

Commercial Sponsorship & Partnership Marketing Opportunities

A S I A

SWIM
WEEK

THE SWIM WEEKS | ASIA SWIM WEEK 2028

ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

KALIDO, PHUKET
FEBRUARY 2028 (TBC)

Organised by Vesper
Marketing Support By Paul Poole (South East Asia) Co., Ltd. - The Sponsorship Experts



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

THE SWIM WEEKS | ASIA SWIM WEEK 2028

FEBRUARY 2028 – TBC

KALIDO, PHUKET, THAILAND

ASIA SWIM WEEK 2028 IS COMING TO PHUKET

Asia Swim Week 2028 will launch in Phuket, Thailand, in February 2028, bringing a spectacular new celebration of swim, resort fashion and international glamour to one of Asia's most iconic resort destinations.

Asia Swim Week 2028 will be the founding edition of The Swim Weeks, a planned destination-led international series of swim and resort fashion events in Phuket, Bodrum, Cape Town, Dubai and Rio.

For Sponsors, Partners and Fashion Brands, this is the chance to get in at the beginning of something built to grow. To help shape Asia Swim Week from day one. To build a lasting association with an event created to become a major fixture on the international swim and resort fashion calendar.

Centred at Kalido, Phuket - the island's only dedicated oceanfront event venue, with panoramic views across the Andaman Sea - the launch edition will feature:

- A concentrated day of eight professionally produced runway shows presenting leading swimwear and resort fashion brands alongside regional and international talent, Sponsors, VIP guests, media and cultural influencers.
- A private yacht party bringing Sponsors, Partners, Fashion Brands, selected talent and VIP guests together for an exclusive hospitality, networking and content experience on the waters of Phuket.
- An exclusive off-site fashion walk, subject to final confirmation, creating a spectacular additional visual moment in one of Phuket's standout locations, designed to generate high-impact photography, film, media and social content.

Asia Swim Week 2028 offers a wide range of commercial sponsorship and partnership marketing opportunities for brands looking to become part of the event from its launch and grow with the property as it develops.

BECOME A COMMERCIAL PARTNER



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

QUICK FACTS & FIGURES

THE SWIM WEEKS | ASIA SWIM WEEK 2028 - AT A GLANCE

EVENT



8 x RUNWAY SHOWS, PRESENTED HOURLY 1PM-9PM
1 x PRIVATE YACHT PARTY
1 x EXCLUSIVE OFF-SITE FASHION WALK (TBC)

DATE & VENUE



FEBRUARY 2028
KALIDO, PHUKET, THAILAND
OCEANFRONT EVENT VENUE, ANDAMAN SEA

RUNWAY



PROFESSIONALLY PRODUCED RUNWAY SHOWS
SWIMWEAR & RESORT FASHION
REGIONAL & INTERNATIONAL TALENT
THAI & WIDER ASIAN TALENT AT THE HEART OF THE CASTING
INTERNATIONAL FASHION BRANDS

AUDIENCE



CURATED VIP & INDUSTRY AUDIENCE
SPONSORS & PARTNERS
FASHION BRANDS
VIP GUESTS
BUYERS
MEDIA
CREATORS & INFLUENCERS
PAGEANT & CULTURAL COMMUNITY
INDUSTRY PARTICIPANTS

TALENT



200+ MODEL PROSPECTS IN THE CASTING PIPELINE
THAI PAGEANT & LEADING LOCAL TALENT
WIDER ASIAN TALENT
SELECTED INTERNATIONAL MODELS

SPONSORSHIP & PARTNERSHIP



1 x TITLE SPONSOR
1 x PRESENTING SPONSOR
8 x OFFICIAL RUNWAY PARTNERS
8 x OFFICIAL FASHION BRANDS
10 x OFFICIAL SUPPLIERS
10 x MEDIA PARTNERS
LOCAL PHUKET SUPPORTERS

MEDIA & CONTENT



FULL RUNWAY FILMS
SHORT-FORM VIDEO
VERTICAL REELS & STORIES
HERO & RUNWAY PHOTOGRAPHY
SPONSOR ACTIVATION CONTENT
YACHT PARTY CONTENT
TALENT PORTRAITS & INTERVIEWS
POST-EVENT CONTENT PACKAGES

EXPERIENTIAL



UP TO 7 BETWEEN-SHOW COMMERCIAL WINDOWS
PRODUCT LAUNCHES
BRAND ACTIVATIONS
TASTINGS & DEMONSTRATIONS
BEAUTY & FASHION EXPERIENCES
ARRIVAL & PORTRAIT MOMENTS
CLOSING BRAND MOMENT

HOSPITALITY



PRIVATE YACHT PARTY
VIP HOSPITALITY
PREMIUM RUNWAY SEATING
CLIENT & GUEST HOSTING
VIP HOUSE
BETWEEN-SHOW HOSPITALITY



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

PACKAGES

We have developed sponsorship and partnership packages to suit different budgets, objectives and branding requirements.

