



EXPERIENCE LIVE

BITEC Live

BITEC Live is a new state-of-the-art live entertainment venue at BITEC BURI.

Opening in Q2 / 2024 it will stage a variety of world-class leading live entertainment events, including concerts, comedy shows, Esports and MMA fights.

BITEC Live is an industry leading entertainment hall with a clear event scope, operated to international standards, where the customer is the star.

Ready for the phoneage, where technology makes things better, BITEC Live has plans to become Thailand's premier live entertainment venue for both residents and tourists.

The strategic vision for BITEC Live is built on the following pillars:

- Technology Led Solutions
- Class Leading Venue Management
- Clear Event Scope
- Bangkok's Best Venue

QUICK FACTS

100+
EVENTS
PER YEAR

**BRANDING
OPPORTUNITIES**
NAMING RIGHTS, DIGITAL
& STATIC - INSIDE &
OUTSIDE BUILDING

**12,200 SQ.
METRES**
COLUMN-FREE
INDOOR SPACE

CONCERTS
48 EVENTS PER YEAR
SEATING 3,000 - 8,000 PAX OR
STANDING 5,000 - 12,000 PAX

OVER 1 MILLION
VISITORS PER YEAR
20% INTERNATIONAL (ASIAN)
80% DOMESTIC

E-SPORTS
8 EVENTS PER YEAR
SEATING 2,000 - 6,000 PAX OR
STANDING 5,000 - 10,000 PAX

**10,000+ SQ.
METRES**
ENTERTAINMENT
FACILITIES

**PROMOTIONAL
& EXPERIENTIAL**
DIGITAL & NON-DIGITAL
ACTIVATION, MAILINGS
5 X MAJOR DISPLAY AREAS

VISITOR
DEMOGRAPHICS
GEN Z - 30%
GEN Y - 40%
GEN X - 20%
GEN SILVER - 10%

OTHER
ENTERTAINMENT
16 EVENTS PER YEAR
SEATING 3,000 - 8,000 PAX

4 FLOORS
SPREAD OVER
GROUND FLOOR,
MEZZANINE,
SECOND
FLOOR & ROOF

HOSPITALITY
A WIDE RANGE
OF VIP & VVIP

BE PART OF THE BITEC Live SUCCESS...



EXPERIENCE LIVE

COMMERCIAL PACKAGES

BITEC Live has developed a comprehensive commercial sponsorship and partnership marketing programme.

TIER 1 – NAMING RIGHTS SPONSOR

One Sponsor with BITEC Live Naming Rights

TIER 2 – MAIN PARTNERS

Up to four Official Main Partners of BITEC Live

TIER 3 – OFFICIAL SUPPLIER PARTNERS

Up to ten Official Supplier Partners of BITEC Live, including: Telecommunications Partner; Financial Services Partner; Logistics Partner; and VIP Hospitality Provider Partner

SPONSOR & PARTNER SECTORS

BITEC Live offers a perfect fit for businesses from many sectors, including...

Airlines	Banking	Consumer Finance	Crypto	Fashion & Clothing	Hotels	Legal	Not For Profit	Recruitment	Telecommunications
Apparel	Beverages inc Water	Consulting	Energy	Finance	Hygiene Services	Luxury	Photography	Retail	Ticketing
Automobiles	Car Hire	Consumer Electronics	Engineering	Financial Services	Insurance	Logistics Online	Pharmaceuticals	Sanitising Services	Timing
B2B Services	Challenger brands	Courier	Environment	Food Government – local / national	Investment Finance	Lifestyle Manufacturing	Payments	Shipping	Transport
Bangkok based business	Construction	Credit Cards	Esports (brands supporting the sector)	Investment Finance	Lifestyle	Photography	Professional Services	Technology	Tyres
									Utilities – Energy & Water



EXPERIENCE LIVE

HOW BITEC Live CAN HELP YOUR BUSINESS?

Association with BITEC Live offers Sponsors & Partners numerous benefits including:

YOUR BRAND

be associated with a new state-of-the-art live entertainment venues. An industry leading entertainment hall.

YOUR VALUES

BITEC Live appeals to a wide audience ranging from Silver Generation to Gen Z.

