

BANGSAEN 42

THE PASSION OF WORLD-CLASS MARATHON

BANG
SAEN 21

THE FINEST RUNNING EVENT EVER
2018

COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

BANGSAEN42

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BANGSAEN42-2018 & Bangsaen21-2018

November / December 2018

Commercial sponsorship and partnership marketing opportunities for two of Thailand and Asia's leading full and half marathon events...

BANGSAEN42-2018 2nd - 4th November 2018

Now in its second year, the BANGSAEN42-2018 MARATHON attracts both Thai and international runners, with over 6,034 runners attending the inaugural event in 2017.

Organised by MICE & Communication Co., Ltd. and Chonburi's Saensuk Municipality, BANGSAEN42 MARATHON has been awarded the popular title "Best Marathon" running event in Thailand.

The race is a member of The Association of International Marathons and Distance Races (AIMS) and certified with IAAF-AIMS Course Measurement and is aiming to qualify for IAAF Road Race Bronze Label in 2019.

BANGSAEN42-2018 features one race distance - a full marathon of 42.195KM.

Both BANGSAEN42-2018 & Bangsaen21-2018 include an Expo for Sponsors to promote their products and services as well as Parties & VIP Hospitality.

Bangsaen21-2018 13th - 16th December 2018

Now in its fourth year, Bangsaen21-2018 has been awarded "Best Half Marathon" running event in Thailand for three consecutive years.

With increasing number of participants totaling over 13,080 runners in 2017, including 16 world elite runners from 5 countries and Thai elite runners joining the half marathon, the event follows a scenic route, with high safety standards, a world-class medical team and the latest innovation of racing technology.

The event's success has led to a petition for it to be awarded the IAAF Road Race Bronze Label, expected in June 2018, one of only 101 certified events worldwide. The prestigious world standard is a first for a half marathon in Thailand and South East Asia.

Bangsaen21 has created a positive impact for the area promoting Bangsaen as a Sport Tourism City, with the readiness to host big events and welcome large numbers of participants, to its locations, hotels, accommodation, restaurants, shops and friendly locals.

Both BANGSAEN42-2018 & Bangsaen21-2018 includes an Expo for Sponsors to promote their products and services as well as Parties & VIP Hospitality

Integrate your marketing with BANGSAEN42-2018 & Bangsaen21-2018



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PACKAGES

BANGSAEN42-2018 & Bangsaen21-2018 have a comprehensive commercial sponsorship and partnership marketing programme with packages developed to suit differing levels of needs:

BANGSAEN42-2018

TIER 1 - Title & Presenting Sponsors

- One event Title Sponsor with naming rights to BANGSAEN42-2018
- One event Presenting Sponsor to BANGSAEN42-2018

TIER 2 - Co-sponsors

- Up to six Official Co-sponsors from non-competing categories BANGSAEN42-2018

TIER 3 - Official Suppliers & Media Partners

- Up to 10 Official Suppliers providing goods & services essential for BANGSAEN42-2018
- Up to 10 Official Media Partners for BANGSAEN42-2018

Bangsaen21-2018

TIER 1 - Title & Presenting Sponsors

- One event Title Sponsor with naming rights to Bangsaen21-2018
- One event Presenting Sponsor to Bangsaen21-2018

TIER 2 - Co-sponsors

- Up to six Official Co-sponsors from non-competing categories Bangsaen21-2018

TIER 3 - Official Suppliers & Media Partners

- Up to 10 Official Suppliers providing goods & services essential for Bangsaen21-2018
- Up to 10 Official Media Partners for Bangsaen21-2018



WHY GET INVOLVED?

