

COMMERCIAL SPONSORSHIP & PARTNERSHIP
MARKETING OPPORTUNITIES

WHISKY LIVE

THAILAND 2020

WHISKY
Magazine

THE WORLD'S PREMIER
WHISKY TASTING SHOW



WHISKY LIVE THAILAND 2020

FRIDAY 31ST JANUARY - SATURDAY 1ST FEBRUARY

Whisky Live, the world's most reputable whisky event, arrives in Thailand for the first time this January/February showcasing the biggest brands in the whisky industry from Johnnie Walker to The Macallan, The Balvenie and Jack Daniels.

Whisky Live Thailand 2020 will feature whisky from all over the world - the biggest whisky show in Thailand and South East Asia.

Open to the general public this must attend whisky event is expected to attract over 3,000 whisky lovers over the two-days and boasts...

- **200+ Whiskies - available to taste from the world's leading distilleries**
- **Master Classes - Delivered By World Leading Whisky Experts**
- **VIP Lounge & VIP Dinner**
- **Exclusive Private VIP Pouring**
- **Music - Rhythm In A Cask Festival**
- **Best Whisky Cocktail Competitions**
- **Speakers Corner - Where Whisky Experts Share Their Stories**
- **Exhibitors Village**
- **Whisky Live Thailand Conference 2020**

Producers from around the world will showcase rare, unique and hard to find whiskies, as well as some of the more mainstream brands you would expect to find in specialist whisky retailers.

With producers from Spain, the USA, Australia, Taiwan, Japan and of course Ireland and Scotland (as well as many other producing nations), this is a unique international whisky experience not to be missed.

Whisky Live Thailand 2020 welcomes visitors who are looking to explore their favorite drop and is organised by Fah Mai Holdings Inc. in conjunction with Platinum Cask Limited.

We have a number of commercial Sponsorship and partnership opportunities for businesses to get involved with Whisky Live Thailand 2020 including: Title & Presenting Sponsors; Host Sponsor; Co-sponsors; Official Suppliers; Official Media Partners; Local Partners; and Whisky Market Supporters. As well as Exhibitor only packages and Conference Sponsor options.

***Integrate Whisky Live
Thailand 2020 into your
marketing platform...***

LARGEST RANGE OF WHISKY IN ONE LOCATION

ORGANISED BY FAH MAI HOLDINGS INC.
AND PLATINUM CASK LIMITED



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

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PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 1: HOST SPONSOR

- 1 x Host Sponsor with hosting rights to the event

TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to six Co-sponsors from non-competing categories
- Up to 10 Official Suppliers providing goods and services essential to the event
- Up to 10 Media Partners providing advertising and guaranteed editorial essential to the event

TIER 3: LOCAL PARTNERS & WHISKY MARKET SUPPORTERS

Packages for Bangkok and Whisky Market businesses

EXHIBITION ONLY PACKAGES

Packages to exhibit at Whisky Live Thailand 2020

WHISKY LIVE THAILAND CONFERENCE PARTNER PACKAGES

- One Title Sponsor with naming rights to the Whisky Live Thailand Conference 2020
- One Presenting Sponsor with naming rights to the Whisky Live Thailand Conference 2020
- Up to six Co-sponsors from non-competing categories

RIGHTS

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

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights



A GREAT WHISKY EXPERIENCE

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THE BIGGEST WHISKY SHOW IN SOUTH EAST ASIA

WHISKY LIVE EXPERIENCE

Open to the public, tickets include entry to the show from 6pm until 10pm on Friday 31st January and Saturday 1st February, unlimited pouring and a two-course meal. VIP access is from 5pm to 10pm.

Visitors will sample offerings from niche, craft distillers and globally recognised names. There will be whisky to suit all palates – whether an avid enthusiast or new to the world of whisky.



MASTERCLASSES

Attendees can make their Whisky Live Thailand 2020 experience complete by joining the Show's professionals for an exclusive Master Class. Master Classes include:

Distillery Specific - taking attendees through the workings and history of their distillery, tasting products that demonstrate their distillery character, while often presenting hard-to-find expressions.

World Whiskies Awards - the place to be for a taste of the world's best, delivered by a Whisky Expert.

Master Class places are limited to 25 people per class and last 45 minutes.