TIER 1: TITLE SPONSOR & PRESENTING SPONSOR

- One Title Sponsor with naming rights to the event - making a monetary investment
- One Presenting Sponsor with naming rights to the event - making a monetary investment

TIER 2: OFFICIAL PARTNERS

- Up to eight Official Runway Partners from non-competing commercial categories - each making a monetary investment as the commercial sponsor of one of the eight Asia Swim Week 2028 runway shows
- Up to eight Official Fashion Brand Partners* - swimwear and resort fashion brands whose collections are presented on the Asia Swim Week 2028 runway - each making a monetary investment to participate in the runway programme

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers - each making a monetary and/or VIK (Value In Kind) investment of goods and services essential to the event
- Up to 10 Media Partners - each making a monetary and/or VIK (Value In Kind) investment of advertising, media exposure and agreed editorial support

TIER 4: LOCAL PHUKET SUPPORTERS

- Packages for selected local businesses - each making a monetary and/or VIK (Value In Kind) investment of goods and services supporting the event

***Official Fashion Brand Partnerships** - Asia Swim Week 2028 will feature eight professionally produced runway shows. Official Fashion Brand Partners may secure a single dedicated runway show, two distinct runway shows or a premium headline or finale position, subject to availability and approval.

A limited number of carefully curated shared-show opportunities may also be available for selected emerging fashion brands.



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

WHO SHOULD SPONSOR?

ASIA SWIM WEEK 2028 offers a unique sponsorship and partnership opportunity for brands seeking to align with international swim and resort fashion, beauty, luxury hospitality and travel, premium lifestyle, technology and contemporary Asian culture.

Its runway, yacht, VIP, experiential and content programme creates multiple opportunities for brand visibility, product launches, hospitality, product demonstration, content creation and engagement.

For brands with ambitions across Asia and international resort markets, Asia Swim Week 2028 provides a new platform to connect with a high-end international audience including Fashion Brands, regional and international talent, VIP guests, buyers, media, creators and cultural influencers - while building an association with Asia Swim Week from its very first edition.

SECTOR	WHY IT'S A GOOD FIT
Swimwear, Resort Fashion & Fashion Brands	At the heart of Asia Swim Week. Swimwear and resort fashion brands can participate as Official Fashion Brand Partners, presenting collections through the eight-show runway programme while creating professional runway, photography and short-form content for future brand use.
Fashion Accessories, Jewellery & Watches	Jewellery, watches, sunglasses, bags, footwear and other fashion accessories can be naturally incorporated into complete resort looks, runway styling, talent portraits and dedicated content opportunities.
Beauty, Hair, Skincare & Wellness	The connection between beauty and runway fashion creates natural opportunities for product integration, demonstrations, sampling, talent-led content and between-show activations linked directly to the looks being presented.
Airlines, Private Aviation & Premium Mobility	As an international destination event in Phuket, Asia Swim Week 2028 provides airlines and premium mobility brands with opportunities around travel, VIP hospitality, destination storytelling, branded experiences and high-impact content.
Luxury Hospitality, Hotels, Resorts, Travel & Tourism	Phuket and the wider resort lifestyle are intrinsic to the Asia Swim Week 2028, creating strong connections for hotels, resorts, travel companies, destinations and tourism organisations through hospitality, content and experiential activation.
Premium Alcoholic & Non-Alcoholic Beverages	The private yacht party, VIP hospitality and between-show programme create natural opportunities for beverage launches, tastings, signature serves, sundowner moments and professionally captured brand experiences.
Pageant, Beauty & Lifestyle Brands	Brands already active within Asian pageant culture can build on the involvement of Thai and wider Asian titleholders, combining local cultural relevance with talent-led content, hospitality and engagement with pageant communities.
Banking, Payments & Fintech	Banks, payment businesses, fintech companies and regional financial brands can use Asia Swim Week 2028 for premium client hospitality, relationship-building, category positioning and association with an international lifestyle property.

ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION



WHO SHOULD SPONSOR?

