



PROVIDING PHYSICAL, MENTAL & SOCIAL CONDITIONING OF BODY & MIND THROUGH A SAFE, NATURAL & SCIENTIFICALLY PROVEN SYSTEM

UNIT-27 GROUP

UNIT-27 is a specific to purpose custom designed and built, specialised, CrossFit & Total Conditioning facility located in both Phuket and Koh Samui.

With its fully qualified national and international instructors plus state of the art equipment & training, UNIT-27 provides a structured and safe development toward meaningful physical, mental and social transformations.

UNIT-27 personal instructors work with a range of clients from beginners through to world-class athletes from the UFC, NHL, OneFC, NRL, CrossFit, Bikini World Championships & other sporting organisations.

UNIT-27 commits itself every day to providing quality strength & conditioning and advanced fitness training supported by a wealth of first class fitness, weight loss, conditioning, training and dietary advice available from specialist nutritionists, physiotherapists, NLP practitioners, instructors and coaches.

UNIT-27 has developed a number of packages for commercial sponsors and partners to share in its success integrating your brand through:

- UNIT-27 Training Facilities
- UNIT-27 Special Tailored Events
- UNIT-27 Brand Ambassadors & Athletes



UNIT-27 GROUP

There are currently two facilities within the group, with plans to open many more throughout Asia and the world.

PHUKET

Launched in 2013, UNIT-27's Soi is known as "Fitness Street" attracting professional individuals with high levels of disposable income who demand and expect a professional service to a thriving fitness based location populated with extensive healthy food, hotel and other complimentary fitness orientated options.

The facility contains Phuket's first genuine CrossFit affiliated gym - CrossFit Phuket® the only purpose built & fully functional western style CrossFit & weight loss fitness facility in Phuket. The facility was created explicitly to bring beginner, aspiring, elite & competitive crossfitters from all over the world together by offering the best of the best in CrossFit training & holiday fitness camps that exist anywhere in South East Asia.

UNIT-27 presence includes:

UNIT-27 Primal - a fully stocked specialised hammer strength free weights gym managed by former Mr Olympia contender Jurgen
UNIT-27 Trooper Eats - an internationally managed healthy food restaurant, which completes the "total conditioning" concept
www.unit-27.com

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KOH SAMUI

Launched in 2018, UNIT-27 Koh Samui is a boutique version of the flagship premises in Phuket.

The facility is centrally located and has quickly become the regions most specialised and trusted weight loss, fitness training and strength & conditioning gyms.

There are plans in the near future to evolve UNIT-27 Koh Samui into a private gym for only UNIT-27 Trooper on Tour clients and for high-level operation transformation clients requiring that additional level of attention and privacy.

www.kohsamui.unit-27.com



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UNIT-27 AT A GLANCE

FACILITIES

Custom built, state of the art, air-conditioned facility, unequalled in region.

TRAINERS

All UNIT 27 instructors are carefully selected for qualifications, experience, work ethics and most importantly attitude. Our team is the core of our success and our benefits package is unequalled by any other fitness employer in the region. This ensures extremely low attrition rates and a continual stream of applicants. Not many make the grade and it is considered an honour to obtain a position within UNIT-27 as a coach.

Trainer, Jibby - "Fittest Lady In Thailand" last three years by Under Armour
Trainer Billy Pullen - currently "Fittest Man In Thailand"

FIRST

Official CrossFit box to open in Phuket.

CHARITY

UNIT-27 regularly supports charities through direct donation, fundraising events and provision of training facilities, including work with: Local Charities - concentrating on animal rescue including Soi Dog Foundation & Bodhi Animal Shelter as well as child orphanages. International Charities - focusing on mental health including two successful world record attempts to raise funds.

MEDIA SAVVY

UNIT-27 is one of the most media savvy gyms producing videos, photos and live feeds - these videos generating thousands of views through Facebook and other channels.

CUSTOMERS

UNIT-27 attracts a wide range of customers from beginners to pros, children parents and retired executives.

PARTNERS

UNIT-27 has partnered with some of the world's biggest brands including Under Armour, Gatorz and Reebok.

TRIP ADVISOR

5 star Certificate Of Excellence holder 4 years in succession.
Rated the #2 activity in Phuket - only surpassed by Big Buddha.



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SPONSORSHIP PACKAGES

UNIT-27 FACILITIES

UNIT-27 has developed packages to suit differing levels of needs:

OFFICIAL PARTNERS

Up to 6 x Official Partners from non-competing categories with naming rights to UNIT-27
[Official Partner Name] Official Partner of UNIT-27

OFFICIAL SUPPLIERS

10 x Official Suppliers from non-competing categories that can provide supplies to UNIT-27
[Official Supplier Name] Official Supplier of UNIT-27
These include Official Suppliers in the following sectors:

AUTO	INSURANCE
AIRLINE	MOBILE
APPAREL	SPORTS DRINK / SOFT DRINK
BANKS / FINANCIAL SERVICES	TICKETING
COURIER	TRAVEL & TOURISM

OFFICIAL MEDIA PARTNERS

10 x Official Media Partners that can provide editorial and advertising to UNIT-27
[Official Media Partner Name] Official Media Partner of UNIT-27