YOUR CLIENTS, CUSTOMERS & STAFF

the opportunity to entertain your clients, customers and staff at over 100 of Thailand's top concerts, Esports and general entertainment events a year, with competitions and VVIP & VIP tickets.

YOUR SALES

tap into the BITEC Live commercial family and network of contacts to help enhance your sales and B2B, B2C development through its promotional programme.

YOUR REPUTATION

BITEC Live provides the ideal platform for marketing activity on a local, national, regional and international playing field.

RIGHTS

BITEC Live offers Sponsors & Partners a wide range of rights and business benefits. These rights and benefits fall into the following categories...

- Title & Image Rights
- Branding Rights
- Promotion, Advertising & PR (Editorial) Rights (including Digital & Non-Digital Content)
- Data Rights
- Hospitality, Networking & Ticketing Rights
- Experiential Rights
- Merchandising Rights



EXPERIENCE LIVE

EVENTS AT BITEC Live

100+
EVENTS
PER YEAR

OVER 1 MILLION
VISITORS PER YEAR
20% INTERNATIONAL (ASIAN)
80% DOMESTIC

TYPES OF EVENT

CONCERTS	E-SPORTS	OTHER ENTERTAINMENT
48 EVENTS PER YEAR SEATING 3,000 – 8,000 PAX OR STANDING 5,000 – 12,000 PAX	8 EVENTS PER YEAR SEATING 2,000 – 6,000 PAX OR STANDING 5,000 – 10,000 PAX	16 EVENTS PER YEAR SEATING 3,000 – 8,000 PAX

SPREAD OVER 4 FLOORS

GROUND FLOOR	MEZZANINE FLOOR	SECOND FLOOR	ROOF THE WALL
BITEC Live HALL 12,200 SQ. M GREEN ROOMS TICKET ROOMS PRESS ROOM	GREEN ROOMS ORGANISER ROOMS	THEATRE SEATING DIFFERENT KIND OF EXPERIENCE (DKE HOSPITALITY)	

EVENT MODES

Dependent on event, BITEC Live has four modes...

- END STAGE SEATED
- END STAGE STANDING
- END STAGE MIXED (STANDING AND SEATING)
- BOXING SEATED





EXPERIENCE LIVE

BITEC Live VISITORS

DEMOGRAPHIC

GEN. SILVER 10%, X 20%, Y 40%, Z 30%
HOUSEHOLD INCOME 50-100K USD
GENDER MALE, FEMALE, LGBTQ

GEOGRAPHIC

INTERNATIONAL (ASIAN) 20%
DOMESTIC 80%

BEHAVIOR

VISITING TIME DURATION 3-4 HR
TRANSPORTATION BTS, CAR, TAXI
LIFE STYLE CONCERT AND
ENTERTAINMENT

CONCERTS

Varies by event type &
genres of music

Electronic
Dance Music
30% Age 20-45Y.

ROCK
30% Age 35-50Y.

POP
25% Age 15-35Y.

K-POP
Music Festival
15% Age 15 - 50Y.

E-SPORTS

25-39Y. Primary
15-25Y. Secondary

Male 56%
Female 44%

Household
Income
45,000+THB

68% employed

95% of gamers
play on mobile

84% play games on PC

69% play on console

OTHER ENTERTAINMENT

22-50Y. Primary
50Y.+ Secondary





EXPERIENCE LIVE

UNIQUE

WHY IS BITEC Live UNIQUE?

BITEC Live is a community-oriented third place that alleviates the pain points of Bangkok's daily urban grind. It...

- IS A PLATFORM FOR COMMUNITY GROWTH
- IS A COLLECTION OF REFRESHING MOMENTS
- EMBRACES INCLUSIVITY
- HAS A HUMAN -CENTRIC DESIGN AND DESIGN VALUES

BEST IN CLASS FEATURES

- BEST IN CLASS HOSPITALITY - PRIVATE ROOM
- BEST IN CLASS GREEN ROOM FOR SPONSORS & PARTNERS TO MEET ARTISTS
- BEST IN CLASS OUTDOOR LED SCREENS TO DISPLAY UPCOMING EVENT & SHOW TIMES
- BEST IN CLASS LIVE STREAM AND BROADCAST





EXPERIENCE LIVE

WHY GET INVOLVED?

