



PRESENTED BY OCEAN MARINA

**ASIA'S** LARGEST MULTI CLASS REGATTA

## TOP OF THE GULF REGATTA 2016

30TH APRIL – 4TH MAY 2016

**Now in its 12th year, Top of the Gulf Regatta is the largest multi-class regatta in the region and the only multi-class sailing event of its kind in Asia.**

Founded in 2005 by Bill Gasson and Ocean Property in association with Ocean Marina Yacht Club, Top of the Gulf Regatta developed from a number of small yacht racing events held at Ocean Marina Yacht Club into one of the largest regattas in Thailand.

The Regatta is one of 12 events in the AsianYachting Grand Prix Championship (AYGP) and is a significant contributor to the growth of marine tourism and sports in Pattaya, and to the positioning of Pattaya as a world-class sports tourism destination.

The Regatta was named 'Asian Regatta of the Year' at the 2014 Asian Marine & Boating Awards, the only regatta in Thailand to ever win the award!

Top of the Gulf Regatta attracts a large fleet of keelboats and ocean multihulls, as well as One Design Platus, beach catamarans, dinghies and Optimists.

**The Top of the Gulf Regatta 2016 will also include:**

- Platu Coronation Cup 2016
- Thailand Optimist National Championships 2016
- RS:One Asian Championships 2016

Top of the Gulf Regatta has always and continues to support diversity of boats and sailors and gives opportunities to youth and beginner sailors through its variety of classes.

**Brought to you by Ocean Property in association with Ocean Marina Yacht Club, Royal Varuna Yacht Club and the Royal Thai Navy, Top of the Gulf Regatta 2016 is held under the auspices of the Yacht Racing Association of Thailand.**

**INTEGRATE YOUR MARKETING WITH  
TOP OF THE GULF REGATTA 2016**





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## SPONSORSHIP OPPORTUNITIES

Top of the Gulf Regatta 2016 has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with the world of sailing.

The growing popularity of sailing in Asia makes it the ideal platform for companies to increase their brand awareness. Few events offer a more attractive image – companies who associate themselves with Top of the Gulf Regatta 2016 align themselves with an event that epitomizes prestige and excellence.

### TOP OF THE GULF REGATTA 2016

#### TIER 1: TITLE & PRESENTING SPONSORS

One title & one presenting Sponsor with naming rights to the event e.g. [Title Sponsor Name] Top of the Gulf Regatta 2016 presented by Ocean Marina

#### TIER 2: HOST VENUE SPONSORS

Up to four host venue sponsors

#### TIER 2: CO-SPONSORS

Up to six co-sponsors from non-competing categories

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

Up to 10 official suppliers providing goods and services that are essential to the event  
Up to 10 media partners

#### TIER 4: LOCAL PARTNERS

Packages for Pattaya businesses

#### TIER 4: REGATTA VILLAGE EXHIBITOR ONLY PACKAGES

Available as stand-alone or to Sponsors with an option to resell space

#### TIER 4: HOSPITALITY PACKAGES

Available to Sponsors with an option to resell

#### BRANDED BOATS

Opportunity for sponsors to brand boats entered in the Regatta as a bolt on to the above packages

### ADDITIONAL PACKAGES

#### PLATU CORONATION CUP 2016

One x Presenting Sponsor

#### THAILAND OPTIMIST NATIONAL CHAMPIONSHIPS 2016

One x Presenting Sponsor

#### RS:ONE ASIAN CHAMPIONSHIPS 2016

One x Presenting Sponsor

#### ASIANYACHTING GRAND PRIX CHAMPIONSHIP 2015 / 2016 - AYGP

Sponsorship packages available on request

#### OCEAN MARINA YACHT CLUB - OMYC

Club racing sponsorship packages available on request





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### WHY GET INVOLVED?