Association with BANGSAEN42-2018 & Bangsaen21-2018 offers Sponsors numerous benefits including:

- **Image Enhancement** - with races set against spectacular scenery
- **Brand Exposure** - raising brand awareness of products and services and association with healthy lifestyle
- **Hospitality Opportunities** - entertaining target audiences; internal and external
- **Integrated Marketing** - worldwide media exposure
- **Networking** - with business leaders

Companies associating with BANGSAEN42-2018 & Bangsaen21-2018 tie in with the following values: Challenging; Diversity; Enjoyable; Exciting; Family Fun; Inclusivity; Major Event; and Professionalism.

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BANGSAEN42-2018

QUICK FACTS

Date:	Friday 2 nd - Sunday 4 th November 2018
Location:	Start & Finish Line - front of Bangsaen Heritage Hotel
Entry Fee:	1,500 THB
Charity Bib Entry Fee	3,000 THB

AGE CATEGORIES

Male & Female	Male & Female
Under 25	45 - 49
25 - 29	50 - 54
30 - 35	55 - 59
35 - 39	59 - 64
40 - 44	65 and Over

Top 3 male and female winners of each age category will receive trophy.

TIMETABLE OF EVENTS

TIMING	ACTIVITY
Friday 2nd November 2018	
12.00 - 20.00	Expo
12.00 - 20.00	Race Kit Pick up
Saturday 3rd November 2018	
10.00 - 18.00	Expo
10.00 - 18.00	Race Kit Pick up
Sunday 4th November 2018	
01.00	Left Baggage Opens
02.30	Marathon 42K Runners Enter The Start Area
03.00	Marathon 42K Starts
07.00	Winners Awards Presentation
10.00	Finish Time Cut Off (Net Time To Complete Race - 7 Hours)
11.00	Normal Traffic Resumes



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Bangsaen21-2018

QUICK FACTS

Date:	Thursday 13th - Sunday 16th December 2018
Location:	Start & Finish Line - front of Bangsaen Heritage Hotel
Entry Fee:	Half Marathon 21K - 1,000 THB Mini Marathon 10K - 900 THB Micro Marathon 5K - 800 THB
Charity Bib Entry Fee	3,000 THB

RACE CATEGORIES

HALF MARATHON 21K		MINI MARATHON 10K		MICRO MARATHON 5K
Male & Female		Male & Female		Male & Female
Under 25	45 - 49	Under 20	40 - 44	No Age Limit
25 - 29	50 - 54	20 - 24	45 - 49	
30 - 34	55 - 59	25 - 29	50 - 54	
35 - 39	60 - 64	30 - 34	55 - 59	
40 - 44	65 and Over	35 - 39	60 - 64	
			65 and Over	

Top 3 male and female winners from each age category for 21K and 10K will receive trophy.

TIMETABLE OF EVENTS

TIMING	ACTIVITY
Thursday 13th December 2018	
12.00 - 19.00	Expo
12.00 - 19.00	Race Kit Pick up
Friday 14th December 2018	
12.00 - 21.00	Expo
12.00 - 21.00	Race Kit Pick up
Saturday 15th December 2018	
04.00	Left Baggage Opens
05.15	Mini Marathon 10K Runners Enter Start Area
06.00	Mini Marathon 10K Starts
06.20	Micro Marathon 5K Starts
07.00	Awards Presentation
08.30	Finish Time Cut Off (Net Time To Complete Race - 2.30 Hours)
10.00	Normal Traffic Resumes
12.00 - 20.00	Expo
12.00 - 20.00	Race Kit Pick up (only for 21K race)
Sunday 16th December 2018	
02.30	Left Baggage Opens
03.45	Half Marathon 21K Runners Enter Start Area
04.30	Half Marathon 21K Starts.
07.00	Winners Awards Presentation
08.10	Finish Time Cut Off (Net Time To Complete Race - 3.40 Hours)
10.00	Normal Traffic Resumes