BRAND EXPOSURE

The opportunity to integrate with BITEC Live

ONSITE SIGNAGE

INSIDE BUILDINGS
& SPACES
INCLUDING STATIC &
LED VIDEO BOARDS,
STAFF UNIFORMS

OTHER AREAS
BIKE PARKING, ROUTES
INTO BITEC Live,
GARDEN AREAS, CAR
PARKS

MAIN PRESS
CENTRE
ALL MEDIA VEN-
UES & INTERVIEW
AREA BACKDROPS

EXPERIENCE SITES

POSTER SITES
DIRECTORY &
REST ROOMS

WEBSITES

EXTERIOR SIGNAGE

DIGITAL & STATIC BILLBOARDS ON OUTSIDE OF BUILDINGS –
MAIN ENTRANCE & 2 SECONDARY ENTRANCES

BRANDING ALLOCATION

As a guide, total branding area available to BITEC Live
Sponsors & Partners will be allocated in the following ratios:

Tier 1 Naming Sponsor: 40%

Tier 2 Main Partners: 40% – shared between Tier 2 Main Partners

Tier 3 Official Supplier Partners: 20%





LIVE

EXPERIENCE LIVE



WHY GET INVOLVED?

PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS



DIGITAL & SOCIAL

Inclusion in any official social and digital media opportunities. Including BITEC Live Facebook, Twitter, Instagram, YouTube and other digital channels.

With support from BITEC BURI web and social sites...



bitec.co.th



facebook.com/BITEC.Bsquares



instagram.com/bitec_bsquare



x.com/BITEC_Bsquare



youtube.com/user/BITECBTV



@BITEC

PR & CONTENT

Inclusion in editorial campaign running throughout the year. The PR campaign ensures wide coverage and will feature:

- Features on BITEC Live
- Online campaign of editorial, blogging and social media
- International and local news channels
- Inclusion in Apps – Membership / Rewards / E-coupon / E-card

ADVERTISING

- Online campaign of advertising, editorial, blogging and social media

DATA (MANAGED BY BITEC STAFF)

- Access to BITEC Live attendee data and promotion to BITEC Live databases
- Inclusion in BITEC Live e Newsletter mailings
- SMS Campaign targeting BITEC Live visitors
- EDMs to exhibitor and business owner database
- E-newsletters and E-news – press releases

OFFICIAL PROGRAMMES, BOOKLETS, BROCHURES

- Sponsors & Partners will be included in all Programmes, Booklets and Brochures, where relevant – available in hard copy and online

OTHER PROMOTIONAL ACTIVITIES

- Media Marketing



EXPERIENCE LIVE



WHY GET INVOLVED?

PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS



UN GLOBAL GOALS

An association with BITEC Live offers a platform to promote diversity and inclusion and other CSR activity, linking in with the UN Sustainable Development Goals (UN SDGs).

There are several SDGs that BITEC Live naturally aligns with. These include: Gender Equality; Decent Work & Economic Growth; Industry, Innovation & Infrastructure; Sustainable Cities & Communities.

For example, BITEC Live Sponsors & Partners will have access to:

- Volunteer programmes so their employees can get involved
- A series of visits from BITEC Live ambassadors to schools
- Use BITEC Live key staff to inspire health and wellness in the workplace

BITEC Live will work with Sponsors & Partners to develop a UN SDG Plan and link in with the TCEB's MICE modules with focus on green best practice.





EXPERIENCE LIVE

WHY GET INVOLVED?