These include Official Media Partners in the following sectors: Online / Social / TV / Radio / Press

LOCAL PARTNERS

Opportunities for local Phuket and/or Koh Samui businesses to support one or more facilities



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SPONSORSHIP PACKAGES

UNIT-27 SPECIAL EVENTS

UNIT-27 has developed Special Event only packages for Sponsors & Partners to associate with one or more of its Special Events throughout the year. These include:

TITLE & PRESENTING SPONSORS - FOR ONE OR MORE SPECIAL EVENTS

[Title Sponsor Name] The Ultimate Trooper 2019 presented by [Presenting Sponsor Name]

[Title Sponsor Name] The Phuket Throwdown 2019 presented by [Presenting Sponsor Name]

[Title Sponsor Name] Troop on Tour / Jungle Camp 2019 presented by [Presenting Sponsor Name]

[Title Sponsor Name] Big Buddha Training Session 2019 presented by [Presenting Sponsor Name]

[Title Sponsor Name] Operation Transformation presented by [Presenting Sponsor Name]

CO-SPONSORS - FOR ONE OR MORE SPECIAL EVENTS

Up to 6 x Co-sponsors from non-competing categories e.g. [Official Co-sponsor Name] [Title Sponsor Name]

The Ultimate Trooper 2019 presented by [Presenting Sponsor Name]

OFFICIAL SUPPLIERS - FOR ONE OR MORE SPECIAL EVENTS

10 x Official Suppliers from non-competing categories e.g. [Official Supplier Name] [Title Sponsor Name]

The Ultimate Trooper 2019 presented by [Presenting Sponsor Name]

OFFICIAL MEDIA PARTNERS - FOR ONE OR MORE SPECIAL EVENTS

10 x Official Media Partners that can provide editorial and advertising e.g. [Official Media Partner Name]

[Title Sponsor Name] The Ultimate Trooper 2019 presented by [Presenting Sponsor Name]



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ETHOS & APPROACH

UNIT-27 is renowned as a tough gym to attend, however most are surprised that when they arrive all classes are within reach of all abilities and are scaled up or down to meet their abilities or needs.

The strength to walk through the door of UNIT-27 is 99% of the battle, if a person chooses to train at UNIT-27 after hearing of its reputation then they are made of the right stuff!

Some our transformations are incredible and speak for themselves and can be verified through testimonies, photographs and scientific data, such as:

- removing insulin dependency
- creation of self-confidence
- physical transformation

UNIT-27 was created as a family business to provide holistic solution to clients needs in physical, mental and social development.

It is the only fitness facility in its area of competition that limits class numbers to ensure a client to instructor ratio that enables identification of, whilst addressing and developing individuals' needs.

UNIT-27 copies nothing, offering a totally bespoke system and leads the way with innovative and creative team / partner based classes. Many of the classes have been imitated globally and many gyms have set up using outright direct copies of the UNIT-27 system and approach.

UNIT-27's location, staff selection and overall ethos ensure that it will always lead the pack, constantly striving to design and initiate new, interesting and challenging lessons which are always delivered in the UNIT-27 style.

MILITARY APPROACH

Due to the owner's background UNIT-27 has a military approach towards classes:

- Demanding 100% effort regardless of ability
- Expecting all clients to support each other regardless of where they are on their individual physical or mental journey
- Working hard to ensure clients do not feel like a source of income



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SPECIAL EVENTS

UNIT-27 is planning a number of Special Events, all of which are available for sponsorship with: Title, Presenting, Co-sponsors and Official Suppliers and Media Partners available for each. Events for 2019 include:

THE ULTIMATE TROOPER 2019

Saturday 17th - Sunday 18th August

- CrossFit Facility dedicated to the event, with all staff in attendance
- Two full days of competition with multiple events each day
- Between 100 and 120 participants
- Led by Trooper on Tour, Dayle Hallam – UNIT-27 Total Conditioning Coach

THE PHUKET THROWDOWN 2019

Saturday 9th - Sunday 10th November

- Total Conditioning Facility dedicated to the event, with all staff in attendance
- Two full days of competition with multiple events each day
- Between 100 and 120 participants
- Led by Trooper on Tour, Dayle Hallam – UNIT-27 Total Conditioning Coach

TROOPER ON TOUR - FITNESS RETREAT

Trooper On Tour is a 7, 10 and 14 day fitness holiday package focused on improving physical, mental and social health hosted by UNIT-27 Ambassadors and Athletes, including Tamara Meyer and Jade Spears.

The fitness retreat is designed for 15 people and includes:

- 2 x Classes at UNIT-27 Total Conditioning or UNIT-27 CrossFit Phuket
- 1 x Daily Mobilise Class Per Day or 1 x Yoga & Meditation Class Per Day Dependent On Package Choice
- Weight Lifting Gym - UNIT-27 Primal – Full Access
- Accommodation At Partner Hotel
- Luxury Pool Access
- 2 x Meals and 1 x Recovery Shake Per Day
- VIP Private Yacht Trip Around The Islands
- Personal Videographer & Photographer
- Body Composition Analysis
- Yoga
- Goal Setting Workshop
- Nutritional Seminars
- Day Trip To Nai Harn Beach
- Beach Sessions
- Airport Chauffeur



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SPECIAL EVENTS

UNIT-27 BIG BUDDHA TRAINING SESSION

The UNIT-27 Big Buddha Training Session is a hugely popular 10KM run to one of Phuket's iconic monuments, with amazing views over the island and the company of many monkeys!

