB

 WEBSITE - 7.5M

 NEWSPAPERS - 600K

 FACEBOOK - 1.5M

 YOUTUBE - 400K

BANGSAEN SREET CIRCUIT - MEDIA VALUE

1+ MILLION THB

 TV - 34M

 WEBSITE - 9.3M

 NEWSPAPERS - 6.2M

 RADIO - 1M

 MAGAZINES - 900K

CONTENT ACCESS

Rights to use all TA2 Asia Racing Championship footage and images for marketing and promotional purposes.

PRINT

Brand exposure on all TA2 Asia Racing printed materials and marketing collaterals - with opportunities for advertising.

PROMOTION MATERIAL

Distribution of Sponsor promotional materials at TA2 Asia Racing functions throughout the season, and display of Sponsor supplied banners.





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WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS



WEB

www.ta2racing.com



INSTAGRAM - 299 FOLLOWERS

<https://www.instagram.com/ta2asia/>



FACEBOOK - 15K+ FOLLOWERS

<https://www.facebook.com/TA2AsiaRacing/>



YOUTUBE - 44,553 Subscribers

<https://www.youtube.com/channel/UCkGiXh9epHc-Oom0NCbby1g>
Thailand Super Series

BANGSAEN STREET CIRCUIT DIGITAL COMMUNICATION



FACEBOOK

512K FOLLOWERS
24M TOTAL IMPRESSIONS
11.4M TOTAL REACH



YOUTUBE

35K SUBSCRIBERS
36M IMPRESSIONS
2.7M VIEWS
18M WATCH TIME (MINS)

EXPERIENTIAL MARKETING

Experiential Display Booths - within the exclusive TA2 Asia Racing Championship controlled areas, space permitting at different circuits.

Sampling of products to fans at TA2 Asia Racing Championship events or via online and social media.

HOSPITALITY & NETWORKING

Sponsors can use their association to entertain business audiences including customers, suppliers and employees.

VIP passes to hospitality suit
Accreditation passes
Grid walk passes

MERCHANDISING

50 x TA2 Asia Racing Championship polo shirts and caps
The opportunity to produce further joint branded merchandise e.g. jackets, sunglasses, beer holders etc.

TRACK DAYS

TA2 Asia Racing Championship creates tailored Track Day events for clients...

- At TA2 Asia Racing Championship's home - the Bira International Circuit
- Up to 30 client's customers, employees
- Hot laps and driver experience for all guests

OTHER PROMOTIONAL OPPORTUNITIES

TA2 Asia Racing Championship is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.



INVENTORY OF RIGHTS - TA2 ASIA RACING CHAMPIONSHIP - ALL EVENTS

	PARTNER LEVEL		
	TIER 1 CHAMPIONSHIP TITLE SPONSOR	TIER 2 CHAMPIONSHIP PARTNERS	TIER 3 OFFICIAL CHAMPIONSHIP SUPPLIERS & MEDIA PARTNERS
TA2 ASIA RACING CHAMPIONSHIP 2019 & 2020 - ALL EVENTS			
CATEGORY EXCLUSIVITY & TITLE RIGHTS - ALL EVENTS			
Right to title [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP - for advertising & PR use	Yes		
Right to title [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP BANGSAEN STREET CIRCUIT presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using Bangsaen Street Circuit as an Event Specific example	Yes		
Right to title CHAMPIONSHIP PARTNER [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP - for advertising & PR use		Yes	
Right to title CHAMPIONSHIP PARTNER [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP BANGSAEN STREET CIRCUIT presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using Bangsaen Street Circuit as an Event Specific example		Yes	
Right to title OFFICIAL CHAMPIONSHIP SUPPLIER / OFFICIAL CHAMPIONSHIP MEDIA PARTNER [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP - for advertising & PR use			Yes
Right to title OFFICIAL CHAMPIONSHIP SUPPLIER / OFFICIAL CHAMPIONSHIP MEDIA PARTNER [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP BANGSAEN STREET CIRCUIT presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using Bangsaen Street Circuit as an Event Specific example			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for all TA2 ASIA RACING CHAMPIONSHIP events and sole provider of timing services to the events – using Timing as an example	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS - ALL EVENTS			
LOGOS & IMAGES			
Right to use a TA2 ASIA RACING CHAMPIONSHIP Composite (lock-up) Logo on all internal and external marketing	Official Title Sponsor Logo	Official Partner Logo	Official Supplier / Media Partner Logo
Right to use TA2 ASIA RACING CHAMPIONSHIP image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING - ALL EVENTS			
NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS & PARTNERS	50% of available branded area	Share of 40% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%
BRANDING - CARS			
Logo placements on all TA2 ASIA RACING CHAMPIONSHIP Cars – left side behind front wheel, right side behind front wheel, left side top of rear wheel, right side top of rear wheel	Prominent	Less Prominent	Less Prominent
BRANDING - VENUE			
Media / Press Conference Rooms Backdrop	50%	Share 40%	Share 10%
Welcome Boards	Prominent	Less Prominent	Less Prominent
Banners / Buntings			
Race Suits & Staff / Officials Uniforms			
Selected Signage			