HOSPITALITY, NETWORKING & TICKETING RIGHTS

BITEC Live – DIFFERENT KIND OF EXPERIENCE

- BITEC Live offers a Private Room - an intimate experience, watching a concert along with food and beverages. VIP benefits include access to exclusively reserved spaces for VIPs

HOSPITALITY AREAS

- Access to BITEC Live private area / suite / box – any DKE Hospitality

PRIORITY ACCESS TO EVENT TICKETS

- Priority access to BITEC Live event tickets where applicable / open to public for sale (Ticketing owned by BITEC Live)
- Logos on reverse of BITEC Live event tickets

MARKETING CLUB

- Access to any BITEC Live Marketing Club

OTHER SPONSORS & PARTNERS

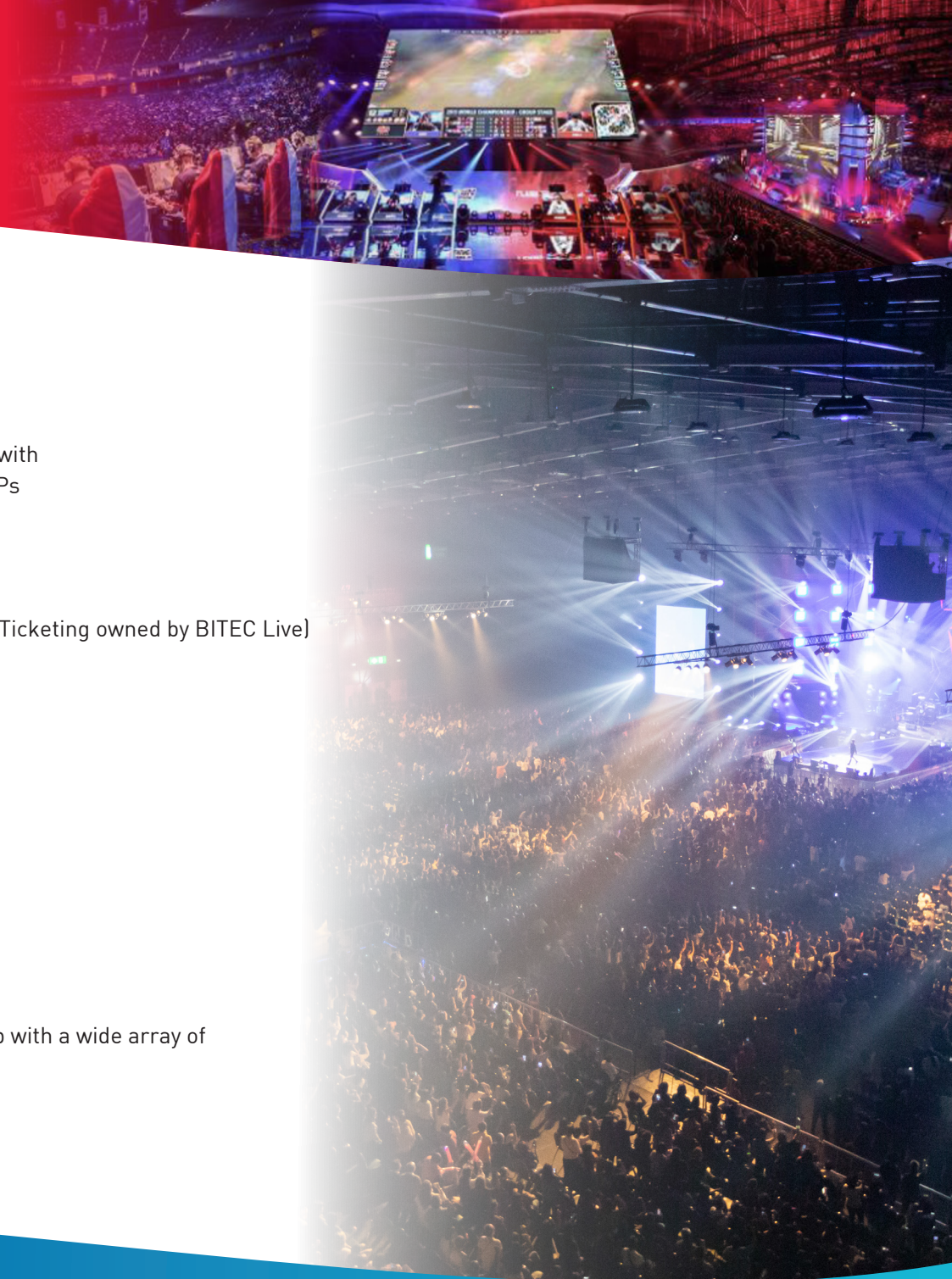
- Access to BITEC Live Sponsors & Partners, where applicable e.g. Hotel Sponsors

NETWORKING

- BITEC Live branded networking line
- Access to BITEC Live databases

MICE

- BITEC Live is part of the BITEC BURI complex - Asia Pacific's leading venue for MICE
- BITEC Live Sponsors & Partners have the opportunities to integrate their sponsorship with a wide array of MICE opportunities at BITEC BURI





EXPERIENCE LIVE

WHY GET INVOLVED?

