



**HONDA**  
The Power of Dreams

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



## DEVELOPING FOOTBALL BEYOND 90 MINUTES

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# THAI HONDA FC

Thai Honda FC is a leading professional Thai football Club playing in the Thai League 2 M-150 Championship 2019.

Founded in 1971 by Honda Motorcycle Thailand, the Bangkok based Club turned professional in 2000 and has won a number of trophies including the Thai League 1 in 2016.

The Club's philosophy is to promote football in both Thailand and the wider ASEAN region creating an opportunity for all abilities and ages including disabled players and children and youth players aiming to master their skills and progress to a career in professional football.

Thai Honda FC plays at the 72<sup>nd</sup> Anniversary Stadium, Bangkok with a capacity of 8,000.

In 2019 the Club will play 17 home and 17 away matches, plus a number of Cup competitions.

Matches are broadcast on True Visions.

***We have a number of commercial Sponsorship and partnership opportunities for businesses to get involved with Thai Honda FC in 2019 including: Shirt Sponsor; Stadium Stand Sponsors; Club Partners; Official Supplier Partners & Official Media Partners; as well as Advertising Only packages.***

**BE PART OF THAI HONDA FC SUCCESS -  
BECOME A COMMERCIAL PARTNER**

## QUICK FACTS

<b>FULL NAME</b>	Thai Honda FC
<b>FOUNDED</b>	1971
<b>STADIUM</b>	72 <sup>nd</sup> Anniversary Stadium
<b>SPECTATORS</b>	Total 15,000+ in 2018 Season
<b>CAPACITY</b>	8,000
<b>COLOURS</b>	Home – Red & White Shirt, Red Shorts & Red & White Socks Away – Blue & Red Shirt, Blue Shorts, Blue & Red Socks
<b>HEAD COACH</b>	Mr.Worachai Surinsirirat

The only Thai professional Football Club from an industrial estate. Every employee is part of the Thai Honda FC family.





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## SPONSORSHIP PACKAGES

Thai Honda FC has developed packages to suit differing levels of needs:

### TIER 1: MAIN SPONSOR

- Main Shirt Sponsor x 1 - SOLD

### TIER 2: OFFICIAL CLUB PARTNERS

- 10 x Official Club Partners from non-competing categories including Kit Manufacturer
- 2 x Stadium Stand Sponsors

### TIER 3: OFFICIAL SUPPLIER PARTNERS

- Official Supplier Partners from different industries providing supplies and support for the Club. These include Official Supplier Partners in the following sectors:

Airline  
Auto  
Banks & Financial Services  
Beer  
Clothing  
Courier

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

### TIER 3: OFFICIAL MEDIA PARTNERS

- Up to 10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social

## ADVERTISING

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

## NEW STADIUM PACKAGES

Thai Honda FC is planning on building a new Stadium for 2020. A number of commercial sponsorship and partnership packages are available, including a Stadium Naming Rights Sponsor.

## SPONSORS

Current team sponsors include:

- Honda
- Stiebel Eltron
- P. Thailand Machinery Co., Ltd.
- Phairote Phornsuk Co., Ltd.
- Vina Sports Intertrade Co., Ltd.
- Reparil
- Grab
- Yoscharoen Honda

## HONOURS

### Thai Division 1 League

Winners - 2016  
Runners-Up - 2005

### Regional League Division 2

Runners-Up - 2014

### Regional League Bangkok Area Division

Winners - 2012, 2014

### Khor Royal Cup (Tier 3)

Winners - 2004

### Khor Royal Cup (Tier 4)

Winners - 2003





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### WHY GET INVOLVED WITH THAI HONDA FC?

An association with Thai Honda FC allows Sponsors and Partners to promote their products and services in a unique setting, tapping into the emotions of the fans and creating loyalty towards the brand.

Sports Club 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.

Sponsors benefit from a partnership in many ways, including:

#### BRAND EXPOSURE

The opportunity to integrate with the Club and Thai football - linking in with the Thai Honda FC brand and its outstanding players who serve and act as role models.

#### BROADCAST

Thai Honda FC matches are broadcasted via True Vision.

#### IMAGE ENHANCEMENT

Supporting the future of football in Thailand and Asia through the Academy's football training curriculum helping to identify tomorrow's talent.

#### CORPORATE SOCIAL RESPONSIBILITY

Helping to promote football and providing a positive role model for young people.





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### WHY GET INVOLVED WITH THAI HONDA FC?

#### MEDIA & PR

##### MARKETING TO FOOTBALL AUDIENCE

Thai Honda FC provides an excellent vehicle for businesses to associate with and target football fans.

