



ASIA'S BIGGEST TRIATHLON SERIES... LIVE BETTER, GROW STRONG

## **TRI-FACTOR ASIAN CHAMPIONSHIP SERIES - THAILAND 2019**

13TH OCTOBER 2019, HUA HIN

TRI-Factor Asian Championship Series - Thailand 2019 is the launch event of the TRI-Factor Asian Championship Series 2019, a 10-event mass participation sports series comprising individual swim, bike and run events across seven countries.

Over 2,500 athletes are expected to participate in TRI-Factor Asian Championship Series – Thailand 2019, which will take place in and around Hua Hin with the swimming event in the waters off Suan Pradipat Beach.

Participants can take part in one or more events giving them the opportunity to swim, bike or run or do all three! - a revolutionary new triathlon concept, which makes it possible for athletes in various disciplines to complete a triathlon.

Founded in Singapore in 2009, the series has expanded into China, Indonesia, Malaysia, Philippines, Thailand and Vietnam.

Organised by sports event specialist, Orange Room, the TRI-Factor Asian Championship Series 2019 is expected to attract over 50,000 International participants across the 10 events from countries including China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam.

#### TRI-Factor Asian Championship Series Thailand - 2019 will:

- Help develop tourism in Hua Hin, Prachuap Khiri Khan & Thailand
- Stimulate the local economy through employment and tourist income
- Promote Thailand as a global sporting event cente
- Help participants take another step towards self improvement

BE PART OF THE TRI-FACTOR ASIAN CHAMPIONSHIP SERIES – THAILAND 2019
BECOME A COMMERCIAL PARTNER





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#### TRI-FACTOR ASIAN CHAMPIONSHIP SERIES - THAILAND 2019

#### **TIER 1 - TITLE & PRESENTING SPONSOR**

Title Sponsor with naming rights to TRI-Factor Asian Championship Series - Thailand 2019

#### **TIER 2 - CO-SPONSORS**

Co-sponsors from non-competing categories for TRI-Factor Asian Championship Series - Thailand 2019

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

Official Suppliers providing essential goods & services for TRI-Factor Asian Championship Series - Thailand 2019

Media Partners for TRI-Factor Asian Championship Series - Thailand 2019







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## WHY GET INVOLVED?

With the triathlon craze sweeping across Asia, the TRI-Factor Asian Championship Series - Thailand 2019 provides a good platform for people wanting to stay fit and give the popular sport a try.

Association with TRI-Factor Asian Championship Series - Thailand 2019 offers sponsors numerous benefits including:

Image Enhancement - supporting the emerging multi-sport movement

Brand Exposure - raising brand awareness of products and services

CSR - promoting a healthy lifestyle through running

Hospitality - entertaining target audiences both internal and external

**Experiential Marketing** - exposure to over 50,000 participants and attendees across the regional community

Integrated Marketing - worldwide media exposure

Networking - with business leaders

PR - regional publicity exposure within traditional and social media -Thailand 2017 coverage valued at over 19 Million THB

Social - direct brand association through a super-engaged Facebook community

Sales - showcase products and services to thousands of participants in the race

Companies associating with TRI-Factor Asian Championship Series - Thailand 2019 tie in with the following values: Aspirational; Status; Influence; Competition; Escapism; Excitement; Prestige; Professionalism; and Sport.





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## **RACE DISTANCES & CATEGORIES**

EVENT	ACTIVITY	GENDER / AGE GROUP
Bike	Swim 1500m	Male 18-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60+
	Bike 50km Run 10km	Female 18-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50+
		Team Relay Male, Female, Mix
Triathlon Sprint	Swim 750m Bike 25km Family Run 5km	Male 18-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50-54, 55-59, 60+
		Female 18-24, 25-29, 30-34, 35-39, 40-44, 45-49, 50+
Duathlon Run 5km Bike 50km Run 10km	Male 18-29, 30-39, 40-49, 50-59, 60+	
		Female 18-29, 30-39, 40-49, 50+

## **THE VENUE**

The events take place in and around Hua Hin with the swimming event in the waters of Suan Son Pradipat Beach.

Hua Hin is a seaside resort on the Gulf of Thailand, in the southern Thai province of Prachuap Khiri Khan.

Once a quiet fishing village, Hua Hin grew into a fashionable escape for residents of Bangkok after the 1920s, when the Thai Royal Family built summer palaces there.