EXPERIENTIAL RIGHTS

The following experiential rights are available to Sponsors & Partners:

- Area/s in BITEC Live to display, promote and sell products and services
- Opportunity to set up Pop-up experiences
- Right to conduct venue tours
- Car park areas
- Lobby presence e.g. brand vending machines, ATM, where relevant

MERCHANDISING RIGHTS

We offer our Sponsors & Partners the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, t-shirts, caps, watches, sunglasses, water bottles etc. with approval of BITEC Live.

MANAGEMENT & REPORTING

Provision of account manager to manage sponsorship and provision of an annual report on sponsorship effectiveness.

E-SPORTS

"Where Virtual Champions Are Made."

CONCERTS

"Where Music Comes Alive."

ENTERTAINMENT SPACE

"Where imagination knows no limits."



EXPERIENCE LIVE



SPONSOR INVENTORIES BITEC Live

PARTNER LEVEL

TIER 1 - NAMING SPONSOR X 1

TIER 2 - MAIN PARTNER x 4

TIER 3 - OFFICIAL SUPPLIER PARTNER X 10

CATEGORY EXCLUSIVITY & TITLE RIGHTS

Right to title "[Brand Name] BITEC Live" for advertising & PR use	Yes		
Right to title "Main Partner BITEC Live" for advertising & PR use		Yes	
Right to title "Official Supplier BITEC Live" for advertising & PR use			Yes
Opportunity to supply products or services exclusively to be used by BITEC Live	Yes	Yes	Yes
Protection against Ambush Marketing, provided by BITEC Live	Yes	Yes	

BRANDING & INTELLECTUAL PROPERTY RIGHTS

LOGO & IMAGE RIGHTS

Right to use BITEC Live Composite (lock-up) Logo on all internal / external marketing	Yes	Yes	
Right to commercial use of the BITEC Live content including images, video supplied by BITEC Live	Yes	Yes	Yes

BRAND EXPOSURE – GENERAL

Total branding area available will be allocated in the following ratios: Tier 1 Sponsor: 40% Tier 2 Main Partners: 40% - shared between Tier 2 Main Partner Tier 3 Official Supplier: 20% - shared between Tier 3 Official Supplier	Yes	Yes	Yes
--	-----	-----	-----

BRAND EXPOSURE: ONSITE (INTERNAL) SIGNAGE INSIDE BUILDINGS & SPACES - INCLUDES DIGITAL SCREENS

60% : 40% split between Sponsors of BITEC Live and Sponsors of Events held at BITEC Live			
BITEC Live Signage - Static / LED Video Boards (where available)	Yes	Yes	Yes
BITEC Live Poster Sites – Directory Poster Sign, Rest rooms	Yes	Yes	Yes
BITEC Live Staff Uniforms	Yes		
BITEC Live websites (either developed of to be developed)	Yes	Yes	Yes
Other Areas e.g. BITEC Live Bike Areas, Garden Areas, etc.	Yes	Yes	
Logo presence at BITEC Live Main Press Centre and other Media specific venues	Yes	Yes	
Logo on BITEC Live interview media backdrop boards – all interviews to take place in front of media backdrop boards	Yes	Yes	
Rights to hold own BITEC Live related Press Conferences	Yes 2 x p.a.	Yes 1 x p.a.	