##### PLAYER & TALENT ACCESS

Players and Club officials can give talks; give their name to campaigns; and offer promotions.

##### PRESS & PR

Thai Honda FC is hot news.

##### *Press Conferences*

Opportunities to hold Club press conferences at company site for photo opportunities.

##### *Video Interviews*

Acknowledgement of Sponsor on every pre-game and post-game interview to be held with players and coach - uploaded weekly onto all social media including Club website and Facebook page.

#### PRINT

During the season Thai Honda FC produces booklets and posters for fan information and Club news. These posters are posted within industrial estates in Ladkrabang, Minburi, Ayutthaya, Prachinburi, and on the Club online store and web.

#### PROMOTION MATERIAL

Distribution of Sponsor promotional materials at all Club functions throughout the season, and display of Sponsor supplied banners.

#### EXPERIENTIAL MARKETING

Sampling of products to fans at the Stadium or via online and social media.

#### DIGITAL & SOCIAL RIGHTS

Inclusion in web and social media activity...



##### WEBSITE

[www.thaihondaafc.com](http://www.thaihondaafc.com)



##### FACEBOOK - 31,600+ FOLLOWERS

[www.facebook.com/THAIHONDAFOOTBALLCLUB](http://www.facebook.com/THAIHONDAFOOTBALLCLUB)



##### INSTAGRAM - 3,000+ FOLLOWERS

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





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### MERCHANDISING

The opportunity to produce joint branded merchandise e.g. T-shirts, scarves, caps, jackets.

### HOSPITALITY & NETWORKING

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

Opportunities include: Client entertainment days, staff parties, and social events throughout the season within a VIP area of the Thai Honda FC Match Day.

### OTHER PROMOTIONAL OPPORTUNITIES

Thai Honda FC is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.



MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS





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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 a massive success in Asia and is growing at an accelerating pace.

The Chinese Super League is one of the biggest spending leagues in the world, driving the Asian market with big Sponsorship deals and big name player signings including Oscar, Hulk, 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 watch football on local and paid-cable TV as well as attending games.

With its new professional league system, 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 and 2016 AFF Championship. The Thailand National Women's Team has also had recent success winning the AFF Championship in 2018.

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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## THAILAND FOOTBALL LEAGUE STRUCTURE - 2019

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 1 Toyota Thai League	16 Clubs
2	Professional	Thai League 2 M-150 Championship	18 Clubs
3	Professional	Thai League 3	32 Clubs
4	Semi-Professional	Thai League 4	60 Clubs split into 6 regional leagues: Bangkok Metropolitan Eastern Western Northern North Eastern Southern

## THAI LEAGUE 2

A total of 18 teams will compete in Thai League 2 also known as M-150 Championship. The season begins in February and is scheduled to conclude in October 2019.

<https://www.thaileague.co.th/official/t2/>







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### 2019 FIXTURES

#### LEAGUE

With a total of 18 Clubs, Thai Honda FC will play 34 matches – 17 home and 17 away fixtures throughout the season. In 2019, Thai League 2 Clubs are:

Thai Honda FC  
Air Force Central FC  
Navy Football Club  
Army United  
Nongbua Pichaya FC  
Ayuttaya United  
Police Tero FC  
Bangkok Glass G Phatumthani FC  
Ubon Umt United

JL Chiangmai United  
Rayong FC  
Kasetsart FC  
Samutsakorn FC  
Khon Kaen FC  
Sisaket FC  
Lampang FC  
MOF Customs United  
Udonthani FC

#### CUPS

Thai Honda FC will also play in two Cup competitions: Thai FA Cup and Thai League Cup.

#### ASIA WIDE FOOTBALL

If Thai Honda FC were to win either of these Cups they would qualify for Asia wide competitions:

AFC Champions League - Thai FA Cup winners enter the AFC Champions League at the qualifying play-off preliminary round 2.

Mekong Club Championship - Thai League Cup winners enter the Mekong Club Championship.



MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS





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### 2019 SQUAD

Thai Honda FC boasts a squad of 20+ players with strength and depth at every level.

The current squad as of December 2018, comprises

Tawin Butsombat  
Adisak Sensom-Eiad  
Watchara Mahawong  
Taned Benyapad  
Meedech Sarayuthpisal  
Chanotaj Pipatmongkolchai  
Kriangkrai Chasang  
Teerawut Wongton  
Sarawuth Khongcharoen  
Ratchanon Intharawisut  
Tanat Wongsupphalak  
Maitri Kulabkhaw  
Tatphicha Auksornsri

Pradipat Armapantri  
Prin Goonchorn  
Sattawas Inchreon  
Alongkorn Sittichai  
Arthit Wisetsilpa  
Sutiwat Jamnong  
Kittisak Hochin  
Artis Aueafuea  
Kento Nagasaki  
Natpasut Malison  
Valdomiro Soares Eggres  
Ryotaro Nagano  
Aleksandar Kapisoda

Thai Honda FC is looking at 3 new signings for 2019.