SECTOR	WHY IT'S A GOOD FIT
Wealth Management, Investment & Precious Metals	Wealth-management, investment and precious-metals businesses can use the event as a premium hospitality and brand-positioning platform, particularly where client entertainment, relationship-building and association with international lifestyle and luxury are important.
Automotive & Premium Mobility	Automotive and mobility brands can combine brand presentation, VIP transportation, hospitality and high-quality fashion and lifestyle content within a visually distinctive Phuket environment.
Real Estate & Resort Development	Resort developers and real-estate brands can connect naturally with the destination, hospitality and lifestyle positioning of Asia Swim Week 2028, using the event for client hosting, launches, presentations and content creation.
Consumer & Lifestyle Brands	Premium Asian consumer and lifestyle businesses can use Asia Swim Week 2028 to build cultural relevance, launch and demonstrate products, create content and associate with fashion, beauty, talent and contemporary Asian lifestyle.
Fashion Retail, E-Commerce & Marketplaces	Retailers, marketplaces and commerce platforms can connect runway exposure with brand discovery, buyer engagement and the commercial growth of participating fashion labels, many of which are expected to have established DTC or wholesale ambitions.
Media, Social, Creator & Digital Platforms	Asia Swim Week 2028 is being developed as a media and content property as well as a live event, creating opportunities around video, photography, social content, talent, distribution and digital amplification before, during and after the event.
Content, Photography, Video & Creative Technology	Professional content is central to the commercial proposition, creating opportunities for production, camera, video, editing and creative-technology businesses to support and associate with runway films, short-form video, photography, talent content and sponsor activations.
Technology	Technology brands can use Asia Swim Week 2028 to showcase products, create branded guest experiences, support digital engagement and content, and align with a premium international fashion, lifestyle and hospitality platform.
Phuket & Thai Businesses	Selected Phuket and Thai businesses can participate through Local Phuket Supporter and supplier opportunities, providing commercially relevant goods and services while building association with the launch of a new international event in Thailand.

ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

ABOUT

WHAT IS ASIA SWIM WEEK 2028?

Asia Swim Week 2028 gives Asia its own international stage for swim and resort fashion.

Rooted in Asia and international in outlook, Asia Swim Week 2028 celebrates the region's fashion, beauty, talent, culture and resort lifestyle, bringing them together with selected international brands, models, media and commercial partners.

Asia Swim Week 2028 launches a distinctive new fashion property with an identity of its own: polished, aspirational, contemporary, highly visual and unmistakably Asian.

Every element of Asia Swim Week 2028 - from the Fashion Brands and casting to the styling, hospitality, locations and content - is carefully curated to create a premium, glamorous world with genuine relevance to the international swim and resort fashion market.

A PLATFORM FOR ASIAN FASHION & TALENT

Asia Swim Week 2028 provides a new international platform for established and emerging swimwear and resort fashion brands to present their collections through professional runway production, leading talent and high-quality content.

Thai and wider Asian fashion and talent sit at the heart of Asia Swim Week 2028, complemented by selected international brands, models and influences that give Asia Swim Week 2028 international reach and relevance.

BUILT FOR THE FUTURE

Asia Swim Week 2028 marks the launch of a new international fashion property for Asia - created to grow in influence, reach and commercial value year after year.

Phuket provides the perfect home for the launch of Asia Swim Week 2028, bringing together fashion, culture, beauty and international resort glamour in one of Asia's most recognisable destination settings.

ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION





ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

ABOUT THE SHOWS - TIMETABLE

Asia Swim Week 2028 will centre around one concentrated day of eight professionally produced runway shows at Kalido, Phuket.

Guests are welcomed from 12:00PM for red carpet, VIP hospitality and the opening of the event.

From 1:00PM, a new runway show will be presented on the hour through to the eighth and final show at 8:00PM, with the programme concluding at approximately 9:00PM.

Each runway show will feature an Official Fashion Brand Partner presentation, with the opportunity for an Official Runway Partner to be commercially associated with the show.

TIME	RUNWAY PROGRAMME	BETWEEN-SHOW PROGRAMME
12:00PM-1:00PM	OPENING	Red carpet arrivals, VIP hospitality, welcome and content capture
1:00PM	SHOW 1	Opening partner moment, Fashion Brand interviews & VIP hospitality
2:00PM	SHOW 2	Product launch, tasting, beauty, travel or lifestyle activation
3:00PM	SHOW 3	VIP hospitality, brand appointments, interviews & content
4:00PM	SHOW 4	Fashion, beauty, jewellery, resort or hospitality activation
5:00PM	SHOW 5	Golden-hour content, networking & VIP hospitality
6:00PM	SHOW 6	Sundowner hospitality, beverage or product-launch opportunity
7:00PM	SHOW 7	VIP experience, talent content & brand engagement
8:00PM	SHOW 8 – FINALE	Finale, closing partner moment and final content capture
APPROX. 9:00PM	CLOSE	Programme concludes

Indicative Programme - Subject to change

BETWEEN THE SHOWS

The seven intervals between the eight runway presentations form an important part of the Asia Swim Week 2028 experience.

With each runway show expected to last approximately 12–18 minutes, the remainder of each hour creates time for VIP hospitality, networking, interviews, content creation, product launches and other experiential activity.

The programme between shows will be carefully scheduled to complement the runway, giving Fashion Brands, Sponsors and Partners opportunities to engage with guests while maintaining the pace, quality and atmosphere of the day.