UNIT-27 does it different to everybody else, carrying weights and applying additional tests of character and physical strength. Plans are to develop this iconic session into a recognised official race in 2019 with UNIT-27 sponsored professional athletes setting the pace. This is a fantastic opportunity for any sponsor to obtain huge exposure.

Running to the Big Buddha is a highly popular activity with many people from Phuket gyms running to the landmark. There is an unofficial world record and pro-runners have flown in to challenge it.

The UNIT-27 Big Buddha Training Session will raise money for charity and is challenging and fun way to test aerobic fitness.

Organised by UNIT-27 Professional Athlete Nina and the newly launch Phuket Running Club.

There will be a number of events including the 10KM Race, a 10KM and 5KM Walk.

VIP entry tickets will be available with all finishers receiving a t-shirt and a trophy.

OPERATION TRANSFORMATION

Operation Transformation is an exclusive month-long programme for elite athletes and celebrities spending 30 days getting themselves in the best shape possible whilst having the additional options of dental, dermatology, cosmetic and or anti-ageing interventions. The programme includes:

- Accommodation in a private Villa with a private chef
- A personal trainer with a bespoke training program
- A personal nutritionist and weekly assessment of meal plans and updating
- Doctor consultations and supplements for anti-aging and any other medical/cosmetic interventions requested
- Bi-weekly mental coaching
- Weekly body composition analysis
- Blood tests and feedback
- Nutritional coaching
- Goal setting
- Airport transfers

OTHER EVENTS

UNIT-27 Anniversary event - planned 30th November 2019 for 120 - 140 participants
Christmas Charity event - 25th December 2019 for 120 - 140 participants

UNIT-27 held it's own Christmas event in 2018, which involved lots of fun and games and achieved an attendance of 140 people. This was followed up by a very successful Christmas dinner at Trooper Eats.



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FACILITIES

SWEDISH SAUNA

After 10-20 minutes - just when the heat becomes uncomfortable - it is customary to jump into a lake or swimming pool or to take a shower, or one of the very handy, custom built, UNIT-27 Ice Baths. After a short rest one goes back to the hot room and begins the cycle again, according to your personal preference.

ICE BATHS

UNIT-27 Ice baths are custom made and big enough to fit 3 - 4 people comfortably in each one. Recovery is an essential part of any Training program and this controlled exposure to cold helps to combat the micro trauma (small tears) in muscle fibres and resultant soreness caused by intense or repetitive exercise and Delayed Onset of Muscle Soreness (DOMS).

SEGMENTAL BODY FAT ANALYSER

UNIT-27's In-Body 770 is the tool we utilise to help our Troopers keep informed as to where they currently are, what they need to do to get to where they want to be and also monitor their progress. The research-grade In-Body 770 body composition and body water analyser goes beyond traditional body composition analysis and takes a deeper look into body water. This model offers two types of results sheets: body composition and body water. This machine is used by NASA itself and each Trooper is provided with a full consultation with our in-house nutritionists every scan, providing our Troopers with a service no other provides.

TROOPER EATS

The newly renovated Trooper Eats is UNIT-27's purpose designed healthy food restaurant boasting a calorie-controlled menu providing all Troopers with the ability to really hone in on their nutrition. Not only providing clean, vegan friendly (if preferred) delicious food, Trooper Eats is armed with a full menu providing recovery protein shakes giving all our Troopers the utensils to recover effectively. In addition to this Trooper Eats works directly with our in house nutritionists to provide tailored meal plans weighed to the exact gram of food to accelerate results and help our troopers take advantage of their time with us.

PRIMAL FITNESS

UNIT-27 Primal was acquired by UNIT-27 in 2015 in order to compliment its Free Weights capability and to provide a high quality weights orientated gym for clients.

Fully air conditioned and equipped primarily with Hammer Strength state of the art equipment Primal Fitness is the finest example of its kind in the area.

Staffed by experienced professionals who are also available for private training sessions, everything is here for both the beginner and the committed Body builder. The facility is managed by a former Mr Olympia contender.





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OPTIONS & CLASSES

UNIT-27 training options and classes include:

RAPID FIRE - Strength and Conditioning classes focusing on Strength, Endurance, Power and Speed. These classes are programmed to the level in which professional athletes would be trained.

TOUR DE UNIT - A leader in the industry of fitness. This class was first founded in 2014 and it re wrote the face of spin classes and since then has been adopted by many facilities world-wide. Incorporating a spin like session with a strength and conditioning one this is a spin class like no other. UNIT-27 recently invested in 20 brand new assault bikes to replace the spin bikes to make it bigger, and better than ever.

CROSSFIT - Effective and safe programming for all involved.

