



6<sup>th</sup> Asian Indoor and Martial Arts Games  
**Bangkok - Chonburi**  
**2021**  
*Garland of Hope*



# RIGHTS FEES

CATEGORY	AMOUNT USD\$
<b>TIER 1 - OFFICIAL SPONSORS (MAIN SPONSORS x 6)</b> 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 and / or Value In Kind Investment
<b>TIER 2 - OFFICIAL SUPPLIERS (MAIN SUPLIERS x 10)</b> 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 and / or Value In Kind Investment

## 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