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ABOUT THE SHOW VENUE - KALIDO



Asia Swim Week 2028 will take place at Kalido, a purpose-built private oceanfront destination on Phuket's Bangtao Beach, with uninterrupted panoramic views across the Andaman Sea.

Contemporary, elegant and designed exclusively for events, Kalido combines open architecture, a spectacular oceanfront setting and a clean, neutral design that provides a striking backdrop for fashion, hospitality and brand experiences.

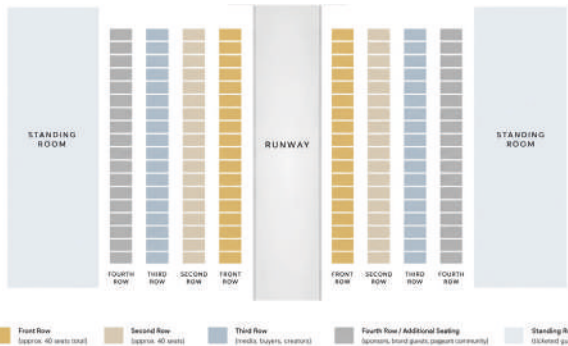
Its combination of sea, sky, sunset and contemporary architecture provides a natural setting for the Asia Swim Week 2028 runway, while creating strong opportunities for photography, film, guest hospitality and branded experiences throughout the day.

RUNWAY SEATING STRUCTURE

The Asia Swim Week 2028 runway will be surrounded by a carefully planned combination of premium seating, media and industry seating and standing-room areas, creating an intimate environment around each of the eight runway shows.

The current working layout provides approximately 40 front-row seats, with 38 forming the principal commercial and guest allocation. A second row of approximately 40 seats provides further Sponsor, Partner, Fashion Brand and VIP guest capacity, followed by additional seating for media, buyers, creators and other industry guests.

SEATING AREA	INDICATIVE USE
FRONT ROW	Approximately 40 seats. Premium seating for principal Sponsors, Partners, Fashion Brands and selected VIP guests.
SECOND ROW	Approximately 40 seats. Sponsor and Partner guests, Fashion Brand guests and selected VIPs.
THIRD ROW	Media, buyers, creators, influencers and fashion-industry guests.
FOURTH ROW / ADDITIONAL SEATING	Additional Sponsor and Fashion Brand allocations, pageant community guests and selected event guests.
STANDING ROOM	A dedicated standing area providing additional access to the runway programme for selected ticketed guests and local fans.



Final seating numbers and allocations will be confirmed following completion of the final runway design, production layout and venue capacity plan. The current seating structure is therefore indicative and subject to change.

ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

ABOUT

PRIVATE YACHT PARTY

The Asia Swim Week 2028 experience will begin the evening before the runway programme with an exclusive private yacht party on the waters of Phuket.

Designed as an invitation-only hospitality and networking occasion, the yacht party will bring together Sponsors, Partners, Fashion Brands, selected talent, VIP guests and media in a relaxed and highly visual setting.

The evening will provide opportunities for premium hospitality, networking, product launches and professionally produced photography, film and social content, creating a memorable opening to Asia Swim Week 2028.

Naming rights for the Private Yacht Party are available, offering a Sponsor or Partner the opportunity to create a prominent association with one of the most exclusive hospitality and content moments of Asia Swim Week 2028.



OFF-SITE FASHION WALK

An exclusive off-site fashion walk is planned to create an additional high-impact visual moment away from the main Kalido runway.

Featuring selected Fashion Brands and talent in one of Phuket's standout locations, the walk will be designed specifically to generate striking photography, film, editorial and social content while showcasing the destination alongside the fashion.

The final location, format and participating talent will be confirmed as the event programme develops.



THE MODELS

Asia Swim Week 2028 will bring together a carefully selected mix of Thai, wider Asian, regional and international runway and pageant talent.

Casting will place particular emphasis on leading Thai and Asian talent, complemented by selected international models who strengthen the global character of the event. More than 200 model and pageant prospects are already included within the Asia Swim Week casting pipeline.

The final roster will be selected for runway presence, movement, professionalism, camera impact and fit with the tropical, sophisticated and polished international look and feel of Asia Swim Week 2028, with selected recognised talent and pageant titleholders forming part of the wider casting strategy.

ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

ABOUT

WHY GET INVOLVED?

Asia Swim Week 2028 offers Sponsors, Partners and Fashion Brands a powerful opportunity to align with a new international platform for swim and resort fashion, beauty, lifestyle, hospitality and contemporary Asian culture.

COMMERCIAL PACKAGES

Commercial packages are designed to combine brand exposure, audience engagement, content creation, product launches, experiential activity, VIP hospitality and relationship-building opportunities.