INVENTORY – BANGSAEN42-2018	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
BANGSAEN42-2018			
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title for advertising & PR use: [TITLE SPONSOR NAME] BANGSAEN42-2018 presented by [PRESENTING SPONSOR NAME]	Yes		
Right to title for advertising & PR use:[CO-SPONSOR NAME] [TITLE SPONSOR NAME] BANGSAEN42-2018 - presented by [PRESENTING SPONSOR NAME]		Yes	
Right to title for advertising & PR use:[OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] BANGSAEN42-2018 presented by [PRESENTING SPONSOR NAME]			Yes
Category Exclusivity – for example right to market themselves as Official Energy Drinks Partner for BANGSAEN42-2018 and sole provider of energy drinks to the event		Yes	Yes (No exclusivity for media)
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
Right to use a BANGSAEN42-2018 Composite (lock-up) Logo on all internal and external marketing. See example below.	Official Title & Presenting Sponsor Logo	Official Co-sponsor Logo	Official Supplier / Media Partner Logo
Right to insert logo as part of event logo – see London Marathon example below	Yes		
BRANDING – EVENT			
Logo on Start Gate	Centre Top	Left & Right Middle Column	
Logo on Finish Gate	Centre Top	Left & Right Middle Column	
Display the logo on the banner at the drinking water services	Yes	Yes	Exclusive for Official Supplier
Logos on Stage Backdrop	Dominant	Yes	Yes
Street banners - some along Start straight / Finish straight	X 20	X 12	X 6
Advertising Boards throughout race course (200 m to go signage)	X 20	X 20	X 20
Branding Banners throughout race course (kilometer signage)	X 41	X 41	X 41
Logo on Finish Line Tape	Yes		
Verbal mentioning of sponsor name during race by MC	X 50	X20	X 10
BRANDING – OTHER			
Activities in race	Yes	Yes	
Right to appear on stage for race start	Yes		
MC mentions during the race	Yes	Yes	Yes

EXAMPLE OF
COMPOSITE LOGO



INVENTORY – BANGSAEN42-2018	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
BRANDING – MEDALS & T-SHIRTS			
Logo on Finisher T-Shirt & Finisher Medal	Yes		
BROADCAST RIGHTS			
Press Conference - Logo on Stage Backdrop	Dominant	Yes	Yes
Branding / Advertisements as part of any internet stream (for example Livestream feed)	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Promotions as part of internet stream coverage	Yes	Yes	Yes
MEDIA & PR RIGHTS			
Right to use BANGSAEN42-2018 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
(Thailand) Logo inclusion in any print, online or social media advertisements or PR activity to promote BANGSAEN42-2018 produced by the organisers	Yes	Yes	Yes
(International) Logo inclusion in Advertising on Distance Running Magazine (AIMS)	Yes	Yes	
A press conference to launch the sponsorship	Yes	Yes	
PROMOTIONAL CAMPAIGN			
Inclusion in promotional campaign – level dependent on tier	Yes	Yes	Yes
DIGITAL & SOCIAL PROGRAMME			
Branding on BANGSAEN42-2018 website, FB fan page, LINE@ and all site communications including e-newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to FB	Yes	Yes	
Logo inclusion in - FB follow me	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo inclusion in - e-Slip (Race result); e-Certificate; and Runner Photos	Yes		
EXPERIENTIAL			
Booth at Expo (2 days event)	36 sqm.(6m x 6m)	16 sqm.(4m x 4m)	9 sqm.(3m x 3m)
Sampling	Yes	Yes	Yes
HOSPITALITY & TICKETING			
VIP Passes to event	10	5	2
Free race entry for promotional purposes	50	20	10
Right to purchase race entry tickets to event for promotional use	10	5	2
MERCHANDISING PROGRAMME			
Opportunity to produce joint branded merchandise. Logos on specially produced BANGSAEN42-2018 merchandise	Additional	Additional	Additional