	PARTNER LEVEL		
	TIER 1 CHAMPIONSHIP TITLE SPONSOR	TIER 2 CHAMPIONSHIP PARTNERS	TIER 3 OFFICIAL CHAMPIONSHIP SUPPLIERS & MEDIA PARTNERS
BRANDING - OTHER			
Logo on TA2 ASIA RACING CHAMPIONSHIP Merchandise e.g. Polo Shirts & Caps	Prominent	Less Prominent	Less Prominent
Inclusion in Live Stream Broadcast			
MEDIA & PR RIGHTS - ALL EVENTS			
Right to use association with all TA2 ASIA RACING CHAMPIONSHIP events in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any TV, print, radio, online or social media advertisements or PR activity to promote TA2 ASIA RACING CHAMPIONSHIP produced by the organisers	Prominent	Less Prominent	Less Prominent
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
PROMOTIONAL CAMPAIGN - ALL EVENTS			
Access to Championship officials as well as Driver and Teams can give talks; give their name to campaigns; and endorse products and offer promotions	Yes	Yes	Yes
Inclusion in promotional campaign	Prominent	Less Prominent	Less Prominent
Brand exposure on all TA2 ASIA RACING CHAMPIONSHIP printed materials and marketing collaterals	Prominent	Less Prominent	Less Prominent
DIGITAL & SOCIAL PROGRAMME - ALL EVENTS			
Branding on TA2 ASIA RACING CHAMPIONSHIP emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Q&As & FB posts	Prominent	Less Prominent	Less Prominent
Access to participant data	Yes		
EXPERIENTIAL MARKETING - ALL EVENTS			
Experiential Display Booths – within the exclusive TA2 ASIA RACING controlled areas	9m x 3m	6m x 3m	3m x 3m
Sampling of products to fans at TA2 ASIA RACING CHAMPIONSHIP events or via online and social media	Yes	Yes	Yes
HOSPITALITY & NETWORKING - ALL EVENTS			
VIP passes to hospitality suit X 10	Yes	Yes	Yes
Accreditation passes X 20	Yes	Yes	Yes
Grid walk passes X 20	Yes	Yes	Yes
Premium hospitality – meet team, tour of paddock, be a part of the race experience X 20	Yes	Yes	Yes
Track Days for up to 30 guests at Bira International Circuit	Yes	Yes	Yes
MERCHANDISING PROGRAMME - ALL EVENTS			
TA2 ASIA RACING CHAMPIONSHIP polo shirts and caps	X 50	X 20	X 10
Opportunity to produce joint branded merchandise	Additional	Additional	Additional