Packages include:

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

WIDE RANGE OF BENEFITS

These packages create opportunities for Sponsors, Partners and Fashion Brands to:

- Build a high-profile association with Asia Swim Week 2028
- Strengthen brand visibility across the event, venue, media and digital environment
- Engage with VIP guests, Fashion Brands, buyers, media, creators and cultural influencers
- Host clients, partners and key stakeholders through premium hospitality
- Launch, demonstrate and showcase products in a highly visual setting
- Create professionally produced photography, film and social content
- Integrate brands into runway, hospitality and experiential moments
- Build valuable relationships across fashion, beauty, travel, lifestyle and the wider Asian business community
- Position their brand alongside a distinctive new international fashion property

Participation in Asia Swim Week 2028 can strengthen brand awareness, create valuable business relationships and position Sponsors, Partners and Fashion Brands at the heart of a distinctive new international swim and resort fashion property for Asia.



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

MAIN BENEFITS

BRANDING RIGHTS

Asia Swim Week 2028 provides Sponsors, Partners and Fashion Brands with opportunities for high-profile brand exposure across the event identity, live event environment, hospitality experiences, media, content and digital channels.

Rights and levels of visibility can be tailored according to partnership level, category, campaign objectives and the specific assets included within each package.

NAMING RIGHTS

The Title Sponsor and Presenting Sponsor can be incorporated into the official naming and identity of Asia Swim Week 2028, creating a prominent association with the event across agreed branding, promotional, media and communications activity.

EVENT & RUNWAY BRANDING

Sponsors & Partners can build their presence throughout the live Asia Swim Week 2028 experience, including association with individual runway shows, runway and screen branding, arrivals, welcome areas, media and photography areas, event signage and selected closing moments.

Official Runway Partners can also develop a direct commercial association with one of the eight runway shows through agreed show naming, introductions, screen presence and other selected branding opportunities.

HOSPITALITY & EXPERIENTIAL BRANDING

Sponsors & Partners can bring their brands to life through hospitality, guest hosting and carefully curated experiences across Asia Swim Week 2028.

Opportunities can include the private yacht party, VIP hospitality areas, product launches, tastings, demonstrations, branded installations, beauty and fashion experiences, hosted moments and other agreed activations throughout the event.

MEDIA, CONTENT & SOCIAL BRANDING

Sponsors, Partners and Fashion Brands can be integrated into appropriate Asia Swim Week 2028 media, photography, film, digital and social content before, during and after the event.

Opportunities can include runway films, short-form video, photography, interviews, event highlights, sponsor activation content, social media, digital communications and other approved promotional activity.



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

MAIN BENEFITS

MEDIA, PROMOTION & PR RIGHTS

Asia Swim Week 2028 will be supported by media, promotional and PR activity designed to build awareness across fashion, swimwear, beauty, travel, lifestyle, hospitality and wider consumer and business audiences in Asia and international markets.

Sponsors, Partners and Fashion Brands can be incorporated into approved PR, advertising, editorial, promotional and content activity before, during and after the event, extending their association with Asia Swim Week 2028 well beyond the live experience at Kalido.

Opportunities can include:

- Sponsor, Partner and Fashion Brand announcements
- Online editorial and digital content
- PR and media activity
- Interviews and approved talent content
- Runway, Fashion Brand and event-related content
- Photography, video and behind-the-scenes content
- Partner advertising and promotional communications
- Asia Swim Week 2028 website and direct communications
- Social media content and amplification
- Post-event content and promotional activity

MEDIA PARTNERS

Asia Swim Week 2028 will work with selected fashion, lifestyle, travel, business, entertainment and digital media partners to extend awareness, editorial coverage, content distribution and audience reach.

Sponsors, Partners and Fashion Brands can be incorporated into agreed media-partner activity according to their individual commercial packages.

ADVERTISING & PROMOTION

Promotional activity will build awareness of Asia Swim Week 2028 in the lead-up to the event, throughout the live programme and afterwards, with opportunities for Sponsors, Partners and Fashion Brands to be incorporated into agreed advertising, digital, social, editorial and partner communications.



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

MAIN BENEFITS

DIGITAL & SOCIAL RIGHTS

Digital and social content will form an important part of Asia Swim Week 2028, allowing the event and its commercial partners to reach audiences beyond those attending in Phuket.

Content is planned to include full runway films, an event master film, short-form edits, vertical reels and stories, hero and runway photography, backstage imagery, product close-ups, Sponsor activation coverage, yacht-party content, talent portraits, approved interviews, same-day press and social assets and post-event content packages.

Sponsors, Partners and Fashion Brands can receive agreed opportunities for integration, distribution and use of selected content according to their individual packages and contracted rights.

Selected Sponsor and Partner packages can also include separately contracted talent or pageant integration, including branded content and agreed social media activity, subject to individual talent agreements, permissions and usage rights.

ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

MAIN BENEFITS

EXPERIENTIAL RIGHTS

Asia Swim Week 2028 offers Sponsors, Partners & Fashion Brands opportunities to bring their brands to life through physical experiences, product engagement and carefully curated commercial moments throughout the event.