Association with Top of the Gulf Regatta 2016 offers sponsors numerous benefits including:

- Entertaining target audiences - internal and external
- Integrating with other marketing activity - huge PR opportunity
- Networking - with business leaders
- Raising brand awareness - of products and service
- Driving sales - through generating sales leads and on site sales activity
- Community relations - enhancing relationships within the community

Companies associating with Top of the Gulf Regatta 2016 link in with the following values:

Exclusivity; Luxury; Environment; Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

### THE VALUE OF TOP OF THE GULF REGATTA

- A high-quality mix of competitors and visitors that represent one of the highest socio-economic profiles in Asia sport
- A media value of over 45 Million Baht Advertising Value Equivalency (AVE)
- An event website with 5 Million page impressions and significant year on year increases
- A distribution of over 150 publications featuring prominent sponsor representation

Top of the Gulf Regatta is a fantastic platform for access to a broad cross-section of influential people who come to Ocean Marina not only to enjoy the competitive sailing but also to make use of the invaluable networking opportunity offered by the event.

A unique proposition for corporate hospitality that includes access to Ocean Marina for entertaining as well as the opportunity to experience the racing.

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### 2016 OUTLINE TIMETABLE

DATE	TIME	ACTIVITY
<b>Saturday 30th April</b>	09:00 – 10:00 9:30 10:00 10:00-16:30 11:00 14:00 17:30 18:00	Registration Class 7-11 Registration & Race Briefing Class 12 (Optimist) Race Briefing Class 7-11 Registration Class 1-6 Race Day One Class 7-12 Practice Race Class 1-6 Race Briefing Class 1-6 Opening Ceremony Cocktail Party
<b>Sunday 1st May</b>	11:00 17:00 - 19:00	Race Starts All Classes Daily Prize Giving & Drinks on the lawn
<b>Monday 2nd May</b>	11:00 17:00 - 19:00	Race Starts Daily Prize Giving Class 1-6 & Drinks on the lawn Regatta Prize Giving Class 7-12 including Thailand Optimist National Championship 2016
<b>Tuesday 3rd May</b>	11:00 17:00 - 19:00	Race Starts Daily Prize Giving & Drinks on the lawn
<b>Wednesday 4th May</b>	11:00 17:00 - 19:00	Race Starts Ocean Marina Gala Dinner Party and Regatta Prize Giving Class 1-6

\* Subject To Change

### BOAT CLASSES

Top of the Gulf Regatta 2016 will have the following classes, subject to entries received:

- Class One - IRC 1
- Class Two - IRC 2
- Class Three - IRC 3
- Class Four - Cruising
- Class Five - Platu - Platu Coronation Cup 2016
- Class Six - Ocean Multihulls
- Class Seven - F18
- Class Eight - Open Beach Multihulls

- Class Nine - Single Handed Monohull Dinghies
- Class Ten - Double Handed Monohull Dinghies
- Class Eleven - RS:One Windsurfs - RS:One Asian Championships 2016
- Class Twelve - Optimist - Thailand Optimist National Championships 2016

The Top of the Gulf Regatta 2016 features four course areas





## ASIA'S LARGEST MULTI CLASS REGATTA

### ONE DESIGN PLATU CORONATION CUP 2016

#### Opportunities available for a Presenting Sponsor and individual Platus

Ocean Marina Yacht Club is home to the largest Platu fleet in Asia and is host to Platu Coronation Cup.

The Coronation Cup is one of the most prestigious awards in sailing in Thailand, being directly related to His Majesty The King.

Established in 1996 with 24 entries, the first One Design Platu Coronation Cup date coincided with the anniversary of His Majesty the King of Thailand's Coronation date, 5th May 1950. From there, the one design Platu Coronation Cup was born.

### THAILAND OPTIMIST NATIONAL CHAMPIONSHIPS 2016

#### Opportunities available for a Presenting Sponsor

In 1976 the Yacht Racing Association of Thailand (YRAT) started Junior Sailing, a programme to encourage and train young Thai sailors and send them to compete in international sailing events.

In the same year, YRAT started what was then called the Optimist Thailand Championship Cup, known today as the Thailand Optimist National Championships.

Now in its 41st year, the Thailand Optimist National Championship 2016 is as competitive as ever, with many leading Thai juniors, international teams and world champions competing for the title.