The district's population was estimated at 63,091 in December 2017 by the Bureau of Registration Administration in an area of 911 km2. By road, it is 199 km south-southwest of Bangkok.

http://www.tourismhuahin.com/





ASIAN CHAMPIONSHIP SERIES

**THAILAND 2019** 

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## **PARTICIPANTS**

TRI-Factor Asian Championship Series - Thailand 2019 caters to participants from all walks of life because the organisers believe that a triathlon should be accessible to all.

Participants include amateurs and professionals, youth, corporations, sports clubs and everything in between.

The event will attract domestic and international tourists, athletes as well as local people.

#### **DEMOGRAPHICS**

Events typically attract: Gender: Female / Male - 30 / 70 split Age: 6-9 - 3%; 10-15 - 4%; 16-44 - 78%; 45+ - 15%

#### **CORPORATES**

The TRI-Factor Triathlon Corporate Challenge provides a platform for corporations to instill a healthy work-life balance among their employees.

In 2018 more than 80 companies were represented with major turnouts from Hewlett Packard Singapore and NIKE - an ideal way for corporations to reward their employees while championing the cause for a healthy lifestyle.

#### **INDIVIDUALS & TEAMS**

The events attract 3 core audiences - who are Knowledgeable, Influential Successful, Sophisticated and Affluent...

#### **A) ENDURANCE ATHLETES & FANS**

Aged between 25 and 50, university educated, working in a white-collar profession with a high disposable income. Regularly travel to compete and also to watch high profile events. Highly aspirational and seeking fitness and healthy lifestyle benefits.

#### **B) EARLY STAGE SWIM-BIKE-RUN ADOPTERS**

Athletes across all the various sports who are seeking an active and healthy lifestyle, looking for aspirational and experiential events for motivation and connection. Motivated through passion and lifestyle.

## C) EARLY MAJORITY - FITNESS, HEALTH AND GOAL SETTING AUDIENCE

Trillion dollar industry globally, the Health & Wellness market space is dominated mostly by beauty and anti-aging product sales at \$679 billion, followed by fitness and mind + body exercise at \$390 billion and healthy eating, nutrition and weight loss at \$277 billion.

## PREVIOUS SPONSORS

Sponsors of TRI-Factor Asian Championship Series events have included: Hewlett Packard; 2XU, Gatorade, Zone 3, Lucozade, Suunto, SingTel; Pokka; Oakley; Timex; Compressport; TYR; National Sports SG; Cannasia; Pere Ocean; The Swimming Room Pte Ltd; TRI-Edge; Pro-Tec Athletics; and Kärcher.

TRI-Factor Asian Championship Series - Thailand 2019 is supported by Tourism Authority of Thailand and Sports Authority of Thailand.





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# TRI-FACTOR ASIAN CHAMPIONSHIP SERIES 2019 PLANNED SCHEDULE

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DATE	COUNTRY	VENUE
14 April 2019	TRI-Factor Vietnam	Ho Chi Minh City
28 April 2019	TRI-Factor Malaysia	Johor
16 June 2019	TRI-Factor Singapore	Singapore
23 June 2019	TRI-Factor Philippines	Camsur
7 July 2019	TRI-Factor Singapore	Singapore
23 July 2019	TRI-Factor Singapore	Singapore
28 August 2019	TRI-Factor Malaysia	Putrajaya
28 August 2019	TRI-Factor China	Quzhou, Zhejiang
13 October 2019	TRI-Factor Thailand	Hua Hin
3 November 2019	TRI-Factor Indonesia	Bali

#### Each Series comprises one, two, three or four events in each country:

TRI-Factor Swim	TRI-Factor Run
TRI-Factor Swim & Aquathlon	TRI-Factor Run & Biathlon
TRI-Factor Bike	TRI-Factor Triathlon
TRI-Factor Bike & Duathlon	TRI-Factor Triathlon Extended

## THE FOUR-STEP CONCEPT

Many people think it is impossible to complete a triathlon without mastering all three disciplines of swimming, cycling and running.

Not so, say the organisers. TRI-Factor Asian Championship Series 2019 is different in that it operates as a progressive race for swimmers, cyclists, runners and triathletes to compete throughout the year.

The revolutionary 4-leg events kick off with TRI-Factor Swim (mass swimming event), followed by TRI-Factor Bike (mass cycling event), TRI-Factor Run (mass run event) and ending in a finale TRI-Factor Triathlon.







MAKING TRIATHLON ACCESSIBLE TO ALL

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## **CHAMPIONS**

#### TRI-Factor Asian Championship Series - Thailand 2019

TRI-Factor Asian Championship Series – Thailand 2019 participants are awarded points according to their rank in each race and the race category they entered. The participant with the highest TRI-Factor points will be crowned as the TRI-Factor Asian Championship Series - Thailand Champion.