Activations can include branded display spaces, product showcases, pop-up experiences, sampling, visual installations, beauty and fashion experiences, interactive brand moments and other agreed activities within the Kalido event environment.

BETWEEN THE SHOWS

The seven intervals between the eight runway shows create a particularly valuable experiential opportunity for Sponsors & Partners.

Selected between-show windows can be used for product launches and reveals, demonstrations, buyer and media appointments and other carefully planned commercial activity.

VIP & HOSPITALITY ACTIVATIONS

Experiential activity can also extend into agreed VIP and hospitality environments.

Opportunities can include branded food and beverage experiences, product placement, arrival moments and other agreed activations within VIP and hospitality areas.

All experiential opportunities will be subject to partnership level, category exclusivity, venue and production requirements, event timings and final approval by Asia Swim Week 2028.



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

MAIN BENEFITS

HOSPITALITY & NETWORKING RIGHTS

Asia Swim Week 2028 offers Sponsors, Partners & Fashion Brands premium opportunities to host clients, prospects, business partners and key stakeholders across the runway programme, private yacht party and VIP hospitality environment.

Hospitality allocations will be defined according to partnership level, with opportunities including premium runway seating, yacht places and access to VIP hospitality.

The concentrated format means hospitality and networking are integrated throughout the Asia Swim Week 2028 experience rather than treated as separate add-ons.

PREMIUM RUNWAY HOSPITALITY

Sponsors, Partners & Fashion Brands receive allocations of premium runway seating for their invited guests, including front-row and second-row seats according to package level and availability.

These allocations provide an opportunity to host important clients and contacts at the heart of the Asia Swim Week 2028 experience, while creating a strong environment for relationship-building throughout the day.

PRIVATE YACHT PARTY

The private yacht party provides one of the most exclusive hospitality and networking opportunities within Asia Swim Week 2028.

Selected Sponsors, Partners & Fashion Brands can receive guest allocations for the yacht evening, creating an opportunity to entertain clients and make valuable connections in a relaxed and highly visual setting.

VIP HOSPITALITY

The main-day VIP hospitality environment provides a dedicated space for hosting, networking, food and beverage and meetings between runway shows.

NETWORKING OPPORTUNITIES

Across the yacht party, runway programme, VIP hospitality and between-show periods, Asia Swim Week 2028 creates opportunities for Sponsors, Partners & Fashion Brands to connect with buyers, media, creators, industry participants and other invited guests.

TALENT ACCESS & PHOTO OPPORTUNITIES

Selected Sponsor & Partner packages can include pre-arranged opportunities involving models, pageant talent or other event personalities, including hosted appearances, approved photo opportunities, interviews or participation in agreed hospitality moments.

All talent interaction will be scheduled and subject to individual agreements, permissions and availability. General backstage access or unrestricted access to models is not included as a standard hospitality benefit.

MERCHANDISING RIGHTS

Asia Swim Week 2028 offers Sponsors & Partners opportunities to develop approved co-branded merchandise, gifts and promotional items in association with the event.

Items can be used for VIP gifting, Sponsor and Partner hospitality, promotional campaigns, competitions, giveaways, media gifting and other agreed event purposes, helping extend brand visibility beyond the runway and throughout the wider Asia Swim Week 2028 experience.

Opportunities could include co-branded apparel, accessories, beauty or lifestyle items, travel products, gift packs and other appropriate merchandise aligned with the premium fashion and resort positioning of Asia Swim Week 2028.

Merchandise produced under this right may not be offered for sale.



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION



RIGHTS INVENTORY

CATEGORY EXCLUSIVITY & TITLE RIGHTS

	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
Rights to title "[Title Sponsor Name] ASIA SWIM WEEK 2028 in association with [Presenting Sponsor Name]" for PR and advertising use	Yes	-	-
Rights to title "[Official Partner Name], Official Partner of [Title Sponsor Name] ASIA SWIM WEEK 2028 in association with [Presenting Sponsor Name]" for PR and advertising use	-	Yes	-
Rights to title "Official Runway Partner ASIA SWIM WEEK 2028" for PR and advertising use (one of eight)	-	Yes	-
Rights to title "Official Fashion Brand Partner ASIA SWIM WEEK 2028" for PR and advertising use (one of eight)	-	-	Yes
Naming rights to the Asia Swim Week 2028 Private Yacht Party, subject to availability and approval	Yes	-	-
Category Exclusivity	Yes	Yes for Official Runway Partners	-

INTELLECTUAL PROPERTY & BRANDING RIGHTS

LOGOS & IMAGES

Right to use the ASIA SWIM WEEK 2028 composite (lock-up) logo and approved event imagery on internal and external marketing	Yes	Yes	Yes
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BRANDING - GENERAL