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INVENTORY – Bangsaen21-2018	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
Bangsaen21-2018			
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title for advertising & PR use: [TITLE SPONSOR NAME] Bangsaen21-2018 presented by [PRESENTING SPONSOR NAME]	Yes		
Right to title for advertising & PR use:[CO-SPONSOR NAME] [TITLE SPONSOR NAME] Bangsaen21-2018 - presented by [PRESENTING SPONSOR NAME]		Yes	
Right to title for advertising & PR use:[OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] Bangsaen21-2018 presented by [PRESENTING SPONSOR NAME]			Yes
Category Exclusivity – for example right to market themselves as Official Energy Drinks Partner for Bangsaen21-2018 and sole provider of energy drinks to the event		Yes	Yes (No exclusivity for media)
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
Right to use a Bangsaen21-2018 Composite (lock-up) Logo on all internal and external marketing. See example below.	Official Title & Presenting Sponsor Logo	Official Co-sponsor Logo	Official Supplier / Media Partner Logo
Right to insert title logo as part of the event logo. See London Marathon example below.	Yes		
BRANDING – EVENTS – 21K, 10K & 5K			
Logo on Start Gate	Centre Top	Left & Right Middle Column	
Logo on Finish Gate	Centre Top	Left & Right Middle Column	
Display the logo on the banner at the drinking water services	Yes	Yes	Exclusive for Official Supplier
Logos on Stage Backdrop	Dominant	Yes	Yes
Street banners - some along Start straight / Finish straight	X 20	X 10	X 4
Advertising Boards throughout race course (200 m to go signage) - 21K	X 10	X 10	X 10
Advertising Boards throughout race course (200 m to go signage) - 10K & 5K	X 5	X 5	X 5
Branding Banners throughout race course (kilometer signage) - 21K	X 20	X 20	X 20
Branding Banners throughout race course (kilometer signage) - 10K & 5K	X 9	X 4	X 4
Logo on Finish Line Tape	Yes		
Verbal mentioning of sponsor name during race by MC	X 50	X20	X 10
BRANDING – OTHER – 21K, 10K & 5K			
Activities in race	Yes	Yes	
Right to appear on stage for race start	Yes		
MC mentions during the race	Yes	Yes	Yes

EXAMPLE OF
COMPOSITE LOGO



INVENTORY – Bangsaen21-2018	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSORS	TIER 2 CO-SPONSORS	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS
BRANDING – MEDALS & T-SHIRTS – 21K, 10K & 5K			
Logo on Finisher Gift & Finisher Medal	Yes		
BROADCAST RIGHTS			
Press Conference - Logo on Stage Backdrop	Dominant	Yes	Yes
Branding / Advertisements as part of any internet stream (for example Livestream feed)	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Promotions as part of internet stream coverage	Yes	Yes	Yes
MEDIA & PR RIGHTS			
Right to use Bangsaen21-2018 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
(Thailand) Logo inclusion in any print, online or social media advertisements or PR activity to promote Bangsaen21-2018 produced by the organisers	Yes	Yes	Yes
(International) Logo inclusion in Advertising on Distance Running Magazine (AIMS)	Yes	Yes	
A press conference to launch the sponsorship	Yes	Yes	
PROMOTIONAL CAMPAIGN			
Inclusion in promotional campaign – level dependent on tier	Yes	Yes	Yes
DIGITAL & SOCIAL PROGRAMME			
Branding on Bangsaen21-2018 website, FB fan page, LINE@ and all site communications including e-newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to FB	Yes	Yes	
Logo inclusion in - FB follow me	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo inclusion in: e-Slip (Race result); e-Certificate; and Runner Photos	Yes		
EXPERIENTIAL			
Booth at Expo (3 days event)	36 sqm.(6m x 6m)	16 sqm.(4m x 4m)	9 sqm.(3m x 3m)
Sampling	Yes	Yes	Yes
HOSPITALITY & TICKETING			
VIP Passes to event	10	5	2
Free race entry for promotional purposes	40	15	5
Right to purchase race entry tickets to event for promotional use	10	5	2
MERCHANDISING PROGRAMME			
Opportunity to produce joint branded merchandise. Logos on specially produced Bangsaen21-2018 merchandise	Additional	Additional	Additional

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BRANDING

BANGSAEN42-2018 & Bangsaen21-2018 have many high-profile branding opportunities ensuring Sponsors have high visibility, before, during and after the event. These include:

- **Event Day Branding On Runners and at the Event**
- **Expo Branding**
- **Presence in PR Campaign and Promotional Materials both On and Off Line**

See inventory for full details.