### RS:ONE ASIAN CHAMPIONSHIP 2016

#### Opportunities available for a Presenting Sponsor

The 2016 RS:One Asian Championship will be held in conjunction with Top of the Gulf Regatta 2016 over four days at Ocean Marina Yacht Club.

More than 30 competitors representing all Asian countries will compete in male and female divisions.

RS:One is an exciting, International Sailing Federation (ISAF) approved One Design racing class by NeilPryde.

One sail, one board - everyone competing on the same equipment. It's the rider that makes the difference.



# TOP OF THE GULF REGATTA

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## COMPETITORS

Top of the Gulf Regatta has always supported diversity of boats and sailors and gives opportunities to youth and beginner sailors through its variety of classes.

The range of nationalities taking part and the number of participants from overseas has increased since the Regatta started with participants from Australia, Canada, China, Germany, Japan, UK and USA - to name a few.

### Competitor demographics are:

- 70/30 male/female
- 64% AB and 28% C1
- Largest proportion aged 25 - 40

## SPECTATORS

### Spectator demographics are:

- 50/50 male/female
- 53% AB and 29% C1
- Largest proportion aged 35 - 50

## TROPHIES & PRIZES

Top of the Gulf Regatta 2016 presents awards for first, second and third places in the overall series, for all classes.

Platu Coronation Cup 2016 is awarded to the winner of the One Design Platu Class.

Thailand Optimist National Championships 2016 overall winner is presented a special perpetual trophy.

RS:One Asian Championships 2016 presents awards for first, second and third places in the series.

## PARTIES

Top of the Gulf Regatta 2016 offers huge opportunities for sponsors to network and entertain guests at a number of parties; all of which are available for sponsorship, including naming rights and presence marketing.

### Parties include:

- Opening Ceremony Cocktail Party
- Daily Prize Giving & Drinks on the lawn
- Ocean Marina Gala Dinner Party

## THE REGATTA VILLAGE

Top of the Gulf Regatta 2016 will boast a Regatta Village based at 20,000 Baht per 3x3 Stand

The Regatta Village will give sponsors the opportunity to show and sell their products and services and will be at the heart of the event hosting:

- Opening & Closing Ceremony
- Awards Presentations
- Buffet Dinners & Parties
- Information Centre
- Medical Centre

# ASIAN YACHTING GRAND PRIX CHAMPIONSHIP 2016

Top of the Gulf Regatta 2016 is the penultimate event in the AsianYachting Grand Prix Championship (AYGP) 2015 / 2016.

AYGP comprises selected 5-star racing class events held each year and fairly grades the competing skippers' ability to successfully run a racing campaign in Asian waters over the season.

The winner will don the tailored Blue Blazer and receive the Perpetual AY Cup, traditionally filled with chilled champagne at a magnificent prize giving party on the lawns of the Centara Grand Beach Resort at the Samui Regatta in May 2016.

Commercial Sponsorship & Partnership Opportunities are available for the AYGP 2016.

