

# PACKAGING PRODUCT

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## PACKAGE YOUR SPONSORSHIP AND PARTNERSHIP OPPORTUNITY

We have a core team of sponsorship consultants and sales experts offering a fully comprehensive packaging, sales and management service - we work on a number of levels offering our clients advice to full-scale packaging, sales, management and marketing communications programmes.

We specialise in packaging, selling and managing sponsorship and partnership opportunities on behalf of rights holders - helping our clients understand:

- The power of sponsorship
- Why brands sponsor and partner
- How to best present your sponsorship and partnership opportunity to attract sponsors and partners

### HOW WE WORK WITH RIGHTS HOLDERS

- Develop a sponsorship and partnership packaging and pricing strategy
- Develop sales materials
- Operate a sponsorship and partnership sales service

### HOW WE WORK WITH BRANDS

- Manage and maximise sponsorships and partnerships

## PACKAGING PRODUCT

### HOW WE WORK WITH YOU

- Develop a sponsorship and partnership packaging and pricing strategy
- Develop sales materials

## PACKAGING AND PRICING

We package the power of your sponsorship and partnership opportunity into straightforward easy to understand offers to be presented to target sponsors and partners.

Our approach ensures that your sponsorship and partnership opportunity is priced in line with other market opportunities.

We work with our clients to develop packages to suit differing levels of needs, including:

- Title and Presenting Sponsors
- Co-Sponsors
- Official Suppliers
- Media Partners
- Supporters

We develop comprehensive rights packages, including:

- Branding
- Media
- Mobile and On-line Marketing
- Email Marketing
- Experiential Marketing
- Hospitality and Networking
- Data Capture
- Merchandising and Licensing

SALES MATERIALS

It is critical that rights holders seeking sponsors and partners offer packages that are presented in a way that is attractive to potential sponsors and partners and that meet their business objectives.

We develop sales materials outlining the different rights packages on offer, in on-line and off-line formats.

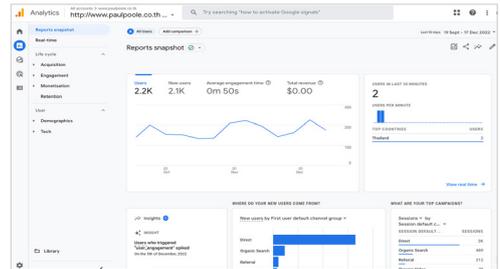
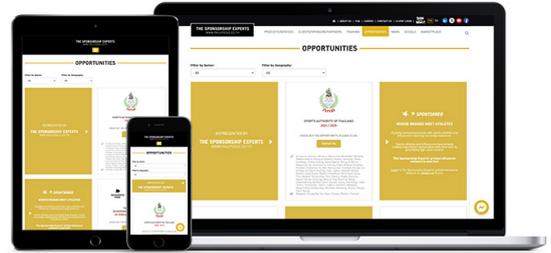
SALES WEBSITE

We develop on-line web based materials.

These web based materials include:

- Introduction
- Facts and Figures
- The Values
- The Offer - Rights Packages
- Benefits of Association
- Pricing
- Next Steps/Contact Information

We use Google Analytics to monitor web based materials traffic and marketing effectiveness.



DIGITAL VIDEO

We subscribe to Crave Asia’s rights-free content library and creation tool, allowing us to edit any existing promotional videos and materials into a short MOV file - an excellent way of bringing your offer to life, massively aiding the sales drive giving an audio visual flavour to your offer.

PDF EXECUTIVE SUMMARY

We edit these web based materials into an easily digestible paper format.

COST:

Packaging Product

Packaging/Pricing Strategy and Sales Materials (Sales Website, Digital Video, PDF Executive Summary)

450,000 THB  
excl.VAT

Partial Packaging Product

Packaging/Pricing Strategy and Sales Materials (PDF Executive Summary Only)

225,000 THB  
excl.VAT

## Bonus

Once packaged we will prepare and distribute a sponsorship press release/ newsletter to our entire network (over 25,000 decision makers/influencers in sponsorship) highlighting your opportunity, and commence marketing your opportunity on a **'best-efforts'** commission (10%) only basis inline with our full service client opportunities <http://www.paulpoole.co.th/opportunities>.



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## CONTACT:

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THIS PRODUCT DOES NOT INCLUDE ANY DEDICATED SALES/MARKETING TIME, TARGETING OR REPORTING.  
IF YOU REQUIRE ANY OF THESE ITEMS WE ARE PLEASED TO PROVIDE FREE (FULL SERVICE) QUOTATIONS/CONSULTATIONS.  
PACKAGING AND PARTIAL PACKAGING PRODUCT CLIENTS MAY UPGRADE TO OUR FULL SERVICE AT ANYTIME.