MUSIC - RHYTHM IN A CASK

Another highlight of Whisky Live Thailand 2020 is the Rhythm in a Cask Music Festival. Groups of local talented artists and musicians will gather and show their music talent. Artists to be confirmed.



WHISKY LIVE THAILAND CONFERENCE 2020

Whisky Live Thailand 2020 will play host to a Conference with leading Whisky speakers. The subject matter will cover:

- Whisky
- Sustainability
- Recycling
- Innovations
- Production Techniques
- Future Trends



SPEAKERS CORNER

To further benefit Exhibitors, Sponsors and Partners, Whisky Thailand Live 2020 also organises a special "Speakers Corner" programme, offering a platform for Sponsors & Partners to promote their products and services.



EXHIBITORS VILLAGE

As well as Whisky Brands and Whisky Distilleries other Exhibitors will include: Cigar Brands; Cigar Accessory Manufacturers; Other Spirits; Industry Magazines; Prestige Cars; Corporate Banks; Jewellery; Airlines; Hotels; and Sporting Sponsors including golf holidays / boating / cruising.

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WHISKY LIVE - AROUND THE WORLD

Whisky Live was started in 2000 with two shows in London and Tokyo. Today, Whisky Live spans the entire globe with 32 shows in 20 countries. 2020 shows include:

COUNTRY	CITY	DATE
Argentina	Buenos Aires	TBC
Australia	Melbourne Canberra Brisbane Sydney Perth Adelaide	May May June July July August
China	Beijing	TBC
Cyprus	Limassol	TBC
England	London	March
France	Paris	TBC
Greece	Thessaloniki Athens	TBC TBC
Hong Kong	Hong Kong	October
Indonesia	Jakarta	TBC
Ireland	Dublin	November
Israel	Tel Aviv	May

COUNTRY	CITY	DATE
Lebanon	Beirut	October
Netherlands	The Hague	November
Nigeria	Nigeria	TBC
Philippines	Manila	TBC
Poland	Warsaw	October
Russia	Moscow	TBC
Singapore	Singapore	November
South Africa	Cape Town Pretoria Durban Johannesburg	May May June November
Taiwan	Taipei	TBC
Thailand	Bangkok	January/February
USA	New York Chicago	May November

WHO SHOULD SPONSOR?

Whisky Live was started in 2000 with two shows in London and Tokyo. Today, Whisky Live spans the entire globe with 32 shows in 20 countries. 2020 shows include:

Airlines
Boats
Coffee
Catering
Cigars
Cosmetics
Exotic Cars and Bikes
Financial Services
Fine Cuisine
Florists

Golf
Guns
Hotels
Insurance
Jewellery
Legal
Luggage
Luxury
Luxury Watches
Other Spirits

Premium Beers
Property
Security
Shipping
Travel
Whisky
Wine
Up-market Collectables



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WHY GET INVOLVED?

Whisky Live Thailand 2020 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, from advertising in the top lifestyle publications and international newspapers to gaining extensive press coverage in leading luxury lifestyle titles, the Show is widely promoted across both international and local stages.

Beyond print and online coverage, the organisers are currently finalising broadcast, streaming and radio coverage. Direct mails, e-newsletters and the promotion of the Show's news via social media are all used to deliver the event's message to the target audience.

Whisky Live Thailand 2020 has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with this high-end luxury lifestyle event.

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- new client acquisition
- enhancing corporate image and brand exposure
- publicity through a global marketing campaign
- adding value to a brand's marketing campaign
- access to a highly exclusive HNWI network
- generating direct access to target markets
- promoting sponsors as industry leaders

Whisky Live Thailand 2020 is a perfect opportunity to boost a company's profile among the influential decision-makers in both the whisky and luxury industries.

A company's participation in Whisky Live Thailand 2020 not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader.

BRAND EXPOSURE

The opportunity to integrate with Whisky Live Thailand 2020.

- NAMING RIGHTS TO THE EVENT**
- EVENT BRANDING**
- EXHIBITOR PRESENCE**
- CONFERENCE BRANDING**

BROADCAST EXPOSURE

Opportunities for product placement and advertising packages as part of Whisky Live Thailand's TV broadcast and streaming programme, which will be finalised in Summer 2020

MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV,

WHISKY LIVE THAILAND 2020 MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.

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WHY GET INVOLVED?