PERSONAL TRAINING - One-on-one sessions with coaches of their choice providing our Troopers with the ability to focus on the elements they require necessary.

BASIC LIFTING - Focused on providing our Troopers with the necessary foundations to perform all basic movements correctly and effectively.

OLYMPIC LIFTING - Focused on providing our Troopers with the necessary cues and standards to perform Olympic lifting movements.

THE YARD - Fitness & Weight Loss Class held in our outdoor training facility armed with a fully equipped rig with barbells, and turf area. Built to look like a prison yard.

KALORIE KILLA/PUNISHER/EXECUTIONER/CORE-RUPTION - Interval training classes designed to accelerate fat loss with the weight low, and the intensity high.

DEATH ROW/GRENADE - The classes at UNIT-27 that only advanced Troopers are allowed to attend. UNIT-27 coaches reserve the right to pull people out of these classes if they feel as if they're not up to the grade of the class or are a danger to themselves. These are only for the elite.

MORNING GLORY/DRILL SERGEANT - UNIT-27's 08:00 classes that achieve a booked out attendance everyday and are based upon fat loss and the development of endurance.

OUTDOOR CLASS - UNIT-27 has its own 16-seater truck, which ships those who sign up to a beach on the island of Phuket where the Troopers are put through their paces in the sun, on a beach. Dragging tyres through the sand, treading water, performing sit ups in the waves.

MOBILISE - A class at UNIT-27 that we highly recommend for those individuals who struggle with injury and mobility. A combination of Yoga, Pilates and specific stretching adapted to enable athletes of all disciplines to achieve results. 'Mobilise' focuses on all those muscles we here at UNIT-27 utilise in our sessions every day, so whilst developing your core strength and power, you will increase your ability to remain injury free!



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TRAINING & TRANSFORMATION SYSTEMS

UNIT-27 offers the following training and transformation systems...

STRENGTH & CONDITIONING

Strength and Conditioning is much more than just lifting weights, this training system encompasses an athlete or individual's entire body to rapidly lose weight and improve power, endurance, speed, agility, core stability and all round athletic performance.

WEIGHT LOSS

High intensity weight loss training is a scientifically proven and highly effective form of strength training, which underpins UNIT-27's most popular sessions. The training focuses on performing quality weight training repetitions to the point of momentary muscular failure for rapid body transformation.

CROSS FIT PHUKET

CrossFit Phuket © is an integral part of the UNIT-27 training system. UNIT-27 is the only gym in Phuket fully equipped, staffed and legally certified to deliver CrossFit training to clients in Thailand, catering to both beginners & experienced CrossFitters!

FLEXIBILITY & CORE

Core stability and flexibility classes, also known as holistic workouts will aim to improve flexibility, core strength and body conditioning. Clients can expect to flatten abs, strengthen muscles, lose weight and improve posture with one of UNIT-27's popular Yoga or Pilates classes.

FITNESS ADVANCED

Advanced fitness training that goes beyond average user level. Clients break through boundaries and achieve Super Sayan God form with UNIT-27's specialised advanced Phuket fitness sessions.

PERSONAL TRAINING

UNIT-27 personal instructors work with a range of clients from beginners through to world-class athletes. UNIT-27 currently conditions and rehabilitate top tier athletes from the UFC, NHL, OneFC, NRL & other sporting organisations.

FACILITIES - INVENTORY

PACKAGES - OFFICIAL PARTNERS, OFFICIAL SUPPLIERS & MEDIA PARTNERS	PARTNER LEVEL OFFICIAL PARTNERS	OFFICIAL SUPPLIERS & MEDIA PARTNERS
TITLE RIGHTS		
Rights to titles for PR & advertising use ... [Official Partner Name] Official Partner of UNIT-27 [Official Supplier Name] Official Supplier of UNIT-27 [Official Media Partner Name] Official Media Partner of UNIT-27	Yes	Yes Yes
CATEGORY EXCLUSIVITY RIGHTS		
Product exclusivity	Yes	Yes
INTELLECTUAL PROPERTY RIGHTS		
Right To Use UNIT-27 (Lock Up) Logo On All Internal & External Marketing	Yes	Yes
BRANDING RIGHTS		
VENUE BRANDING - INSIDE Advertising Boards Around Facilities - Communal Area, Cafes, Toilets Clothing Branding - Staff Uniforms Equipment Branding Logo In Facility Reception Area - Seen By Every Person Entering Advertisements On TV Screens At Facilities Media / Press Conference Backdrop Logo On Event Tickets	Yes	Less Prominent
VENUE BRANDING - OUTSIDE Signage UNIT-27 Client Bus UNIT-27 Scooter Fleet UNIT-27 Branded Vehicles	Yes	Less Prominent
SPECIAL EVENT BRANDING Logo on signage in and around the Special Event	Yes	Less Prominent