INVENTORY OF RIGHTS - TA2 ASIA RACING CHAMPIONSHIP - EVENT SPECIFIC

	PARTNER LEVEL		
	TIER 1 RACE PRESENTING SPONSORS	TIER 2 RACE PARTNERS	TIER 3 RACE MEDIA PARTNERS
TA2 ASIA RACING CHAMPIONSHIP 2019 & 2020 - EVENT SPECIFIC			
CATEGORY EXCLUSIVITY & TITLE RIGHTS - EVENT SPECIFIC			
Right to title [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP BANGSAEN STREET CIRCUIT presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using Bangsaen Street Circuit as an Event Specific example	Yes		
Right to title RACE PARTNER [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP BANGSAEN STREET CIRCUIT presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using Bangsaen Street Circuit as an Event Specific example		Yes	
Right to title OFFICIAL CHAMPIONSHIP MEDIA PARTNER [TITLE SPONSOR NAME] TA2 ASIA RACING CHAMPIONSHIP BANGSAEN STREET CIRCUIT presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] - for advertising & PR use. Using Bangsaen Street Circuit as an Event Specific example			Yes
Category Exclusivity – for example right to market themselves as Official Sector Partner for Specific Event only if sector category is not taken by a Championship partner e.g. Official Timing Partner TA2 ASIA RACING CHAMPIONSHIP BANGSAEN STREET CIRCUIT – using Timing as an example	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS - EVENT SPECIFIC			
LOGOS & IMAGES			
Right to use a TA2 ASIA RACING CHAMPIONSHIP Composite (lock-up) Logo on all internal and external marketing	Official Title Sponsor Logo	Official Partner Logo	Official Supplier / Media Partner Logo
Right to use TA2 ASIA RACING CHAMPIONSHIP image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING - ALL EVENTS			
NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS & PARTNERS	50% of available branded area	Share of 40% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%
BRANDING - CARS			
Logo placements on all TA2 ASIA RACING CHAMPIONSHIP Cars – left side behind front wheel, right side behind front wheel, left side top of rear wheel, right side top of rear wheel	Prominent	Less Prominent	Less Prominent
BRANDING - VENUE			
Media / Press Conference Rooms Backdrop	50%	Share 40%	Share 10%
Welcome Boards	Prominent	Less Prominent	Less Prominent
Banners / Buntings			
Race Suits & Staff / Officials Uniforms			
Selected Signage			

	PARTNER LEVEL		
	TIER 1 RACE PRESENTING SPONSORS	TIER 2 RACE PARTNERS	TIER 3 RACE MEDIA PARTNERS
BRANDING - OTHER			
Logo on TA2 ASIA RACING CHAMPIONSHIP Merchandise e.g. Polo Shirts & Caps	Prominent	Less Prominent	Less Prominent
Inclusion in Live Stream Broadcast			
MEDIA & PR RIGHTS - EVENT SPECIFIC			
Right to use association with TA2 ASIA RACING Specific Event in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any TV, print, radio, online or social media advertisements or PR activity to promote TA2 ASIA RACING Specific Event produced by the organisers	Prominent	Less Prominent	Less Prominent
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
PROMOTIONAL CAMPAIGN - EVENT SPECIFIC			
Access to Championship officials as well as Driver and Teams can give talks; give their name to campaigns; and endorse products and offer promotions	Yes	Yes	Yes
Inclusion in Specific Event promotional campaign	Prominent	Less Prominent	Less Prominent
Brand exposure on TA2 ASIA RACING Specific Event printed materials and marketing collaterals	Prominent	Less Prominent	Less Prominent
DIGITAL & SOCIAL PROGRAMME - EVENT SPECIFIC			
Branding on TA2 ASIA RACING Specific Event emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Q&As & FB posts	Prominent	Less Prominent	Less Prominent
Access to participant data	Yes		
EXPERIENTIAL MARKETING - EVENT SPECIFIC			
Experiential Display Booths – within the exclusive TA2 ASIA RACING Specific Event controlled areas	9m x 3m	6m x 3m	3m x 3m
Sampling of products to fans at TA2 ASIA RACING Specific Events or via online and social media	Yes	Yes	Yes
HOSPITALITY & NETWORKING - EVENT SPECIFIC			
VIP passes to hospitality suit X 10	Yes	Yes	Yes
Accreditation passes X 20	Yes	Yes	Yes
Grid walk passes X 20	Yes	Yes	Yes
Premium hospitality – meet team, tour of paddock, be a part of the race experience X 20	Yes	Yes	Yes
Track Days for up to 30 guests at Bira International Circuit	Yes	Yes	Yes
MERCHANDISING PROGRAMME - EVENT SPECIFIC			
TA2 ASIA RACING Specific Event polo shirts and caps	X 50	X 20	X 10
Opportunity to produce joint branded merchandise	Additional	Additional	Additional