DATE	REGATTA	DESCRIPTION
<b>July</b>	Cape Panwa Hotel Phuket Raceweek, Thailand <a href="http://www.phuketraceweek.com">www.phuketraceweek.com</a>	Four days of world-class yacht racing combined with four nights of magical, beachside parties at the 5-star Cape Panwa Hotel – all captured for international TV broadcast to 140 million households. Cape Panwa Hotel Phuket Raceweek is an action-packed international regatta – the first event in the Asian Yachting Grand Prix Championship Circuit.
<b>October</b>	Audi China Coast Regatta <a href="http://www.rhkyk.org.hk/chinacoastregatta.aspx">www.rhkyk.org.hk/chinacoastregatta.aspx</a>	Three days of Big Boat racing in the best conditions Hong Kong has to offer, China Coast Regatta is staged in the waters to the south of Hong Kong with 15 to 20 knots of north easterly winds!
<b>October</b>	Hong Kong to Vietnam Race <a href="http://www.rhkyk.org.hk/hkvi-etnamrace2015.aspx">http://www.rhkyk.org.hk/hkvi-etnamrace2015.aspx</a>	The Audi Hong Kong to Vietnam Race 2015 is organised by the RHKYC and run under the RHKYC Offshore Prescriptions. It is a 673-mile biennial ('downhill') fast passage to Nha Trang, on the south-eastern coast of Vietnam.
<b>November</b>	Raja Muda Selangor International Regatta, Malaysia <a href="http://www.rmsir.com">www.rmsir.com</a>	A challenging offshore & inshore sailing race organised every year by the Royal Selangor Yacht Club in association with the RORC. It consists of three overnight passage races, 260 miles in total, plus 3 days of harbour racing in Penang and Langkawi. The event attracts a large variety of yachts, from top class IRC1 racers to slow classic cruisers dating back over 100 years, all of whom had to cope with unpredictable weather and changing tactics during the 9 day mix of races past tropical islands.
<b>December</b>	Phuket King's Cup Regatta, Thailand <a href="http://www.kingscup.com">www.kingscup.com</a>	The Phuket King's Cup Regatta is Asia's biggest and most popular regatta. Inaugurated in 1987 to celebrate the 60th birthday of His Majesty the King of Thailand, the event has been held every year since during the first week of December. With Royal Patronage, the Regatta is organised by the Phuket King's Cup Regatta Organizing Committee under the auspices of the Royal Varuna Yacht Club, in conjunction with the Yacht Racing Association of Thailand, the Royal Thai Navy and the Province of Phuket.
<b>January</b>	Royal Langkawi International Regatta <a href="http://www.langkawiregatta.com">www.langkawiregatta.com</a>	The Royal Langkawi International Regatta (RLIR) features five days of gusting winds and choppy seas with over 40 yachts racing along the harbour and coastal courses.
<b>February</b>	Neptune Regatta <a href="http://www.neptune-regatta.com/">www.neptune-regatta.com/</a>	Neptune Regatta is the worlds only sailing regatta and motor yacht rally that centres around a race to the equator! Featuring five days of world-class yacht racing, Neptune Regatta takes participants to the Equator and back, sailing through pristine tropical waters, combined with nights of magical, beachside parties!
<b>February/ March</b>	Subic to Boracay Race and Boracay Cup Regatta <a href="http://www.subicsailing.com/subic-bay-to-boracay-race-2015">www.subicsailing.com/subic-bay-to-boracay-race-2015</a>	Two of the most anticipated races of the year, the Subic to Boracay Race and Boracay Cup Regatta are two successive races where participants from around Southeast Asia converge and battle not just each other, but also the prevailing conditions of the race course.
<b>March</b>	Rolex China Sea Race <a href="http://www.rhkyk.org.hk/rolex-chinasearace.aspx">http://www.rhkyk.org.hk/rolex-chinasearace.aspx</a>	This 565nm Category 1 Offshore Race is run under the auspices of RORC, and takes competitors from Hong Kong, China to Subic Bay in the Philippines.
<b>March/April</b>	Commodore's Cup <a href="http://www.commodorescup.rorc.org">www.commodorescup.rorc.org</a>	The Brewin Dolphin Commodores' Cup is the Royal Ocean Racing Club's (RORC) biennial flagship event for national teams with amateur crews. The international offshore regatta comprises a tough mix of inshore and offshore racing and is an intense seven-day programme that pits three-boat teams against one another to accrue overall team points.
<b>April/May</b>	Top of the Gulf Regatta <a href="http://www.topofthegulfregatta.com">www.topofthegulfregatta.com</a>	Founded in 2005 by Bill Gasson and Ocean Marina Yacht Club, the Top of the Gulf Regatta is unique – it is the only multi-class sailing event of its kind in Asia. The Regatta attracts a large fleet of keelboats and ocean multihulls, as well as One Design Platus, beach catamarans, dinghies and Optimists, and incorporates the Coronation Cup and the Thailand Optimist National Championships.
<b>May</b>	Samui Regatta <a href="http://www.samuiregatta.com">www.samuiregatta.com</a>	Samui Regatta is one of Asia's biggest regattas and the final of the AsianYachting Grand Prix. Held at Centara Grand Beach Resort Samui, Chaweng Beach, Koh Samui, the regatta is a week-long sailing extravaganza packed with the best racing, parties and cuisine in the tropics. The event has grown to attract the best yachts in Asia and a large spectator following who come for great sailing, great parties and many other events that occur during one incredible week each year.