PACKAGES - OFFICIAL PARTNERS, OFFICIAL SUPPLIERS & MEDIA PARTNERS	PARTNER LEVEL OFFICIAL PARTNERS	OFFICIAL SUPPLIERS & MEDIA PARTNERS
MEDIA & PR RIGHTS		
Logo inclusion in UNIT-27 promotional campaigns Brand presence in Expos attended by UNIT-27 around the world Mentioning of sponsor in any promotional videos made where applicable Logo on advertising in media partner publications - size dependent on sponsorship level Advertising space in UNIT-27 brochures Presence at any press conferences Logo on press materials / media kits Logo on Stage Backdrop at press conferences Representative to speak at press conferences where applicable	Yes	Less Prominent
DIGITAL & SOCIAL RIGHTS		
Branding On Website Partners Page	Prominent	Less Prominent
Part Of Digital Engagement Programme - Including Integrating Brand Messages & Logos Into Event Website, YouTube and Facebook Page	Yes	Yes
EXPERIENTIAL MARKETING		
Promotional / trade booth at Training Facility & promotional staff	16 m2	9 m2
Sampling at Training Facility	Yes	Yes
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes
HOSPITALITY & NETWORKING		
Access passes to any VIP hospitality area and tickets	Yes	Yes
Annual memberships for staff	Yes	Yes
MERCHANDISING		
Opportunity to make merchandise with UNIT-27 logo on	Yes	Yes

LOCAL PARTNERS

We have opportunities for Local Phuket & Koh Samui Partners, which offer branding and hospitality benefits...

TITLE RIGHTS - Rights to title (sponsor name) "Official Local Partner UNIT-27" for PR and advertising use

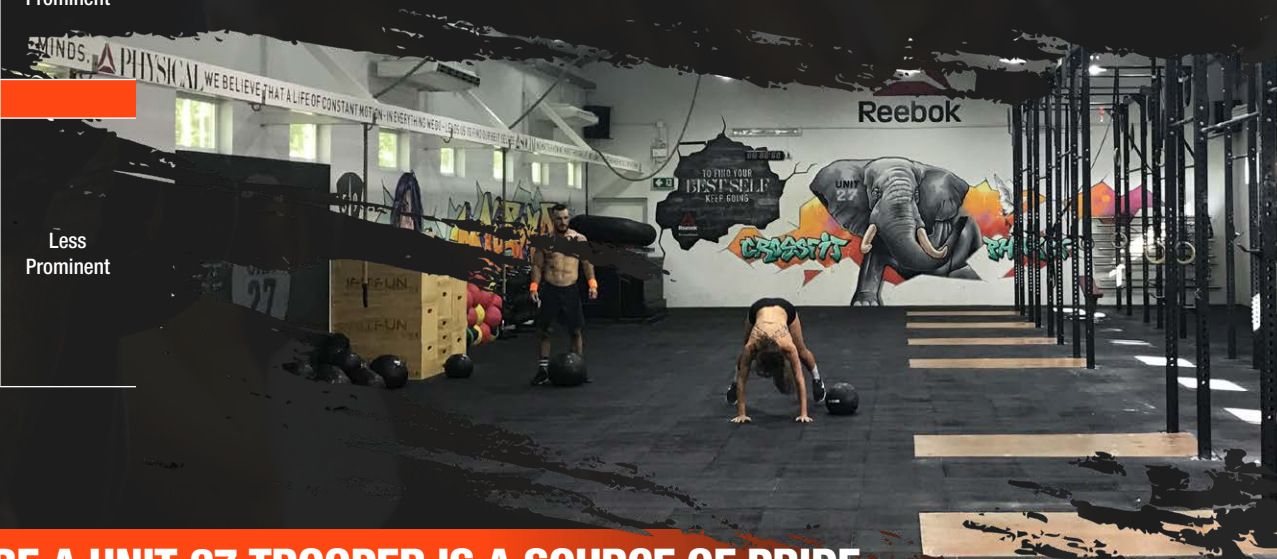
BRANDING RIGHTS - Logo in reception area

DIGITAL & SOCIAL RIGHTS - Presence on website and social pages

SPECIAL EVENTS - INVENTORY

PACKAGES - UNIT-27 SPECIAL EVENTS	TITLE & PRESENTING PARTNERS	PARTNER LEVEL CO-SPONSORS	OFFICIAL SUPPLIERS & MEDIA PARTNERS
TITLE RIGHTS - FOR SPECIFIC SPECIAL EVENT			
Rights to titles for PR & advertising use ... [Title Sponsor Name] UNIT-27 Event presented by [Presenting Sponsor Name] Official Co-sponsor [Title Sponsor Name] UNIT-27 Event presented by [Presenting Sponsor Name] Official Supplier [Title Sponsor Name] UNIT-27 Event presented by [Presenting Sponsor Name] Official Media Partner [Title Sponsor Name] UNIT-27 Event presented by [Presenting Sponsor Name]	Yes	Yes	Yes
CATEGORY EXCLUSIVITY RIGHTS - FOR SPECIFIC SPECIAL EVENT			
Product exclusivity	Yes	Yes	
INTELLECTUAL PROPERTY RIGHTS- FOR SPECIFIC SPECIAL EVENT			
Right To Use UNIT-27 (Lock Up) Logo On All Internal & External Marketing	Yes	Yes	
BRANDING RIGHTS - FOR SPECIFIC SPECIAL EVENT			
At Special Events e.g. The UNIT-27 Big Buddha Training Session Banners - Start & Finish Advertising Boards - along route Logo on Participant Bibs Drink Station Branding Media / Press Conference Backdrop Logo On Event Tickets	Yes	Less Prominent	Less Prominent
MEDIA & PR RIGHTS - FOR SPECIFIC SPECIAL EVENT			
Logo inclusion in UNIT-27 promotional campaigns Mentioning of sponsor in any promotional videos made where applicable Logo on advertising in media partner publications – size dependent on sponsorship level Advertising space in UNIT-27 Specific Special Event brochures Advertising space in UNIT-27 brochures Presence at any press conferences Logo on press materials/media kits Logo on Stage Backdrop at press conferences Representative to speak at press conferences where applicable	Yes	Less Prominent	Less Prominent

