



THE TAKRAW LEAGUE

2021 / 2022

THAILAND'S FIRST & ONLY PRIVATELY RUN TAKRAW LEAGUE

THE TAKRAW LEAGUE 2021 / 2022

Featuring 10 teams from across Thailand, The Takraw League is the first and only privately run Takraw league in the Kingdom and one of the most prestigious in the world.

With its deep cultural roots and a diverse and nation-wide fan base, Takraw is one of Thailand's two national sports (along with Muay Thai) and is enjoying year-on-year growth in popularity from both a playing and spectator perspective.

Founded 18 years ago, The Takraw League was relaunched in 2019 with matches held throughout Thailand from June to September and broadcast via media partnerships with MONO, BEC-Tero and ESPN Asia.

The Takraw League is produced by SportZet Co., Ltd. on behalf of the Takraw Association of Thailand and The Sports Authority of Thailand (SAT). The League is supported by Marathon, a producer of sports equipment, and the famous synthetic Takraw ball.

We have a number of commercial Sponsor and Partner opportunities for businesses to get involved with The Takraw League including: League Title & Presenting Sponsors; Official League Partners; Official Supplier Partners; Official Broadcast & Media Partners.

THE TAKRAW LEAGUE QUICK FACTS



170,000+
views per match

10

NATIONALITIES OF PLAYERS
REPRESENTED IN THE LEAGUE

10
TEAMS

90
MATCHES



500 - 1,000
SPECTATORS
PER MATCH

18
MATCH
DAYS

PLAYER DRAFTING SYSTEM

1st sporting league ever to introduce drafting system for player recruitment, which introduces more equality in terms of skill level and irons out any monetary advantage between the teams providing a fairer advantage for teams with lower budgets

NB. The Takraw League plans to expand to 12 teams and 22 Match Days.



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SPONSORSHIP PACKAGES

The Takraw League has developed commercial sponsorship and partnership marketing packages to suit differing levels of needs:

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TIER 1: LEAGUE TITLE & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights to The Takraw League
- 1 x Presenting Sponsor with naming rights to The Takraw League

TIER 2: OFFICIAL LEAGUE PARTNERS

- 6 x Official League Partners from non-competing categories

TIER 3: OFFICIAL LEAGUE SUPPLIER PARTNERS

Up to 10 x Official Supplier Partners from different industries providing supplies and support for The Takraw League. These include Official League Supplier Partners in the following sectors:

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

TIER 3: OFFICIAL LEAGUE BROADCAST & MEDIA PARTNERS

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

TAKRAW CLUB SPECIFIC

Club specific commercial sponsorship and partnership marketing packages are available upon request.

SPONSORS

Current and previous league Sponsors include: **Marathon**





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THE CLUBS

Amnatcharoen TC
Bangkok Tonburi University TC
Chonburi – Kochancamp TC
Kalasin TC
Nakonpathom TC
Phitsanulok Kraisorn Rajasiha TC
Phrae TC
Pathum Thani TC
Ratchaburi TC
Sisaket Province TC



FANS & COMMUNITY

Between 500 and 1,000 fans watch: The Takraw League. Each of the 10 clubs plays 9 home and 9 away matches over the season a total of 90 matches on 18 Match Days

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

- The Takraw League Clinics - for school children
- Training - with takraw idols
- Takraw for all - disabled, young children and teenagers

ACADEMY

The Takraw League Academy works with children of all ages from U8s - U19s

Marketing Support by Paul Poole (South East Asia) Co., Ltd. -
The Sponsorship Experts

Produced by SportZet Co., Ltd. on behalf of the
Takraw Association of Thailand and The Sports
Authority of Thailand

Supported by Marathon (Thailand) Co., Ltd.



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WHY GET INVOLVED?

An association with The Takraw League 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.

Sponsors benefit from a partnership in many ways, including:



BRAND EXPOSURE

The opportunity to integrate with Takraw - linking in with The Takraw League brand and its clubs and players who serve and act as role models - featuring 18 Takraw Match Days.