BRAND EXPOSURE: BITEC Live EXTERIOR SIGNAGE – INCLUDES DIGITAL SCREENS

Signage on the outside of the BITEC Live Building – visible from the Expressway	Yes		
---	-----	--	--



EXPERIENCE LIVE



SPONSOR INVENTORIES BITEC Live

	PARTNER LEVEL		
	TIER 1 - NAMING SPONSOR X 1	TIER 2 - MAIN PARTNER x 4	TIER 3 - OFFICIAL SUPPLIER PARTNER X 10
PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL & NON-DIGITAL CONTENT)			
Inclusion in BITEC Live digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials e.g. Programmes / Booklets / Brochures	Yes 50%	Yes Share of 50%	
Inclusion in any official social and digital media opportunities. Including BITEC Live Facebook, Twitter, Instagram, YouTube and other digital channels	Yes	Yes	
Inclusion BITEC Live PR / Editorial Campaigns running throughout the year	Yes	Yes	
Hall Rental – x 1 per annum	Yes		
DATA RIGHTS			
Promotion to BITEC Live Databases. Inclusion in BITEC Live e Newsletter mailings.	Yes		
SMS Campaign targeting BITEC Live visitors	Yes	Yes	
EDMs to BITEC Live exhibitor / business owner database (Arranged by BITEC Live)	Yes	Yes	
HOSPITALITY, NETWORKING & TICKETING RIGHTS			
Access to BITEC Live private area / suite / box – any VIP Hospitality **	Yes	Yes	
Priority Access to BITEC Live Event tickets where applicable / open to public for sale (Ticketing owned by BITEC Live)	Yes	Yes	
Access to BITEC Live Sponsors & Partners, where applicable e.g. Hotel Sponsors **	Yes	Yes	
BITEC Live branded Networking Line/ access to BITEC Live database	Yes	Yes	
EXPERIENTIAL RIGHTS			
Display Areas in BITEC Live for Sponsors to display, promote & sell products and services	Yes	Yes	
Right to conducts venue tours	Yes	Yes	
Car park areas	Yes	Yes	
Lobby presence e.g. brand vending machine, ATM, etc. where relevant	Yes	Yes	Yes
Pop-Up Experience – opportunity to set up. To be agreed with BITEC Live at Sponsor's cost	Yes	Yes	
MERCHANDISING RIGHTS			
Right to produce joint branded BITEC Live premium merchandise	Yes		
ACCOUNT MANAGEMENT & REPORTING RIGHTS			
Provision of account manager to manage sponsorship	Yes	Yes	
Annual report on sponsorship effectiveness	Yes	Yes	

** subject to the availability of each event and must be reserved to venue 30 days before the event starts.



EXPERIENCE LIVE



BHIRAJ BURI GROUP

BITEC Live is a member of BHIRAJ BURI Group, with over 30 years of success in office building, exhibition, event venues and convention centres.

BHIRAJ BURI Group properties are distinguished by contemporary architectural excellence whilst addressing the sustainable growth of the community and landscape.

LOCATION

BITEC Live is part of the BITEC BURI complex, which includes BEAT Active and SAMA Garden.

Perfectly situated in the heart of Bangkok close to Debaratna Road and Sukhumvit Road, amidst the City's numerous attractions, world-class restaurants, famous entertainment areas and the region's finest 5-star hotels.

Just 14km from Suvarnabhumi International Airport and 160 metres from BTS Bangna station on the city's fast and efficient Skyline, sky train system.

This location is unsurpassed for convenience and ease of access.

CONTACT

BITEC Live

88 Debaratana Road (km.1)
Bangna Tai
Bangna
Bangkok 10260
Thailand
Tel +66 2726 1999
Fax: +66 2726 1947
www.bitec.co.th

Nichada Iamchareon -

Partnership Development Director
(Thai/English Speaking)
email: Nichada.i@bhirajburi.co.th
Tel. +66 6 3539 7993

Chakkarin Aungpratip-

Sales Director
(Thai/English Speaking)
email: Chakkarin.A@bhirajburi.co.th
Tel. +66 8 6665 5188

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road
Bovernives
Pranakorn
Bangkok 10200
Thailand
Tel./Fax: +66 2622 0605 - 7
www.paulpoole.co.th/bitec

Paul Poole -

Managing Director (English Speaking)
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udomporn Phanjindawan -

Personal Assistant (Thai/English Speaking)
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949