#### **TRI-Factor Asian Championship Series 2019**

The Champions of each category across all 10 countries will be announced at the end of the TRI-Factor Asian Championship Series 2019 and will walk away with fantastic prizes and the title as TRI-Factor Asian Championship Series Champion – 2019.

Races are promoted across all the 7 countries offering an excellent association for a prestigious brand.





		PARTNER LEVEL		
INVENTORY	TIERS 1 TITLE & PRESENTING SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS	
TRI-FACTOR ASIAN CHAMPIONSHIP SERIES – THAILAND 2019				
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Right to title [TITLE SPONSOR NAME] TRI-Factor Asian Championship Series – Thailand 2019 presented by [PRESENTING SPONSOR NAME] for advertising & PR use	Yes			
Right to title use [CO-SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Asian Championship Series - Thailand 2019 presented by [PRESENTING SPONSOR NAME] for advertising & PR		Yes		
Right to title [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] TRI-Factor Asian Championship Series – Thailand 2019 presented by [PRESENTING SPONSOR NAME]			Yes	
Category Exclusivity. For example, right to market themselves as Official Timing Partner for TRI-Factor Asian Championship Series – Thailand 2019 presented by and sole provider of timing services to the event	Yes	Yes		
BRANDING & INTELLECTUAL PROPERTY RIGHTS				
LOGOS & IMAGES				
Right to use a TRI-Factor Asian Championship Series - Thailand 2019 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	
Right to use TRI-Factor Asian Championship Series image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes	
BRANDING - EVENT				
Logo on Start Gate/Line	Centre Top	Left & Right Top Column	Yes	
Logo on Finish Gate/Line	Centre Top	Left & Right Top Column	Yes	
Logos on Stage Backdrop	Dominant	Yes	Yes	
For Bike & Run & Triathlon Street Banners (1.20 m x 1.50 m) some along Transition Areas, Start Straight / Finish Straight For Swim and Triathlon - Race Marker Buoys, Swim Entrance & Exit, Transition Areas	Dominant	Yes	Yes	
Advertising Boards	Dominant	Yes	Yes	
Branding Banners	Dominant	Yes	Yes	
Verbal mentioning of sponsor name during race by MC	Yes	Yes	Yes	
Logo on Officials	Dominant	Yes		
BRANDING				
Any Parties	Dominant	Yes	Yes	
Any Sponsor Race Expo	Dominant	Yes	Yes	
BRANDING - PARTICIPANTS, MEDALS & TROPHIES				
Logo on Participant T-shirt or Singlet	Yes			
Logo on Finisher Medals	Yes			
Logo on Trophies	Yes			
Logo on Tickets	Yes			
Logo on VIP, Media and Staff passes (Participant Finisher Certificate)	Yes			

		PARTNER LEVEL		
INVENTORY	TIERS 1 TITLE & PRESENTING SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS	
BROADCAST RIGHTS				
Press Conference - Logo on Stage Backdrop (When applicable only)	50%	Share 40%	Share 10%	
Promotions as part of internet stream coverage	Yes	Yes	Yes	
MEDIA & PR RIGHTS				
Right to use TRI-Factor Asian Championship Series – Thailand 2019 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes	
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote TRI-Factor Asian Championship Series – Thailand 2019 produced by the organisers	Yes	Yes		
A press conference to launch the Sponsorship - at sponsor's own cost	Yes	Yes		
PROMOTIONAL CAMPAIGN				
Inclusion in promotional campaign - level dependent on tier	Yes	Yes	Yes	
Branding & joint sponsorship activation including: Sponsor engagement opportunities; Retail outlet displays; In-store displays; Shelf banners; Exhibition booths; Product promotions	Yes	Yes	Yes	
Outdoor media including: Billboards and Bus Stop Advertisements - level dependent on tier	Yes	Yes	Yes	
Inclusion in PR campaign – as above	Yes	Yes	Yes	
Inclusion in Digital & Social Programme as below	Yes	Yes	Yes	
Opportunity to be involved in Strategic Partnerships Programme	Additional	Additional		
Advertising in any Official e-race booklet produced	2 x A6	1 x A6	1 x A6	
DIGITAL & SOCIAL PROGRAMME				
Branding on TRI-Factor Asian Championship Series – Thailand 2019 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent	
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts and FB online contest	Yes	Yes		
Logo inclusion in any APP produced by TRI-Factor Series	Yes Prominent	Yes Less Prominent	Yes Less Prominent	
EXPERIENTIAL				
Booth at TRI-Factor Asian Championship Series - Thailand 2019	9m x 9m	6m x 6m	3m x 3m	
Sampling	Yes	Yes	Yes	
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes	
Inclusion in TRI-Factor Asian Championship Series - Thailand 2019 Shopping Mall and Roadshow activity	Yes	Yes	Yes	
HOSPITALITY & TICKETING				
VIP Passes to TRI-Factor Asian Championship Series - Thailand 2019- no. dependent on Tier		Yes	Yes	
Free TRI-Factor Asian Championship Series - Thailand 2019 race entry for promotional purposes	80	20	10	
Tickets to event for promotional use - no. dependent on Tier	Yes	Yes	Yes	
MERCHANDISING PROGRAMME				
Opportunity to produce joint branded merchandise. Logos on specially produced TRI-Factor Asian Championship Series - Thailand 2019 merchandise	Additional	Additional	Additional	