ADVERTISING

ONLINE - Whisky Live Thailand 2020's marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

PRINT - a media-wide advertising campaign will begin months before the show, focusing on key professionals from the industry, news, lifestyle and business publications enhanced with editorial content.

PR & CONTENT

Whisky Live Thailand 2020 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Q&As with Exhibitors; Fun Challenges; Celebrity and Expert Speaker Features; Show Highlights; Onsite Promotion; Press Conferences; and Charity Links.

The PR campaign ensures wide coverage both during and after the Show and will feature:

- Media engagement and editorial in business publications and monthly luxury magazines
- Features on the Whiskies at the show
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

MERCHANDISING RIGHTS

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, Whisky Live Thailand 2020 Goodie Bags.

HOSPITALITY & NETWORKING RIGHTS

Whisky Live Thailand 2020 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Bangkok. With an endless selection of the finest whiskies in the world and a number of party opportunities this is an excellent way to do and promote your business.

INVITATIONS

Invitations will be mailed to qualified VIP guests internationally and regionally, as well as being distributed to Sponsors, Exhibitors and Media Partners.

EXPERIENTIAL RIGHTS

Bangkok attracts thousands of visitors in January/February and with it huge opportunities for Sponsors & Partners 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; and tourists.

DIGITAL & SOCIAL RIGHTS

Exposure through...



<https://twitter.com/WhiskyLive>



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



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



<http://www.whiskylive.com/>



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VISITORS

Whisky Live Thailand 2020 is a prime opportunity where whisky enthusiasts can mingle with world-renowned whisky makers, master blenders and brand ambassadors.

The Show will attract both consumers and business audiences, offering the Exhibitors and Sponsors alike the very best opportunity to showcase their products to:

CONSUMERS
BUSINESS
REGIONAL DISTRIBUTORS & RETAILERS
KEY BUYING PEOPLE
HOTELS
RESTAURANTS
DUTY FREE SHOPS

EXHIBITORS

The trade programme offers a platform for Exhibitors, Sponsors & Partners to gain exposure for their brands and explore new platforms through

- Workshops and Educational Events
- Speakers Corner
- Whisky Live Thailand Conference 2020

HIGH NET WORTH INDIVIDUALS LUXURY GOODS MARKET IN ASIA

Asia is the single largest and fastest growing market for high-end luxury lifestyle products in the world today. With Cigar sales growing in excess of 18% per annum and Single Malt Whisky increasing by more than 21% per annum, Asia is leading the world in expansion of middle and high-income earners needing something to spend their money on. Source: APCWLE

The story of the next decade in wealth will most definitely include Indonesia, Thailand, Malaysia and the Philippines – all are populous, have considerable inward investment, and are improving infrastructure. By 2040, Asia will be home to more than 165,000 UHNWIs. Source: Decade of Wealth, Wealth-X

Asia is the world's largest and fastest growing market for the consumption of luxury products. The global luxury brand market is approximately US\$80 billion, of which Asia has the largest market share at 37%, followed by Europe at 35%, the US 24%, and the rest of the world at 4%. Source: The Asia Wealth Report

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INVENTORY OF RIGHTS	PARTNER LEVEL			
	TITLE SPONSOR & PRESENTING SPONSOR	HOST SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor] Whisky Live Thailand 2020 in association with [Presenting Sponsor]" for PR and advertising use	Yes			
Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor] Whisky Live Thailand 2020 in association with [Presenting Sponsor]"; for PR and advertising use		Yes		
Rights to title "[Sponsor Name] Official Co-sponsor of [Title Sponsor] Whisky Live Thailand 2020 in association with [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor] Whisky Live Thailand 2020 in association with [Presenting Sponsor]" for PR and advertising use				Yes
Category Exclusivity	Yes			
INTELLECTUAL PROPERTY & BRANDING RIGHTS				
LOGOS & IMAGES				
Right to use Whisky Live Thailand 2020 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes	Yes
EVENT BRANDING				
Logo on outside main exhibition hall	Yes			
Logo in entrance area of main exhibition hall	Yes Prominent	X1 logo	X1 logo	X1 logo
Logo inside main exhibition hall	Yes			
Logo on advertising hoardings at the event	X6	X10	X10	
Logo on advertising boards (4m by 3m) around Bangkok	4 boards	X8	X8	X8
Media interview area backdrop branding	Yes	Yes	Yes	Yes
Banners in show bar & restaurant	Yes	Yes	Yes	Yes
Banners in exhibitor's lounge	Yes			Yes
Logo on Whisky Live Thailand 2020 officials' clothing	All	Yes	Yes	
Naming rights to any Whisky Live Thailand 2020 Preview	Yes			
Logo presence at Whisky Live Thailand Conference 2020	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
MEDIA, PROMOTION & PR RIGHTS				
Logo on literature pre / post events, website, stationery etc.	Yes			Yes