VENUE BRANDING

Stadia Advertising Boards
Stadia Banners
Pitch Floor
LED Scoreboard & LED Screens
Media / Press Conference Rooms Backdrop
Entrance Branding
Outside Stadia - Flags, Billboards and Posters

PLAYING AREA BRANDING

End of court logo placement for Title Sponsor - the highest broadcasting visibility during high angle game shots
Logo on net line - the highest broadcasting visibility during services shots
Logo on court perimeter in follow-up area outside court white lines

PLAYERS BRANDING

On Shirts, Shorts, Headdress, Hat and Tracksuits

OFFICIALS BRANDING

Referees and Officials

OTHER BRANDING

Logo on The Takraw League Merchandise e.g. Polo Shirt
Logo at Takraw Clinics & Academy
Match Day - Programme / Event Booth Matches / Tickets / Stadia Dressing
Souvenir Booth

BROADCAST

The Takraw League has media partnerships with MONO, BEC-Tero and ESPN Asia and is currently in negotiations with other media and broadcast partners.



IMAGE ENHANCEMENT

SUPPORTING THE FUTURE OF TAKRAW IN THAILAND AND ASIA

Through the Academy's training curriculum helping to identify tomorrow's talent.

CORPORATE SOCIAL RESPONSIBILITY

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



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WHY GET INVOLVED?



MEDIA & PR

MARKETING TO TAKRAW AUDIENCE

The Takraw League provides an excellent vehicle for businesses to associate with and target Takraw fans through one of Thailand's most popular sports.

PLAYER & TALENT ACCESS

League and club officials as well as players can give talks; give their name to campaigns; and endorse products and offer promotions.

Opportunities also exist through promotion and branding on The Takraw League club's and player sites, with their large numbers of followers.

PRESS & PR

The Takraw League is hot news. Advertising value of editorial coverage including Press, TV, Online and Radio.

Press Conferences

Opportunities to hold press conferences at The Takraw League matches for photo opportunities.

PRINT

The Takraw League produces programmes – with opportunities for advertising.

PROMOTION MATERIAL

Distribution of Sponsor promotional materials at The Takraw League functions throughout the season, and display of Sponsor supplied banners.



EXPERIENTIAL MARKETING

Sampling of products to fans at The Takraw League events or via online and social media.

Match Day Branding – interval promotional activity on the pitch; branding and promotion outside stadia where events are taking place.

Experiential Booths - in exclusive controlled areas.



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WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS

Inclusion in social media activity...

 - <https://www.facebook.com/takrawworld/> - 170K+ FOLLOWERS

As at June 2019

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. The Takraw League creates tailored events for clients at the matches. In this way, business partners and those they invite can feel closely involved with The Takraw League.

Opportunities include: Client entertainment days, staff parties, and social events throughout the season within a VIP area on match days.

Packages include Match Day and VIP tickets for The Takraw League.

OTHER PROMOTIONAL OPPORTUNITIES

The Takraw League is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services.



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THAI NATIONAL SPORT - A BRIEF HISTORY

Sepak Takraw along with Muay Thai is one of Thailand's most famous national sports. The first versions of Sepak Takraw were not so much of a competition, but rather cooperative displays of skill designed to exercise the body, improve dexterity and loosen the limbs after long periods of sitting, standing or working.

Sepak Takraw is fiercely competitive and began taking shape in Thailand almost 200 years ago. In 1829, the Siam Sports Association drafted the first rules for the game. Four years later, the association introduced the volleyball-style net and held the first public contest. Within just a few years, Sepak Takraw was introduced to the Physical Training curriculum in schools.

In Bangkok, the murals at Wat Phra Kaew (the Temple of the Emerald Buddha) depict the Hindu god Hanuman playing Sepak Takraw in a ring with a troop of fellow monkeys. Other historical accounts also mention the game earlier during the reign of King Naresuan of Ayutthaya.

The game became such a cherished local custom that an exhibition of volleyball-style Sepak Takraw was staged to celebrate the kingdom's first constitution in 1933, the year after Thailand abolished absolute monarchy.