PACKAGES - UNIT-27 SPECIAL EVENTS	TITLE & PRESENTING PARTNERS	PARTNER LEVEL CO-SPONSORS	OFFICIAL SUPPLIERS & MEDIA PARTNERS
DIGITAL & SOCIAL RIGHTS - FOR SPECIFIC SPECIAL EVENT			
Branding On Website Specific Special Event Partners Page	Prominent	Less Prominent	Less Prominent
Part Of Digital Engagement Programme - Including Integrating Brand Messages & Logos Into Event Website, YouTube and Facebook Page			
EXPERIENTIAL MARKETING - FOR SPECIFIC SPECIAL EVENT			
Promotional/trade booth at Specific Special Event & promotional staff	16 m2	9 m2	5 m2
Sampling at Specific Special Event	Yes	Yes	Yes
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
HOSPITALITY & NETWORKING - FOR SPECIFIC SPECIAL EVENT			
Access passes to any VIP hospitality area and tickets	Yes	Yes	Yes
MERCHANDISING - FOR SPECIFIC SPECIAL EVENT			
Opportunity to make merchandise with UNIT-27 logo on	Yes	Yes	Yes





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WHY GET INVOLVED?

An association UNIT-27 allows Sponsors and Partners to promote their products and services to Thailand wide audience. Sponsors benefit from a partnership in many ways, including:

IMAGE ENHANCEMENT RECOGNITION

UNIT-27 can help boost brand awareness for interested sponsors in relevant industries such as: wellness; weight loss; supplements; fitness; and martial arts - to name a few!

Brand Exposure & Image Enhancement - National, Regional & International Media - linking in with UNIT-27 brand and the high profile events

Supporting the Future of CrossFit and Total Conditioning - through the activities at UNIT-27

CORPORATE SOCIAL RESPONSIBILITY

Helping to promote health and fitness and providing a positive role model for young people

BRAND EXPOSURE

The opportunity to integrate and link in with the UNIT-27 brand and its Brand Ambassadors, and Athletes, through:

VENUE BRANDING - INSIDE

Advertising Boards Around Facilities
Clothing Branding - Staff Uniforms
Equipment Branding
Logo In Facility Reception Area - Seen By Every Person Entering
Advertisements On TV Screens At Facilities
Media / Press Conference Backdrop
Logo On Event Tickets

VENUE BRANDING - OUTSIDE

Signage
UNIT-27 Client Bus / Scooter Fleet / Branded Vehicles

SPECIAL EVENT BRANDING

Logo on signage in and around Special Events

MEDIA, PR AUDIENCE

UNIT-27 provides an excellent vehicle for businesses to associate with and target the Health & Wellness Sector

AMBASSADOR & ATHLETE ACCESS

UNIT-27 Ambassadors, Professional and Amateur Athletes can give talks; give their name to campaigns; and offer promotions

PRESS & PR

UNIT-27 and its events are hot news

Press Conferences

Opportunities to hold press conferences and photo opportunities before, during and after events

Video Interviews

Acknowledgement of Sponsors and Partners on social media including UNIT-27 website, and YouTube and Facebook page



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WHY GET INVOLVED?

PROMOTION CAMPAIGN

UNIT 27 offers a mix of marketing activity to sponsors, partners and supporters, covering:

- Advertising
- Media Partnerships
- Website & Online
- Promotional Flyers
- Posters

Distribution of Sponsor and promotional materials at all UNIT-27 facilities and Special Events functions and display of Sponsor supplied banners

DIGITAL & SOCIAL RIGHTS

Inclusion in social media activity



WEBSITE

<https://www.unit-27.com/>



INSTAGRAM - 10K Followers

<https://www.instagram.com/unit27thailand/>



TWITTER - 6,500 Followers

<https://twitter.com/OfficialUnit27/>



FACEBOOK - 26,700 Followers

<https://www.facebook.com/officialunit27>

EXPERIENTIAL MARKETING

Sampling of products and services at UNIT-27 facilities and Special Events

HOSPITALITY & NETWORKING RIGHTS

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

UNIT-27 works with Sponsors and Partners to create tailored events

MERCHANDISING RIGHTS

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

OTHER PROMOTIONAL OPPORTUNITIES

UNIT-27 is pleased to discuss any other requirements of business partners in order to maximise exposure of products and services

