



6th Asian Indoor and Martial Arts Games
Bangkok ~ Chonburi
2021
Garland of Hope



RIGHTS FEES

CATEGORY	AMOUNT USD\$
TIER 1 – OFFICIAL SPONSORS (MAIN SPONSORS x 6) Category Exclusivity & Title Rights Branding & Intellectual Property Rights Broadcast Rights Promotion, Advertising & PR Rights Athlete Access Rights Digital & Social Rights Community & Social Responsibility Rights Hospitality, Networking & Ticketing Rights Experiential Rights – Games Experience Merchandising Rights Account Management & Reporting Rights	2 Million USD Per Sponsor – Monetary Investment and / or Value In Kind
TIER 2 – OFFICIAL SUPPLIERS (MAIN SUPLIERS x 10) Category Exclusivity & Title Rights Branding & Intellectual Property Rights Broadcast Rights Promotion, Advertising & PR Rights Athlete Access Rights Digital & Social Rights Community & Social Responsibility Rights Hospitality, Networking & Ticketing Rights Experiential Rights – Games Experience Merchandising Rights Account Management & Reporting Rights	1 Million USD Per Sponsor – Monetary Investment and / or Value In Kind

ALLOCATION OF RIGHTS DEPENDENT ON TIER LEVEL

All rights will be allocated in equal ratios to Tier 1 and Tier 2, except for the following:

BRANDING RIGHTS – BRANDING AREA

Total branding area available will be allocated in the following ratios:

6 x Tier 1 Sponsors: 50% - split equally amongst Tier 1 Sponsors – 8.33% each of total area available

10 x Tier 2 Suppliers: 50% - split equally amongst Tier 2 Suppliers – 5% each of total area available

ATHLETE ACCESS RIGHTS

Tier 1 – double number of appearances of Tier 2

HOSPITALITY RIGHTS - TICKET AVAILABILITY

Tier 1 – double allocation of Tier 2

EXPERIENTIAL RIGHTS - SPONSOR VILLAGE AREA

Tier 1 – double size of Tier 2