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## SPONSORS

Top of the Gulf Regatta has attracted many sponsors over the past 11 years, in 2015 sponsors included:

### PRESENTING SPONSOR



### SUPPORTING SPONSORS



### SUPPORTING SPONSORS



### SUPPORTING AUTHORITIES



### MEDIA PARTNER



### Presenting Sponsor

Ocean Marina Yacht Club

### Supporting Sponsors

Coca Cola  
Dairy Queen  
Discover Thainess  
Finca de Malpica  
North Sails  
QBE  
Sheraton Grande Sukhumvit  
Singha Corporation  
Thai Airways  
The Pizza Company  
Tourism Thailand

### Supporting Authorities

Ocean Marina Pattaya Boat Show  
Pattaya City  
Royal Varuna Yacht Club  
Yacht Racing Association of Thailand

### Media Partners

Asianyachting.com  
Fragrant Harbour  
Luxury Society Asia  
Robb Report  
Sails Magazine  
Sail World  
SEA Yachting



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### ABOUT OCEAN MARINA

Situated on Riviera Jomtien beach - Pattaya, Ocean Marina Yacht Club is renowned as Thailand's first world-class marina & yacht club and ranked as the biggest marina in South East Asia.

It has been the official venue of many international sporting events such as Cata World Cup, 24th SEA Games, Top of the Gulf Regatta, the latter for 11 consecutive years, as well as big-scale music concerts.

#### The marina-front complex consists of 3 main parts:

- The marina including in-water slips & wave breaker, on-land storage, with fully-equipped facilities & services
- Ocean Marina Hotel & Yacht Club
- Luxury Condominiums - San Marino and Ocean Portofino

Ocean Marina Yacht Club is just a short drive from Bangkok, less than two-hours from Suvarnabhumi international airport, and only 15 minutes from U-Tapao airport.

Surrounded by mountains, beach, and splendid seascape of the eastern coasts, and close to many tourist attractions, golf courses, shopping and entertainment areas as well as rarely-seen islands, Ocean Marina offers a unique nautical resort, a charming hideaway for leisure.

#### The Sports Complex is remarkably diverse, spacious and comfortable, featuring:

- 25-metre Indoor Swimming Pool
- Children's Pool
- Outdoor Free-form Pool
- Male/Female Saunas
- Tennis Courts
- Squash Courts
- Fitness & Aerobic Rooms
- Games Rooms

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

### TOURIST DATA

Pattaya City attracts over seven million tourists yearly - approximately one third Thai and two thirds foreigners; 15% are 15 - 24 years old; 32% 25 - 34 years old; 30% 35 - 44 years old; and 11% 45 - 54 years old.

- Within a 50 miles radius (60 km) (2 provinces) covering: Chonburi; and Rayong - there are 864,000 potential visitors
- Within a 100-mile radius (120 km) covering: Bangkok; Nonthaburi; Pathum Thani; Samut Prakan; Chantaburi; Trat; Chachoengsao; Prachinburi; Sa Kaeo; Nakhon Pathom; Ayutthaya, Samutsakhon; Angthong; Nakhon Nayok; and Samut Songkram - there are 14 million potential visitors
- Within a 150 mile (180 km) radius covering: Nakhon Ratchasima; Suphanburi; Ratchaburi; Singburi; and Sarabu - there are 17 million potential visitors
- Within 200 mile radius (240 km) of Ocean Marina there is a population catchment of over 26 million people

Source: Bangkok & Pattaya Population Statistics



# ASIA'S LARGEST MULTI CLASS REGATTA

## RIGHTS

Rights fall into the following categories. A full inventory by sponsorship level is detailed:

### RIGHT TO TITLE

Title Sponsor / Official Presenting Sponsor / Host Venue Sponsor / Co-sponsor / Official Supplier / Official Media / Local Partner

### BRANDING

Signage and logos: at the event and around Pattaya; Airport; Boats; Officials; Beach Flags; Parties; Regatta Bar; Regatta Village; Programme; Pre and Post Event Literature; Website; and Prize Naming