As at January 2019



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UNIT-27 MANAGEMENT

ROB HALLAM



Rob previously served 16 years in the British Army deployed globally as a Commando Forces Soldier, Recruit Instructor & Operational Bomb Disposal Officer. On leaving the Army in 2000 he worked as a Civilian Explosive Ordnance Disposal (EOD) Operator in challenging environments such as Mozambique, Bosnia, Kosovo, Afghanistan and Iraq until 2010 when he formed Ubique Solutions (www.ubiquesolutions.com). Ubique Solutions currently delivers high profile services into Iraq and other post conflict countries. The success of Ubique Solutions has provided the means for the 'UNIT-27 vision' to become a reality. Rob is primarily responsible for delivering the business elements of UNIT-27, he is a keen sportsman with an emphasis on Gym, Snowboarding, Para-Motoring, Muay Thai and Mountain Biking.

DAYLE HALLAM



Dayle currently holds two British degrees. One in Strength and Conditioning and Sport coaching, and another in Sports Performance Coaching – 1st class honours. He has coached elite athletes ranging from the Phuket FC's only 1st team to professional UFC fighters and PGA tour players. Dayle moved to Phuket, Thailand to open UNIT-27 with his father in 2013, and since then has been the primary influencer on designing all classes that UNIT-27 now deliver as well as being heavily involved with the development of all coaches at UNIT-27 and menu structures as Trooper Eats. Dayle also left Phuket, Thailand in 2015 to open another gym in Mallorca, which he sold and returned to Phuket, Thailand to continue with UNIT-27. Dayle coaches sporadically however more so focuses on the development of the business moving forward such as working with all ambassadors, and launching new concepts such as Trooper on Tour.

RYAN FRYER



Ryan moved from Cape Town to Phuket 10 years ago and has worked in the leisure industry in Thailand since his arrival. Ryan has always been within the fitness group, having competed to a high level in Mountain Biking to all adventure sports he can find the time for, including Spearfishing as a main interest. With his extensive knowledge of the Thai Culture, Fitness and teaching experiences along with his management skill set, Ryan helps to steer the UNIT-27 Group as a whole and drives the Group on a upwards and forward path leading the way of the worlds fitness industries.



PROVIDING PHYSICAL, MENTAL & SOCIAL CONDITIONING OF BODY & MIND THROUGH A SAFE, NATURAL & SCIENTIFICALLY PROVEN SYSTEM

UNIT-27 BRAND AMBASSADORS

TAMARA MEYER



Tamara was the first ever female to be sponsored by UNIT-27 and since then has become most certainly one of the family. With previous experience in Personal Training, recently placing 3rd in UNIT-27's Ultimate Trooper Competition. Tamara's attitude to life is infectious, she lives her entire life with the attitude of bringing others joy, and living life to the maximum. Tamara recently won her IFBB Pro Card and will go to America later in 2019 to compete against the worlds elite Bikini models in hope she will be crowned world champion.

JASON REARDON



This Jason has ran 6 Ultras, totalling more than 650kms 4 of those being in the last 4 months of 2018. He runs to raise awareness for depression and mental health due to his own experiences. Jason was previously in the Australian Army and served as a special forces commando. This grit and determination has allowed him to excel in a number of sporting events. One of which being this year where he placed first in La Ultra, a 222km ultra marathon race in the Himalayas. He will launch his own Trooper on Tour with UNIT-27 this coming April where it will be focused on the foundation of which the army are built upon.

JAMES BOGGIA



James Boggia is a world champion wake boarder who has a number of sponsors already ranging from Pony to Pod. He often travels worldwide through invite to wake board at certain parks and soon will be performing a tour through South East Asia. He states: My life has been filled with many exciting and amazing opportunities given to me by my devoted dedication to never giving up on what I want to achieve. I am dedicated to my dream and health and have put in the hard work and made it so I can travel around the world contest to contest project to project for filling every path I want to explore in my dreams



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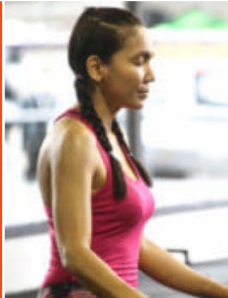
ELITE PERSONAL TRAINERS

NATHALIE BRUYNVOEGHE



Nathalie started Judo at the age of five. She already learned to live a disciplined and healthy lifestyle at a young age. Being part of the Belgian Olympic Judo team she competed around the world for a decade. Being at school, the rest of her days were filled with strength and conditioning, judo and nutrition. But after she got several knee and shoulder surgeries though, she decided to say the tatami goodbye. Using the knowledge she gained during her Judo career she trained herself until she discovered CrossFit. What started as a hobby quickly became a passion.

PEARL



Pearl's love affair with yoga has changed her life making her feel great in every way. This naturally has inspired Pearl to want to teach it as a way of sharing the same benefits with others and giving them a way to find happiness in their lives. That part of the journey began with a 200 hour Hot Yoga training in 2011, after which she has dedicated herself to learning as much as she could.