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TITLE SPONSOR & PRESENTING SPONSOR	HOST SPONSOR	CO-SPONSOR	OFFICIAL SUPPLIERS / MEDIA PARTNERS
Programme advertisement	Full Page Premium Location	Full Page	Full Page	½ Page
Brand name mention and logo in Whisky Live Thailand 2020 press information and advertisements	Yes	Yes	Yes	Yes
Inclusion in any TV / Radio advertisement / documentary produced	Yes	Yes	Yes	
Inclusion in any marketing / sales materials	Yes	Yes	Yes	
Logo on advertising in Media Partner publications - size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes			
DIGITAL & SOCIAL RIGHTS				
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced by the event	Yes Prominent	Yes Less Prominent	Yes Less Prominent	Yes Less Prominent
Forwarding of promotional materials to show's database	Yes	Yes	Yes	Yes
EXPERIENTIAL RIGHTS				
Promotional / trade booth at event and promotional staff	Yes	Yes	Yes	
Promotional literature at the event	Yes	Yes	Yes	
Sampling	Yes	Yes	Yes	
HOSPITALITY & NETWORKING RIGHTS				
VIP tickets for each party organised	20 per party	10 per party	10 per party	10 per party
VIP sponsor passes	25	15	10	10
Master Class passes	10	10	4	4
MERCHANDISING RIGHTS				
Logo on Official Whisky Live Thailand 2020 T-shirt (min 1,000 produced)	Yes	Yes	Yes	
Insertion of promotional material or product sample into goodie bag	Yes	Yes	Yes	Yes
Use of backside of tickets for advertising purposes (at Sponsor's cost)	Yes			
Logo on VIP, media & staff passes	Yes			

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LOCAL PARTNER & WHISKY MARKET SUPPORTER PACKAGES

We have a limited number of opportunities for our Bangkok based Partners and Whisky Market Supporters at the following levels, which offer branding and hospitality benefits.

LOCAL PARTNERSHIP

- Use the event's name / logo in your own publicity (e.g. "Local Partner of...")
- Logo / link on event website sponsors' page
- Logo + 1/4 page advertisement in event programme
- Logo on event poster / billboards (Bangkok coverage)
- 5 x VIP passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

WHISKY MARKET SUPPORTERS

- Use the event's name / logo in your own publicity (e.g. "Official Supporter of...")
- Company name / link on event website sponsors' page
- Logo in event programme sponsors' page
- Company name on event poster / billboards (Bangkok coverage)
- Company name in media partner advertising
- 2 x VIP Passes
- Promotional literature at event
- Logo on stage / interview area backdrop(s)

EXHIBITOR OPTIONS

Participating in Whisky Live Thailand 2020 is the best opportunity to gain access to the fast growing Whisky market in South East Asia and beyond.

Booking is now open for exhibitors.

Early booking is recommended to secure your preferred spot.



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ORGANISERS

FAH MAI HOLDINGS INC.

Fah Mai Holdings Inc. is an international whisky investment company headquartered in Bangkok, Thailand. Established in 2017 Fah Mai Holdings have set out to collect the world's largest collection of investment grade whisky.

PLATINUM CASK LIMITED

Platinum Cask is a UK registered company set up by Fah Mai Holdings Inc. allowing people to own and trade fractions of Scotch Whisky casks in affordable units.

Founder & CEO - Louis Joseph Haseman
President & Partner - Daniel Monk
COO & Head of Content - Paul Lambrick

WHISKY MAGAZINE

Whisky Live Thailand is supported by Whisky Magazine the world's leading publication on whisky sharing news, opinion, blind tasting reviews, distillery histories, guides to the best bars around the world, pairings, cocktails and more.

www.whiskymag.com

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