### MEDIA

Inclusion of logo in any TV documentary; any post-event DVD; Media releases

### EXPERIENTIAL MARKETING

Presence Marketing; Leafleting; Information Booths in Regatta Village

### DATA CAPTURE

Mail list forwarding service access

### HOSPITALITY & NETWORKING

VIP Hospitality Packages to parties, opening and closing ceremonies

### MERCHANDISING

Logos on: Baseball caps; t-shirts; Posters; Postcards; Stationery; Leaflets



# TITLE, PRESENTING, HOST VENUE, CO-SPONSOR INVENTORIES

	TITLE SPONSOR	PRESENTING SPONSOR SOLD	HOST VENUE SPONSOR	CO-SPONSOR
<b>TITLE RIGHTS &amp; CATEGORY EXCLUSIVITY</b>				
Rights to title "[Title Sponsor Name] Top of the Gulf Regatta 2016 presented by Ocean Marina" for PR and advertising use	Yes	Yes		
Rights to title [Host Venue Name] "Official Host Venue Sponsor of [Title Sponsor Name] Top of the Gulf Regatta 2016 presented by Ocean Marina" for PR and advertising use			Yes	
Rights to title [Co-sponsor Name] "Official Co-sponsor of [Title Sponsor Name] Top of the Gulf Regatta 2016 presented by Ocean Marina" for PR and advertising use				Yes
Company name incorporated in event logo	Yes	Yes	No	No
Category Exclusivity	Yes	Yes	No	Yes
<b>BRANDING RIGHTS</b>				
Logo on race boats bow/hull sticker	Yes	No	No	No
Logo on marks of the race course x 2 logos	X 2 logos	X 2 logos	1 x logo	1 x logo
Logo on flags on race boats	All	All	No	No
Logo on beach flags (1m x 3m)	20	20	10	10
Joint advertising boards with title and presenting sponsors logo at Ocean Marina	X 8	X 8	X 8	X 8
Joint advertising boards with title and presenting sponsors logo around Pattaya	Yes	Yes	Yes	Yes
Logo on main backdrop on presentation stage	Yes	Yes	Yes	Yes
Logo on presentation stage podium	Yes	Yes	Yes	Yes
Interview area backdrop branding	Yes	Yes	No	No
Banners in Regatta Bar area	Yes	Yes	No	No
Logo on literature pre and post events, website, stationery, poster, postcards	Yes	Yes	Yes	Yes
Short company/product profile & logo on Regatta website sponsors page	Yes	Yes	Yes	Yes
Full page programme advertisement	Premium Location	Premium Location	Yes	Yes
<b>NAMING RIGHTS</b>				
Naming of Race Day	Yes	Yes	No	No
Naming Of Award			X 1	X 1
Regatta Bar naming rights "The [Title Sponsor] Regatta Bar in association with [Presenting Sponsor Name]"	Additional	Additional	No	No
<b>MEDIA RIGHTS</b>				
Brand name mention and logo in Top of the Gulf Regatta 2016 presented by Ocean Marina race reports, press information and advertisements	Yes	Yes	Yes	Yes
Inclusion in any TV/Radio advertisement produced	Yes	Yes	No	No
Inclusion in any TV documentary produced	Yes	Yes	Yes	Yes
Inclusion in any marketing/sales materials including post event DVD if applicable	Yes	Yes	Yes	Yes
<b>EXPERIENTIAL/PRESENCE MARKETING RIGHTS - REGATTA VILLAGE</b>				
Promotional/trade booth in Regatta Village on site and promotional staff	Yes	Yes	Yes	Yes
Promotional literature in skippers' kit bags	Yes	Yes	Yes	Yes
Sampling	Yes	Yes	Yes	Yes
Promotional literature (not booth) in Regatta Bar	Yes	Yes	Yes	Yes
<b>DATA RIGHTS</b>				
Data capture mail list forwarding service access	Yes	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>				
VIP tickets for each of the parties	40 per party	20 per party	10 per party	10 per party
Pairs of VIP prizes for B2B or B2C use 5 nights at Host Venue Sponsor	1 x pair	1 x pair	1 x pair	1 x pair
VIP sponsor passes	5	5	3	3
<b>MERCHANDISING</b>				
Opportunity to put Logo on Regatta merchandise with Regatta approval	Yes	Yes	Yes	Yes
<b>ACCOUNT MANAGEMENT</b>				
Provision of account manager to manage sponsorship	Yes	Yes	Yes	Yes
Post event media and branding report	Yes	Yes	Yes	Yes