EXPO

An Expo for both events will be held at the Bangsaen Heritage Ballroom, Bangsaen Heritage Hotel. The Expo includes a number of activities and is an ideal platform for Sponsors to promote their products and services through trade booths and sampling activity.

PROMOTIONAL CAMPAIGN

MEDIA PARTNERSHIPS

BANGSAEN42-2018 & Bangsaen21-2018 is seeking a maximum of 10 media partnerships.

PR SUPPORT

Sponsors and Partners can create media coverage through news PR activity. There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines. Press releases will also be issued through a variety of regional and international running web sites.

All Sponsors and Partners will have rights to associate with BANGSAEN42-2018 & Bangsaen21-2018 for PR and advertising activity.

BANGSAEN42-2018 & Bangsaen21-2018 are supported by a comprehensive marketing campaign covering the following hooks:

Launch

Event Teasers

Online Registration Launch

Press Conference / Sponsor Announcement

Expo

Event Day

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DIGITAL & SOCIAL PROGRAMME

BANGSAEN42-2018 & Bangsaen21-2018 run a number of social media promotions throughout the year and is a great opportunity for Sponsors and Partners to integrate their brand message.

Facebook Page Followers



BANGSAEN42
13,500+

Bangsaen21
55,900+

Digital Marketing

100,000 databases for Electronic Direct Mailers
e-Newsletter
Websites

Official Sites

<https://www.BANGSAEN42.com>

<https://www.bangsaen21.com>

HOSPITALITY

BANGSAEN42-2018 & Bangsaen21-2018 offer a plethora of fantastic opportunities to entertain customers, clients and executives.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages an excellent way to do and promote your business.

MERCHANDISING

BANGSAEN42-2018 & Bangsaen21-2018 offer Sponsors and Partners the opportunity to produce joint branded merchandise. This could be used as give-away through media and presence marketing promotions. For example: BANGSAEN42-2018 & Bangsaen21-2018 Goodie Bags.



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ABOUT BANGSAEN

Bangsaen is a famous Thai beach town within easy reach of Bangkok as well as the provinces north of Chonburi - offering a relaxing, but active area, away from city life.

Bangsaen is located approximately 80km from Suvarnabhumi Airport. Most visitors typically come from the provinces to the north and northeast of Chonburi.

Bangsaen is a sleepy town during the weekdays but it turns into a fantastic city on the weekends. The town is a host to a major university, Burapha University.

On the weekends, travellers, families or groups of friends, come from surrounding areas or other provinces in Thailand to spend the day at the beach.

PREVIOUS SPONSORS

BANGSAEN42
Previous Sponsors include:



Bangsaen21
Previous Sponsors include:



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ORGANISERS

BANGSAEN42-2018 & Bangsaen21-2018 are organised by MICE & Communications Co., Ltd. - a unique marketing and event company, based in Bangkok - winners of the SPIA ASIA: Thailand Best Sport Event organiser 2017. With over 15 years' experience MICE & Communications Co., Ltd. has organised events in all regions of Thailand and South-East Asia including Laos, Myanmar and Vietnam. The company launched its first running event in 2015 with the Bangsaen21 Half Marathon. Since then it has won the award for "Best Half Marathon" running event in Thailand for three consecutive years. Other events include: KhaoKheow10; Run For Better City; Prachuap Khiri Run by Tipco; Thale-Noi Roi Run; Bangkok Women's Run; RunARAN; SrirachaGP; and BANGSAEN42.

<http://www.mice.co.th>

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