The team is supported by a Development Squad and a Junior Team that nurtures future players for the development and first team squads.

### COACHING STAFF

**Mr. Songyot Klinsrisuk, Club Director**  
AFC Instructor / AFC Pro-License coach

**Mr. Worachai Surinsirirat, Head Coach**  
AFC A-License coach

**Mr. Apisit Doungchaou, Goalkeeper Coach**  
AFC C-License coach / GK Level 1 coach



### STADIA

The Club plays its domestic home matches at the 72<sup>nd</sup> Anniversary Stadium, a multi use stadium with a capacity of 8,000 offering an excellent opportunity for experiential marketing.

Home to Thai Honda FC since 2007, the stadium was built for celebration of the 72<sup>nd</sup> Birthday Anniversary of King Bhumibol Adulyadej.

The stadium consists of two large single-tier stands on each side of the pitch. One of the stands has a cover: a cantilever roof that resembles a giant spoiler from a Formula One car.

This stand has red seats fitted to the area underneath the roof. The rest of the stadium is unseated.

There are plans for the Club to build a new training facility at Suwinthawong Road, Soi 55 in 2020 situated approx. 17KM from the Stadium.

The Club currently trains at the Thai Honda factory field.





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### ACADEMY

Thai Honda FC works in collaboration with the Soltilo Academy and the Thai FC Royal Air Force Academy providing football clinics and youth tournaments.

Thai Royal Air Force - U13 and U15 Academy.

Japan's Solito Academy founded by Keisuke Honda - provides coaches to oversee U6 - U12 training sessions at schools around the club, Thai Royal Air Force training camp and a scholarship to find a player to go Japan.

THFC also has a good relationship with Japanese J-League 1 Club Sagan Tosu, who recently acquired world famous player Fernando Torres!

The Academy has had many successes including:

- U13s - two players selected to represent Thai National Team U14s in 2019
- U15s - team winners of the national tournament The Perskindol Youth Cup 2018
- U19s - finished 3rd in the national schools tournament Government Savings Bank Tournament 2018
- U19s - four players selected to play in 2 x national friendly matches at AEC Level in 2019 against Singapore and Vietnam





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### FANS & COMMUNITY

More than 15,000 fans joined Thai Honda FC on home Match Days in 2018.

The Club is very active in the community and provides many community outreach programmes including:

- Thai Honda FC Football Clinics - for children from every school around the Thai Honda manufacturing factory
- Training - with football idols
- Football for all - disabled, young children and teenagers
- Club Bus - for fans to travel to away matches (including snack boxes)
- Home game match tickets - for staff including lunch/dinner
- Thai Honda Manufacturing Cup - an employee football tournament

### FOOTBALL CLINICS

The Club is very active in the community through its "Football Clinic" programme - providing football training and games for over 1,000 children aged of 8 to 15 from more than ten schools.

Football Clinics offer a great opportunity for Sponsors to integrate with this socially responsible activity.

### CLUB PR & CSR ACTIVITIES 2019

ACTIVITY	INCLUDES	DATES
New Jersey Launch	Launch	January
Thai Youth League & Thai League 2	Start Of Season	February
Coaching Education	Grass Roots Development School Academy Home Match Activities	March & June
Football Clinic At Schools	Football Education PR Activity Before Home Matches	Twice a month throughout the Season: February - October
Football Clinic On Match Days	Football Education - at all home matches - at least 5 times with Solito Coach	17 x throughout the Season: February - October
Youth Festival	U12s Tournament - 1 x with Solito Coach	Throughout the Season: February - October
Lucky Boy	Boys Activity at Home Matches	17 x throughout the Season: February - October
Friendly Match	THFC - play against community sides	9 x throughout the Season: February - October
Team PR Activity	Shirt Signings Meet Fans LCD Scoreboard	17 x throughout the Season: February - October
Factory Football Tournament	Thai Honda Manufacturing Tournament - for employees	October
THFC Cheer Trip		March, May & September
Football For Disabled		September
THFC Dealer Tournament		May