Indicative allocation of the overall sponsor branding inventory across agreed event assets: Tier 1: 50%: Title Sponsor 30% and Presenting Sponsor 20% Tier 2: 30%: shared between up to 16 Official Partners (8 x Fashion Brand Partners plus 8 x Runway Partners) Tier 3: 20%: shared between Official Suppliers / Media Partners			
Percentages represent an indicative share of the overall Sponsor and Partner branding inventory and do not represent a guaranteed percentage of physical space, screen time or individual assets. Final placement, size and prominence will vary according to the individual branding asset, sponsorship tier and final event layout			

BRANDING – AT EVENT VENUE

EXTERIOR & ENTRANCE AREA BRANDING: Collective Tier 1, Tier 2 and Tier 3 branding banners positioned outside Kalido and around the principal entrance and approach to the venue	Yes	Yes	Yes
ARRIVALS & WELCOME AREA BRANDING: Collective Tier 1, Tier 2 and Tier 3 branding banners throughout the arrivals and welcome area, including the red carpet and media / photography environment	Yes	Yes	Yes

RIGHTS INVENTORY

RUNWAY AREA BRANDING: Collective Tier 1, Tier 2 and Tier 3 branding banners within the runway environment. During each runway show, dedicated show branding will feature the relevant Official Runway Partner and Official Fashion Brand Partner, including agreed screen branding and show association

SHOW INTRODUCTION / ACKNOWLEDGEMENT: Official Runway Partner acknowledgement / introduction during its associated runway show

FINALE / CLOSING MOMENT: Sponsor branding and acknowledgement within the agreed finale and closing moment

VIP & HOSPITALITY AREA BRANDING: Collective Tier 1, Tier 2 and Tier 3 branding banners and agreed signage within the VIP and hospitality environment

MEDIA BACKDROPS: Logo on interview backdrops, media / photography walls, press conference branding and media areas

LED SCREENS: Logo and advertising presence on LED screen loops throughout the event

PROMOTIONAL AREAS: Corporate branding within agreed promotional, display and sampling areas

BRANDING – MEDIA, CONTENT & SOCIAL

Sponsor / Partner branding within agreed Asia Swim Week 2028 photography, film, digital and social content	Yes	Yes	-
Sponsor / Partner branding within runway films, short-form video, event highlights and Sponsor activation content, where included	Yes	Yes	-

BRANDING – AT PRIVATE YACHT PARTY

Collective Tier 1, Tier 2 and Tier 3 branding banners at Private Yacht Party	Yes	Yes	Yes
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BRANDING – AT OFFSITE FASHION WALK

Collective Tier 1, Tier 2 and Tier 3 branding banners at Offsite Fashion Walk, if included in final event programme	Yes	Yes	Yes
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MEDIA, PROMOTION & PR RIGHTS

Logo and brand name on agreed pre- and post-event promotional materials, Asia Swim Week 2028 website and Partner communications	Yes Prominent	Yes	Yes Limited
Brand name mention and logo in agreed press information, advertising, marketing campaigns and sales materials	Yes Prominent	Yes	Yes Limited
Inclusion in agreed PR, media, editorial and Media Partner activity	Yes Prominent	Yes	Yes Limited

ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

RIGHTS INVENTORY

DIGITAL & SOCIAL RIGHTS

	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
Branding on digital campaign communications	Yes Prominent	Yes	Yes Limited
Sponsor integration across social media and digital advertising and any promotional content	Yes Prominent	Yes	Yes Limited
Talent and pageant integration, including branded content and social media activity, subject to separate talent agreement, permissions and usage rights	Additional	Additional	Additional
Sponsor / Partner content package, including selected film, photography and short-form content	Yes	Yes	By agreement
Right to use approved Asia Swim Week 2028 photography, film and content in Sponsor / Partner communications, subject to agreed usage rights	Yes	Yes	Yes

EXPERIENTIAL RIGHTS

Branded activation / display space at the venue, including promotional literature, product display and sampling	Largest display	Medium display	By agreement
Product launch, reveal or demonstration opportunity	Yes	Yes	Additional
Between-show activation opportunity	Yes	Yes	Additional
Show-specific activation opportunity for the Official Runway Partner and Official Fashion Brand Partner associated with that runway presentation	-	Yes	-
Experiential activity within agreed VIP and hospitality areas, including food & beverage experiences and product placement	Yes	Yes	-