# OFFICIAL SUPPLIERS, MEDIA PARTNERS

TITLE RIGHTS	
Rights to title "[Sponsor Name] Official Supplier/Media Partner of [Title Sponsor Name] Top of the Gulf Regatta 2016 presented by Ocean Marina" for PR and advertising use	Yes
BRANDING RIGHTS	
Logo on beach flags (1m x 3m)	10
Joint advertising boards around Marina	8 boards
Logo on main backdrop on presentation stage	Yes
Interview area backdrop branding	Yes
Logo on literature pre and post events, website, stationery, poster, postcards	Yes
Short company/product profile & logo on Regatta website sponsors page	Yes
Programme advertisement	Half page
MEDIA RIGHTS	
Brand name mention and logo in Top of the Gulf Regatta 2016 presented by Ocean Marina race reports, press information and advertisements	Yes
Inclusion in any TV documentary produced	Yes
Inclusion in Top of the Gulf Regatta 2016 presented by Ocean Marina marketing/sales materials including post event DVD if applicable	Yes
EXPERIENTIAL/PRESENCE MARKETING RIGHTS - REGATTA VILLAGE	
Sampling	Yes
Promotional literature in skippers' kit bags	Yes
Promotional literature (not booth) at Regatta Village	Yes
Promotional literature (not booth) in Regatta Bar	Yes
HOSPITALITY & NETWORKING RIGHTS	
VIP tickets for each of the parties	5 per party
VIP sponsor passes	2
ACCOUNT MANAGEMENT	
Provision of account manager to manage sponsorship	Yes
Post event media and branding report	Yes

## LOCAL PARTNERS

We have a limited number of opportunities for our Local Pattaya based Partners at the following levels, which offer branding and hospitality benefits...

## LOCAL PARTNERSHIP

- Use the Regatta's name/logo in your own publicity (e.g. "Official Local Partner of...")
- Logo/hotlink on Regatta website Sponsors' page
- Logo + ¼ page advertisement in Regatta programme (distributed at the event and to selected outlets around Pattaya)
- Logo on Regatta poster/billboards
- Logo in local media advertising
- 5 x VIP passes to all parties & Regatta Bar
- Promotional literature at Regatta venue and Regatta Village
- Logo on stage / interview area backdrop(s)
- Logo on main banner/billboard at Regatta HQ

## LOCAL & MARINE INDUSTRY SUPPORTERS

- Use the Regatta's name/logo in your own publicity (e.g. "Official Supporter of...")
- Company name/Hotlink on Regatta website Sponsors' page
- Logo in Regatta programme sponsors' page (distributed at the event and to selected outlets around Pattaya)
- Company name on Regatta poster/billboards
- Company name in local media advertising
- 2 x VIP Passes to all parties & Regatta Bar
- Promotional literature at Regatta venue & Regatta Village
- Company name on stage / interview area backdrop(s)
- Company name on main banner/billboard at Regatta HQ

## BRANDED BOATS

Top of the Gulf Regatta 2016 offers a number of opportunities for all sponsors and partners to have their corporate logo and messages on the participating boats.

The bolt on boat sponsorship service is available in addition to the above packages.

This service is being offered to all sponsors and partners, as it is more beneficial from a brand awareness perspective to integrate the event sponsorship with boat branding.

This is also true for boat sponsors – who are encouraged by the organisers to get involved at some level with sponsorship of the Regatta.





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### REGATTA VILLAGE EXHIBITOR ONLY PACKAGES

Top of the Gulf Regatta 2016 is giving sponsors the opportunity to purchase space in the Regatta Village either as stand-alone for Sponsors own products and services display or with an option to resell space to other businesses.