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## PROMOTIONAL CAMPAIGN

TRI-Factor Asian Championship Series 2019 is the biggest triathlon and most engaging triathlon Series in Asia. The Series has more influential athletes taking part leading to approximately 10 times the amount of participants wanting to take part.

TRI-Factor Asian Championship Series - Thailand 2019 is supported by a promotional campaign, covering:

#### **CAMPAIGN THROUGH TRI-FACTOR ATHLETES AND AMBASSADORS**





#### **FOCUSED MEDIA BRANDING & JOINT SPONSORSHIP ACTIVATION**

Sponsor engagement opportunities	In-store displays	Exhibition booths
Retail outlet displays	Shelf banners	Product promotions

#### **OUTDOOR EXPOSURE**

poards Bus stop advertisements





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#### **PUBLIC RELATIONS**

PR opportunity for Sponsors to associate with a number of high profile events. The PR campaign covers Print, Radio and Online media and includes:

Regional and local media launch

#### **Thailand 2017 Media Coverage**

16 pieces of coverage in Thailand's Top Tier media including Thai Rath, Daily News and Siam Sport.

#### **Press conference**

66 media attended form 33 media outlets



Broadcast - 11 on air clippings



Print - 10 published clippings



Online - 33 published clippings

**Total PR Value 11,853,653 THB** 

#### **Event Coverage**



Broadcast - 1 on air clippings



Print - 16 published clippings



Online - 66 published clippings

Total PR Value 7,400,817 THB

#### TRI-FACTOR SERIES APP

TRI-Factor Series App will provide additional mileage for Sponsors in terms of brand awareness and sales generation. User will be able to share event moments with the in-app photo gallery. It will feature:

Personal records and points	Special deals from sponsors for all uses
TF Points leaderboard	Real time notifications on event news

#### **ONLINE & SOCIAL MEDIA**

#### Presence via



Website

- www.trifactor.asia

Facebook - https://www.facebook.com/TriFactorSeriesThailand/

Instagram - https://www.instagram.com/trifactor series thailand/

#### STRATEGIC PARTNERSHIPS

TRI-Factor Asian Championship Series - Thailand 2019 offers a number of channels for brands to get involved with including:

- Athletes Program
- Professional Athlete Clinic
- Training Clinics to engage new athletes

As well as access to: Media Partnerships and Strategic Databases

#### **EXPERIENTIAL MARKETING**

Excellent on-site branding for Sponsors products

#### **CSR ENGAGEMENT**

The TRI-Factor team believes that every one deserves a chance to do what they love. "Disability is not inability". The TRI-Factor Series has worked with many organisations to promote the sport and provide an opportunity for special needs athletes to compete in events including: Special Olympics Singapore; SportCares; and HRS Hand Cycling Association.



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## **ORGANISERS**

Headquartered in Singapore, Orange Room Pte Ltd, leading Asia Pacific Sports Marketing Agency, specialises in professional mass participation sporting and entertainment events within Asia Pacific marketplace.

The company brings events to life through its motto Energize, Execute & Engage!

The board of directors is a group with diverse sporting backgrounds and a common passion in sports.

Orange Room has successfully worked with more than 100 global and local brands within Asia Pacific to activate their sports marketing campaign effectively and was awarded Singapore Excellence Award 2013, 2014, Singapore Distinction Award 2015, Singapore Leading Enterprise 2018, Singapore Prestige Class 2018, Singapore Quality Service Brand 2018, Top Business and Service 2018 and Top Leading Entrepreneurs 2018.

The company has successfully executed more than 80 marketing campaigns through owned and other events in the last 15 years.

#### http://orangeroom.com.sg/







## CONTACT

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