HOSPITALITY & NETWORKING RIGHTS

PREMIUM RUNWAY HOSPITALITY: Allocation of premium runway seating for invited guests, including front-row and second-row seating according to package level and availability	4 x Front Row 2 x Second Row	1 x Front Row 1 x Second Row 2 x Third Row	2 x Third Row 2 x Fourth Row
PRIVATE YACHT PARTY: Guest allocation for the private yacht party according to package level and availability	6 x Guests	2 x Guests	Additional
VIP HOSPITALITY: Access to the main-day VIP hospitality environment for invited guests	6 x Guests	4 x Guests	2 x Guests
NETWORKING OPPORTUNITIES: Access to networking opportunities across the yacht party, runway programme, VIP hospitality and between-show periods	Yes	Yes	Yes
TALENT ACCESS & PHOTO OPPORTUNITIES: Pre-arranged talent appearances, approved photo opportunities and interviews, where included within the partnership package and subject to availability and agreement	2 x Pre-arranged Opportunities	1 x Pre-arranged Opportunity	Additional

MERCHANDISING RIGHTS

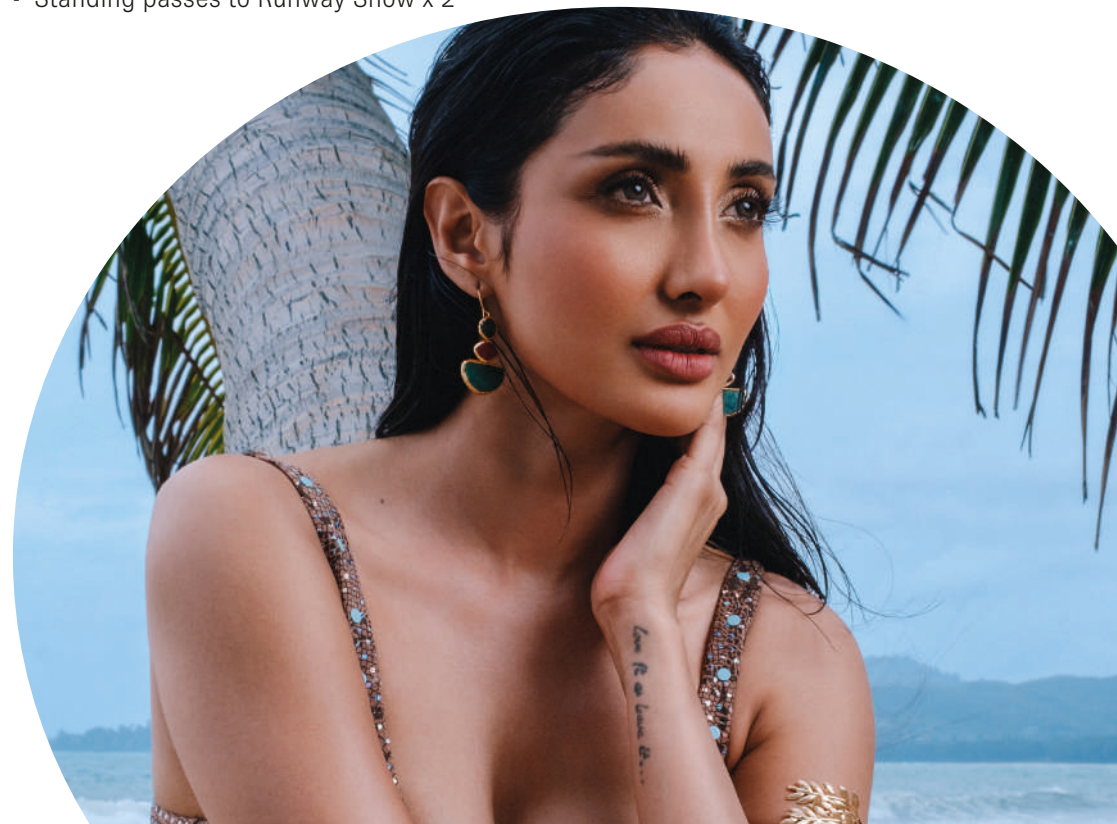
Opportunity to develop approved co-branded merchandise for promotional use, subject to prior approval. Merchandise produced under this right may not be offered for sale	Yes	Yes	By agreement
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OFFICIAL LOCAL PHUKET SUPPORTER PACKAGES

A limited number of entry-level opportunities are available for local Phuket businesses to be Official Asia Swim Week 2028 Local Supporters, offering selected branding, promotional and event access benefits.

Benefits can include:

- Right to use the designation "Official Local Supporter of Asia Swim Week 2028" and the approved event logo in your own publicity
- Logo on the Asia Swim Week 2028 website Official Local Phuket Supporters page
- Logo on the Official Local Phuket Supporters banner in the event reception area
- Standing passes to Runway Show x 2



ASIA'S INTERNATIONAL DESTINATION FOR SWIM & RESORT FASHION

ORGANISERS

Vesper

Asia Swim Week 2028 is organised and funded by Vesper, a venture studio and investment firm that creates, owns and builds distinctive businesses and international brands.

The Swim Weeks is a flagship Vesper venture, with Asia Swim Week 2028 forming part of its planned international series of swim and resort fashion events.

<https://vesper.vc>

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