Further information available on request.

### HOSPITALITY PACKAGES

Top of the Gulf Regatta 2016 offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts.

With four days of sailing and parties plus a wealth of relaxation and recreation activities this is an excellent way to do and promote your business.

**Sponsors will have a number of opportunities to entertain their guests through bespoke packages at:**

- Opening Ceremony Cocktail Party
- Daily Prize Giving & Drinks on the lawn
- Ocean Marina Gala Dinner Party

As with space at the Regatta Village Top of the Gulf Regatta 2016 is giving sponsors the opportunity to purchase hospitality packages for their own use as well as reselling to other businesses.

### ADDITIONAL PACKAGES

As well as the Top of the Gulf Regatta 2016 packages there are a number of sponsorship opportunities for other events taking place, including:

**Platu Coronation Cup 2016**

One x Presenting Sponsor

**Thailand Optimist National Championships 2016**

One x Presenting Sponsor

**RS:One Asian Championships 2016**

One x Presenting Sponsor

**Asian Yachting Grand Prix (AYGP) 2015 / 2016**

Sponsorship packages available on request

**Ocean Marina Yacht Club (OMYC)**

Club racing sponsorship packages available on request

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### BRANDING

Top of the Gulf Regatta 2016 is supported by a comprehensive promotional campaign...

### PR & MEDIA

Top of the Gulf Regatta 2016 offers huge opportunities to create media coverage for sponsors through news PR activity.

There will be coverage in Thai local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines.

Press releases and daily race reports will also be issued through a variety of regional and international yachting web sites.

Sponsors, Supporters, Suppliers and Local Partners will have rights to associate with Top of the Gulf Regatta 2016 for PR and advertising activity.

Media coverage and awareness both in Thailand and overseas of the Regatta has grown year-on-year for the last 11 years - both in volume and value.

Press releases, email newsletters and editorial agreements with Media Partners achieve widespread editorial coverage in print and on the web.

Media value for top of the Gulf Regatta 2015 was 45 Million Baht.

### ADVERTISING SCHEDULE

The main focus is to achieve media exposure for the Regatta and its sponsors is through Media Partnerships.

While press releases and email newsletters, together with editorial agreements with Media Partners, achieve widespread international coverage in print and on the web, it is through advertising that the event can guarantee branding and exposure for sponsors.

The advertising budget for Top of the Gulf Regatta 2016 will be 5 Million Baht.

### MEDIA PARTNERS

Media Partners guarantee coverage for sponsors. In 2105 Media Partners included:

Asianyachting.com  
Fragrant Harbour  
Luxury Society Asia  
Robb Report  
Sails Magazine  
Sail World  
SEA Yachting



# TOP OF THE GULF REGATTA

PRESENTED BY OCEAN MARINA

## ASIA'S LARGEST MULTI CLASS REGATTA

### ONLINE & SOCIAL MEDIA

www.topofthegulfregatta.com has 100 page views per day on average.

Social Media has become one of the most significant means of reaching a target audience.

Top of the Gulf Regatta makes intensive use of a variety of social media platforms including Facebook, YouTube and Twitter, which have created a huge increase in interest from sailors and sponsors alike.

**Facebook:** [www.facebook.com/togregatta](http://www.facebook.com/togregatta)  
**Twitter:** [www.twitter.com/togregatta](http://www.twitter.com/togregatta)  
**YouTube:** [www.youtube.com/TOGRegatta](http://www.youtube.com/TOGRegatta)

### MERCHANDISING

We offer our Sponsors, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise.

This could be used as give-aways through media and presence marketing promotions.

For example: Top of the Gulf Regatta 2016 travel bags; pens; sunglasses; key rings; and watches.

### EXPERIENTIAL MARKETING

Pattaya attracts thousands of visitors in May and with it huge opportunities for sponsors to promote their products and services.

**The visitors provide sponsors with a mixture of:**

- High Net Worth Individuals from media celebrities to business entrepreneurs from all industries
- Corporate high flyers from media and advertising
- Tourists

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