PACKAGES	TIER 1 MAIN SPONSOR SOLD - HONDA	TIER 2 OFFICIAL CLUB PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to titles for PR & advertising use ... "Official Main Sponsor Thai Honda FC" "Official Club Partner Thai Honda FC" "Official [Supplier Sector] Partner Thai Honda FC" "Official Media Partner Thai Honda FC"	Yes	Yes	Yes
Product Exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
BRANDING - KIT			
Logo on "Player Grade" Jersey (Home, Away & Third) x 400 Replica Jersey Sets For Public Sale x 5,000 Training Jersey & Youth Development Jerseys (Home & Away) - Breast position - Under players' number - Left or right arm - Left or right shoulder - Under collar - Flap	Main logo across front of shirt	Yes	No
Logo on training bibs	Yes	Yes	No
On Staff - Coaches, Medical Team	Yes	Yes	No
BRANDING - STADIUM			
Stand Naming Rights - 2 available		Yes at additional cost first come first served basis	
Entrance Logo Board	Yes	Yes	Yes
Stadium Billboard (0.9m x 4.8m)	30% of boards	50% share of boards (no more than 3 boards per Partner max)	50% share of boards (no more than 3 boards per Partner max)
Logo On / Near LED Scoreboard	Yes	Yes	Yes
Stadium Banners - banners will be utilised at all events and functions throughout the season held by Thai Honda FC	Yes	Yes	Yes
Wind Flags - placed in prime position on every day the Club plays	Yes	Yes	
Media / Press Conference Rooms & Backdrop	Yes	Yes	Yes
Home & Away Team Bench	Yes	Yes	
BRANDING - OTHER			
Billboards in 10 Provinces	Yes	Yes	Yes
Posters	Yes	Yes	

PACKAGES	TIER 1 MAIN SPONSOR SOLD - HONDA	TIER 2 OFFICIAL CLUB PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
Logo on Club Polo shirt	Yes	Yes	
Logo on Club Football Clinics & Academy Activities	Yes	Yes	Yes
Logo on Match Day Tickets	Yes	Yes	
Logo on Club Bus	Yes	Yes	Yes
MEDIA & PR RIGHTS			
Player Access - for advertising, promotional and PR campaigns	Yes	Yes	Yes
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
Programme Advertisement - in any produced	1 x Page	Half Page	Article
Logo In Press Conference Area & On Media Backdrop Interview Area	Prominent	Less Prominent	Less Prominent
EXPERIENTIAL MARKETING RIGHTS			
Event In Stadium (right to hold)	1 per month	1 every 3 months	1 every 3 months
Match Day Promotion Area	15 m <sup>2</sup>	15 m <sup>2</sup>	9 m <sup>2</sup>
DIGITAL & SOCIAL RIGHTS			
Branding on website Partners page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - including integrating brand messages and logos into Thai Honda FC website and Facebook page	Yes	Yes	Yes
Branded Content Videos - development of and access to Thai Honda FC email marketing campaigns to promote Sponsor brand	Yes	Yes	Yes
MERCHANDISING RIGHTS			
Joint Branded Merchandise - opportunity to produce. E.g. logos on specially produce merchandise e.g. T-shirts, caps, jackets etc.	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS			
Free tickets (per Season)	250	100	100
Access passes to VIP hospitality area	Yes	Yes	Yes
Free Food & Drink - at half time	Yes	Drinks Only	Drinks Only



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### ADVERTISING PACKAGES

#### Option 1 - 300,000 BAHT

- 3 x Signs around the ground
- 1 x Sign on the scoreboard
- 2 x Banners around stadium at Thai Honda FC events
- Company logo on every Thai Honda FC media; press conference room
- Company logo, website link on the Club website and Facebook page

#### Option 2 - 200,000 BAHT

- 2 x Signs around the ground
- 1 x Sign on the scoreboard
- 1 x Banner around stadium at Thai Honda FC events
- Company logo on every Thai Honda FC media; press conference room
- Company logo, website link on the Club website and Facebook page

#### Option 3 - 100,000 BAHT

- 1 x Sign around the ground
- 1 x Sign on the scoreboard
- Company logo on every Thai Honda FC media; press conference room
- Company logo, website link on the Club website and Facebook page







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### THAI HONDA FC - MANAGEMENT

#### BOARD OF DIRECTORS

**Dr. Alaksh Phornprapha - Honorary Club President;  
Vice President of AP Honda Co., Ltd.**

**Mr. Manonthep Phornprapha - Club President**

**Mr. Varith Phornprapha - General Manager**

#### CLUB STRUCTURE

**7 x Management Team Staff** - including 5 certificated by the Asia Football Confederation (AFC) and 2 by the Fédération Internationale de Football Association (FIFA)

**10 x Technical Staff** - lead by AFC Pro license coaches and FAT instructors

**6 x Youth Development Staff** - lead by AFC A license coaches and FAT instructors

### CONTACT

#### THAI HONDA FOOTBALL CLUB

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**Mr. Thapanapong Tubtim - Club Secretary**  
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