JIBBY NICHAPHA



Originally from Surathani, Jibby relocated to Phuket in 2003. She believes that fitness can change anyone's life because of the staggering transformation she achieved on her own. Jibby prides herself on giving her clients the results they strive for and pushes everyday to be a role model for a healthy lifestyle, well rounded diet, and positive energy in life. With her first hand experience of transforming, Jibby now leads and coaches a varied group of classes and is currently listed as Under Armour Thailand's Fitness Woman 2017 and 2018!

ADRIAN ALLEN



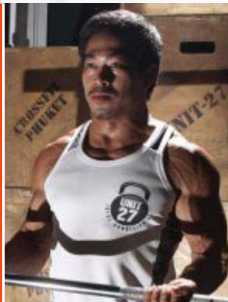
Originating from Co. Kerry Ireland, from his early teens Adrian always struggled with his weight and body composition but through his own methods of strength and conditioning training and his own nutritional program he found how to work the system. Adrian decided enough was enough and left to chase his dream of becoming a group fitness instructor and living the life he was most passionate about. What he brings to UNIT-27 is MOTIVATION-ENCOURAGEMENT and WILLINGNESS to help.



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ELITE PERSONAL TRAINERS

SARAWUT OUNIN



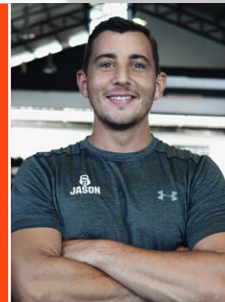
Sarawut Ounin, also known as Oh or Mr. O, is our longest standing Thai member of the team. Hailing from Sakon Nakhon, Esan, he relocated to Phuket in 2008 to chase his bodybuilding dreams and in turn we were lucky enough to capture Oh from one of the local gyms. Competing year round on the Thai Body Building circuit, representing team Phuket and placing as far as 5th in Thailand, his knowledge in reference to developing muscle mass is next to none.

NICK DARUN



Nick was born and grew up in Phuket. He started playing badminton when he was five years old. At nine years old he became a member of his school badminton athlete team. Nick continued playing sports as he grew older with his main focus being in weight training, marathon running and boxing. Last year he decided to follow his passion for fitness and changed his career stream from IT to something that he loves and finds challenging. Being an assistant fitness coach is where Nick excels, his calm exterior combined with an unwavering ability to maintain strict control of customers form and drive, is what makes him stand out.

JASON DIMIO



Jason is a qualified personal trainer and specialises in Strength and Conditioning at Unit-27. He is a friendly and passionate coach whose soul focus is to help each client achieve the goals they set for themselves. Coming from a sporting background and working within the fitness industry across a number of demographics, Jason is an incredibly competent coach that has a number of testimonials to back up his reputation.

BILLY PULLEN



Billy is originally from South Africa and is a world renowned CrossFit Athlete, who currently holds a level 2 CrossFit coaching qualification. From a young age he was always involved in sports and fitness and played at provincial level up to the age of 21. Billy previously owned his own CrossFit gym in Durban, South Africa as well as competing at 3 different CrossFit regional competitions. He was the fittest man in Thailand in 2018 after winning the CrossFit Open. He loves everything fitness and health related but if he had to choose, CrossFit will always be his go to fitness regime.



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ELITE PERSONAL TRAINERS

TAMIKA LA TOYA



Tamika has been in the health and fitness industry for 7 years as a Personal Trainer, Nutrition Coach, Group Fitness Instructor & most recently completed her CrossFit level 1. She understands the power of proper nutrition to complement a training program and she is driven to help as many humans she crosses paths with to create balance between their body and mind using education & sustainable approaches. Tamika just loves people, she feels blessed to share a part of her client's journey, helping them draw out their strengths and watch them flourish & grow is such a reward for her. On a personal level, Tamika started Gymnastics at the tender age of 4. At 15 she moved into Kickboxing where she trained on and off for the best part of 8 years & attained her brown belt first black tag in WA. In late 2016 she fell in love with CrossFit & is now an advocate for the sport. Sports, Health & Fitness has always been a massive part of her life. Her biggest beliefs are that the best medicine in the world is moving your body, training your body, stimulating your mind & deepening your knowledge with education, connection, sleep, rest, nutrition & simply being true to yourself.



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SPONSORS

Current and past sponsors include:

REEBOK THAILAND

Reebok Thailand sponsors the Phuket CrossFit Facility and has a retail outlet located there. Reebok has also sponsored coach uniforms and provided prizes at The Phuket Throwdown 2017.



UNDER ARMOUR THAILAND

Under Armour Thailand sponsors the Phuket Total Conditioning Facility and has a retail outlet located there. Under Armour has also sponsored coach uniforms and provided prizes at The Ultimate Trooper 2017.



GATORZ EYEWEAR

Gatorz Eyewear has a retail unit located at the Total Conditioning Facility in Phuket. The company has also provided sponsored eyewear to the coaching/staff team.



TRUEVISIONS - MEDIA PARTNER

True Visions provides a VIK (value-in-kind) investment of 150,000THB excl. VAT per UNIT-27 Special Event, providing a 30-minute highlight show for each Special Event on its sports channels.



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