THE MODERN DAY GAME

Almost every nation that played the game knew it by a different name. In 1960, representatives from Malaysia, Singapore, Indonesia, Laos and Thailand met in Kuala Lumpur to standardise rules and regulations for the game. And after a long and heated debate, consensus was reached that the sport would henceforth be officially called Sepak Takraw.

They also formed the Asian Sepak Takraw Federation (ASTAF), and translated the rules into English, setting the stage for the first international competition, held in Malaysia in 1965, at the Southeast Asian Peninsular Games, or SEAP Games, the predecessor to today's Southeast Asian Games (SEA Games). This chain of events set the stage for the international development of Sepak Takraw. However, it was the replacement of the natural rattan ball, which tended to splinter and warp, with the more standardised synthetic plastic ball that really kicked the game's popularity into high gear.

In 1990, Sepak Takraw was included at the Asian Games in Beijing. The first women's championships were hosted in Thailand in 1997. Today, more than 20 countries have national Sepak Takraw associations with representatives on the board of the global governing body, the International Sepak Takraw Federation (ISTAF).

ON ITS WAY TO OLYMPIC STATUS

Sepak Takraw is one of the fastest growing sports in Asia, as well as many other parts of the world. The gravity-defying kicks, contorted aerial twists, turns of the body and the blinding speed of play astound spectators worldwide. For most of the past decade, Thailand has dominated international competitions, winning nearly every major event. Malaysia turned the tide at the 2005 Manila SEA Games.

Thailand and Malaysia will remain the teams to beat for the foreseeable future, but other Sepak Takraw powerhouses such as Myanmar, South Korea, Singapore and Vietnam are closing in quickly. Asian nations are currently lobbying to make takraw an Olympic sport, so as to attract wider audiences overseas and to give Asia a much-needed boost in the medals table - and it's only a matter of time before the region's beloved pastime takes its rightful place among other sports at the Olympic Games.



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RULES



2 TEAMS
3 PLAYERS IN A TEAM
left inside | right inside | back



BALL
Traditionally hand-woven from bamboo or rattan, but most modern ones are synthetic



COURT SIZE
20 x 44 feet – approx. same size as a badminton court



NET
1.52 metres high



START OF PLAY
Play starts when the server is tossed the grapefruit-sized ball by a teammate while keeping one foot in a small 'serving circle'



SCORING
Each team is allowed a maximum of three touches of the ball to get it back over the net to the other side without letting it touch the ground

He then must kick the ball over the net with the other foot

The ball can't be touched by the hands or arms

Top Takraw players have to combine great foot-eye coordination with quickness, anticipation, power, flexibility, and acrobatic skills

The first team to score either 15 or 21 points, depending on the rules in play, wins the set

The team that prevails in two sets wins the match

GRAVITY-DEFYING MOVES

The intricacy and speed of the methods used to send the ball aloft are sensational. The basics involve the sole kick (using the arch or sole of the foot), the instep kick, knee kick, shin kick, shoulder kick, or head kick. The more advanced maneuvers are cross-legged jump kick, (crossing your left leg over your right and leaping up to kick the ball with the instep of the left foot). Another version is the cross-legged knee kick, for which the player crosses his left leg over his right above the right knee, and then leaps into the air kicking the ball with his right knee.

ACROBATIC KICKS

A spike is much more difficult in Sepak Takraw than volleyball, because slamming the ball down hard means getting your feet above the net. The movement required is a bit like a bicycle kick in football, jumping and flipping in the air to kick the ball. After a bicycle kick a footballer usually lands on their back, but professional Sepak Takraw players are athletic enough to execute a spike and land on their feet. A good spike or spiker is often referred to as the 'killer'.

The most breathtaking and difficult of these feats are known as the roll spike, where the player leaps into the air to kick the ball over the opposite shoulder, and the 'sunback' or stingray spike, a similar scissors kick but over the same shoulder. Perhaps the most brutal kick of all is the horse-kick serve, made famous by Thailand's Suebsak Phunsueb, who is widely regarded as the best player in the world. Suebsak has been confounding opponents for a decade by serving the ball to opponents at a blistering pace using the sole of his shoe.