INVENTORY OF RIGHTS - TA2 ASIA RACING TEAM

	PARTNER LEVEL		
	TIER 1 TEAM TITLE SPONSOR	TIER 2 TEAM PARTNER	TIER 3 OFFICIAL TEAM SUPPLIERS & MEDIA PARTNERS
TA2 ASIA RACING TEAM 2019 & 2020 - ALL EVENTS			
CATEGORY EXCLUSIVITY & TITLE RIGHTS - ALL EVENTS			
Right to title [TITLE SPONSOR NAME] TA2 ASIA RACING TEAM - for advertising & PR use	Yes		
Right to title TEAM PARTNER [TITLE SPONSOR NAME] TA2 ASIA RACING TEAM - for advertising & PR use		Yes	
Right to title OFFICIAL TEAM SUPPLIER / OFFICIAL TEAM MEDIA PARTNER TA2 ASIA RACING TEAM			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for all TA2 ASIA RACING TEAM and sole provider of timing services to the team – using Timing as an example	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS - ALL EVENTS			
LOGOS & IMAGES			
Right to use a TA2 ASIA RACING TEAM Composite (lock-up) Logo on all internal and external marketing	Official Title Sponsor Logo	Official Partner Logo	Official Supplier / Media Partner Logo
Right to use TA2 ASIA RACING CHAMPIONSHIP image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING - ALL EVENTS			
BRANDING - CARS			
Logo placements on all TA2 ASIA RACING Cars – left side behind front wheel, right side behind front wheel, left side top of rear wheel, right side top of rear wheel	50% of available branded area	Share of 40% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%
On Driver helmet and Race suit	50% of available branded area	Share of 40% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%
Team Pit Lane Signage	Prominent	Less Prominent	Less Prominent
Team Staff / Officials Uniforms			
Team Paddock hospitality area			
Team support vehicles			
BRANDING - OTHER			
Logo on TA2 ASIA RACING TEAM Merchandise e.g. Polo Shirts & Caps	Prominent	Less Prominent	Less Prominent
Inclusion in Live Stream Broadcast			
MEDIA & PR RIGHTS - ALL EVENTS			
Right to use association with TA2 ASIA RACING TEAM in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any TV, print, radio, online or social media advertisements or PR activity to promote TA2 ASIA RACING TEAM produced by the team	Prominent	Less Prominent	Less Prominent
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	

	PARTNER LEVEL		
	TIER 1 TEAM TITLE SPONSOR	TIER 2 TEAM PARTNER	TIER 3 OFFICIAL TEAM SUPPLIERS & MEDIA PARTNERS
PROMOTIONAL CAMPAIGN - ALL EVENTS			
Access to team officials as well as Drivers to give talks; give their name to campaigns; and endorse products and offer promotions	Yes	Yes	Yes
Inclusion in Specific Event promotional campaign	Prominent	Less Prominent	Less Prominent
Brand exposure on all TA2 ASIA RACING TEAM printed materials and marketing collaterals	Prominent	Less Prominent	Less Prominent
DIGITAL & SOCIAL PROGRAMME - ALL EVENTS			
Branding on TA2 ASIA RACING TEAM emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Q&As & FB posts	Prominent	Less Prominent	Less Prominent
EXPERIENTIAL MARKETIMNG - ALL EVENTS			
Experiential Display Booths – within the exclusive TA2 ASIA RACING Specific Event controlled areas	Yes	Yes	Yes
Sampling of products to fans at TA2 ASIA RACING Specific Events or via online and social media	Yes	Yes	Yes
HOSPITALITY & NETWORKING - ALL EVENTS			
VIP passes to hospitality suit X 10	Yes	Yes	Yes
Accreditation passes X 20	Yes	Yes	Yes
Grid walk passes X 20	Yes	Yes	Yes
Premium hospitality – meet team, tour of paddock, be a part of the race experience X 20	Yes	Yes	Yes
Track Days for up to 30 guests at Bira International Circuit	Yes	Yes	Yes
MERCHANDISING PROGRAMME - ALL EVENTS			
TA2 ASIA RACING Specific Event polo shirts and caps	X 50	X 20	X 10
Opportunity to produce joint branded merchandise	Additional	Additional	Additional





FAST, EXCITING, DOOR RUBBING RACING

Featuring Iconic Ford Mustang, Dodge Challenger & Chevrolet Camaro Cars

CONTACT

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