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	TIER 1 TITLE & PRESENTING SPONSORS	TIER 2 OFFICIAL LEAGUE PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS THE TAKRAW LEAGUE			
Rights to titles for PR & advertising use ...			
"The [Title Sponsor Name] Takraw League presented by [Presenting Sponsor Name]"	Yes		
"Official League Partner The [Title Sponsor Name] Takraw League presented by [Presenting Sponsor Name]"		Yes	
"Official [Supplier Sector] Partner The [Title Sponsor Name] Takraw League presented by [Presenting Sponsor Name]"			Yes
"Official Media Partner The [Title Sponsor Name] Takraw League presented by [Presenting Sponsor Name]"			Yes
Product Exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS: THE TAKRAW LEAGUE			
BRANDING - KIT: THE TAKRAW LEAGUE			
Logo on Players: Shirts, Shorts, Headress, Hat and Tracksuits	Yes		
On Staff - Referees, Officials, Coaches, Medical Team	Yes		
BRANDING - VENUES: THE TAKRAW LEAGUE			
Stadia Advertising Boards x 20 including 12 for The Takraw League Sponsors and 8 used by home club	Prominent	Less Prominent	Less Prominent
Stadia Banners x 20 including 10 for The Takraw League Sponsors and 10 used by home club	Prominent	Less Prominent	Less Prominent
LED Scoreboard & LED Screens	Yes		
Entrance Logo Board - seen by every person entering the ground	Prominent	Less Prominent	Less Prominent
Outside Stadia - Flags, Billboards and Posters	Prominent	Less Prominent	Less Prominent
Media / Press Conference Rooms & Backdrop	Prominent	Less Prominent	Less Prominent
BRANDING - OTHER THE TAKRAW LEAGUE			
Logo On League Merchandise e.g. Polo Shirt	Yes	Yes	Yes
Logo At Takraw Clinics & Academy Activities	Yes	Yes	Yes
Match Day - Programme / Event Booth Matches / Tickets / Stadia Dressing	Yes	Yes	
Souvenir Booth	Yes	Yes	

	TIER 1 TITLE & PRESENTING SPONSORS	TIER 2 OFFICIAL LEAGUE PARTNERS	TIER 3 OFFICIAL SUPPLIERS PARTNERS & OFFICIAL MEDIA PARTNERS
MEDIA & PR RIGHTS THE TAKRAW LEAGUE			
League Officials / Club Officials / Players - 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
Match Day Programme Advertisement - per programme	1 x Page	Half Page	Article
EXPERIENTIAL MARKETING THE TAKRAW LEAGUE			
Sampling of products to fans at The Takraw League selected events or via online and social media	1 per month	1 every 3 months	1 every 3 months
Match Day Branding - interval promotional activity on the pitch; branding and promotion outside stadia where events are taking place	Yes	Yes	
Experiential Booths - in exclusive controlled areas	Yes	Yes	
DIGITAL & SOCIAL RIGHTS THE TAKRAW LEAGUE			
Branding On Website Partners Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - including integrating brand messages and logos into The Takraw League website and Facebook page	Yes	Yes	Yes
Branded Content - development of and access to The Takraw League email marketing campaigns to promote Sponsor brand	Yes	Yes	Yes
MERCHANDISING RIGHTS THE TAKRAW LEAGUE			
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 THE TAKRAW LEAGUE			
Free Tickets (per match)	10	5	3
Access Passes To VIP Hospitality Area - if available	Yes	Yes	Yes



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MARATHON

Marathon is The Takraw League's official equipment sponsor and the company that reinvented / modernised the Takraw ball.

Marathon (Thailand) Co., Ltd. is a company that has been in the sports business for nearly 30 years. The company operates one of the most comprehensive sports equipment manufacturing and distribution businesses in Thailand and is also a leading distributor of high quality fitness equipment to America, Finland, Japan and Taiwan.

Marathon promotes the government's "National Fitness Strategy" helping Thai people have a better quality of life through healthy lifestyles and has played a big part in modernising the sport of Takraw.

The synthetic Takraw ball made by Marathon is a departure from the original rattan Takraw and has allowed Takraw to be standardised and adhere to strict measurements. This has helped the sport become internationally recognised.



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