

THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND

Bangtao
MUAY THAI & MMA

**BANGTAO MUAY
THAI & MMA
2024 / 2025**





THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND

BANGTAO MUAY THAI & MMA 2024 / 2025

BANGTAO MUAY THAI & MMA is the number one MMA, Muay Thai and Fitness Camp in Phuket, Thailand, offering the highest quality training over a wide range of disciplines including: Muay Thai; MMA; Brazilian Jiu-Jitsu (BJJ); No-gi Submission Grappling; Wrestling, Strength & Conditioning; and Fitness.

Since opening in April 2022, the facility has welcomed 6,000+ customers and trained some of the biggest names in the sport, including UFC Champions Weili Zhang and Alexander Volkonovski.

Owned and operated by a team of experienced martial artists and fitness professionals who have dedicated their careers to the sport, BANGTAO MUAY THAI & MMA has developed a comprehensive commercial sponsorship and partnership marketing programme for brands to share in its success through:

- Integrating your brand with the Training Facility
- Supporting BANGTAO MUAY THAI & MMA Special Events
- Supporting BANGTAO MUAY THAI & MMA fighters who compete in events around the world

QUICK FACTS

WORLD CLASS FIGHTERS

The gym has hosted some of the biggest names in the fight game:
 TYSON FURY
 ALEXANDER VOLKANOVSKI
 JOSH HINGER
 NONG-O GAIYANGHADA
 GEORGES ST-PIERRE
 JON JONES

MAIN WORKOUT SPACES

S&C Floor
 MMA / BJJ Space
 Muay Thai area

7,500+ MEMBERS

From 100 countries
 since opening

10,000 SQ FT NEW SPACE

9 x 9m MMA Cage
 Recovery Facilities with Ice Baths
 & Changing Rooms
 VIP Training Area

COMBINED SOCIAL REACH

Instagram 1.8M+
 YouTube 323K
 Facebook 288K+

WEBSITE REACH

www.bangtaomuaythai.com
 82,000+ web page views
 21,000 unique monthly visitors

MEDIA COVERAGE

Over 2M+ viewers across print, video
 and podcast media channels

Be Part Of BANGTAO MUAY THAI & MMA 2024 / 2025 Experience in Thailand & Around The World...

The #1 Muay Thai, MMA and Fitness Camp in Phuket, Thailand
One of the World's Premier Martial Arts Training Centres



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COMMERCIAL PACKAGES

TIER 1 – NAMING RIGHTS SPONSOR

One Sponsor with Naming Rights to BANGTAO MUAY THAI & MMA

TIER 2 - OFFICIAL MAIN PARTNERS

Up to 4 x Official Main Partners BANGTAO MUAY THAI & MMA

TIER 3 - OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS

Unlimited Official Suppliers Partners of BANGTAO MUAY THAI & MMA

Unlimited Official Media Partners of BANGTAO MUAY THAI & MMA

SPECIAL EVENT SPONSORS

Title & Presenting Sponsors - one of each per Special Event

Co-sponsors - up to six per Special Event

Official Suppliers & Official Media Partners - up to 10 of each per Special Event

SPONSOR & PARTNER SECTORS

BANGTAO MUAY THAI & MMA offers a perfect fit for businesses from many sectors, including...

Airlines	Beverages - Soft Drinks	Courier	Fashion & Clothing	Government – Local / National	Media	Telecommunications
Apparel / Kit Manufacturer	Beverages - Sports Drinks	Credit Cards	Film Industry	Hotels	Photography	Ticketing
Auto	Beverages - Water	Energy	Financial Services	Insurance	Professional Services	Timing
B2B Services	Clothing	Engineering	Finance	Investment Finance	Recruitment	Travel & Tourism
Banking	Consumer Electronics	Environment	Food	Legal	Retail	Utilities: Energy & Water





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ACCOMPLISHMENTS

WORLD CLASS SEMINARS

The gym has hosted seminars by some of the biggest names in the fight game, including:

- Georges St-Pierre (GSP) - 2 Division UFC Champion and the GOAT
- Alexander Volkanovski - UFC Featherweight Champion
- Tyson Fury - Undefeated Lineal Heavyweight Champion and WBC World Heavyweight Champion
- Josh Hinger - One Championship Featherweight Kickboxing Champion
- Superbon Banchamek - 2 X ADCC Bronze Medalist
- Nong-O Gaiyanghadao - One Championship Bantamweight Muay Thai World Champion
- Jon Jones - 2 Division UFC Light Heavyweight and Heavyweight Champion
- Craig Jones, Braulio Estima, Lucas Barbosa - BJJ World Champions

CHANGING THAI MMA

The team is directly responsible for getting the first-ever Thai national into the UFC, Loma Lookboonmee.

FEATURED ON



FIGHTERS WHO HAVE TRAINED AT BANGTAO

- Weili Zhang - UFC Women's Strawweight Champion
- Volkanovski - UFC Featherweight Champion
- Paddy Pimblett - UFC Lightweight
- Tai Tuivasa - UFC Heavyweight
- Brendan Loughnane - PFL Featherweight Champion
- Rafael Fiziev - UFC Light Heavyweight
- Darren Till - UFC Middleweight
- Loma Lookboonmee - UFC Strawweight
- Jiri Prochazka - UFC Light Heavyweight
- Brad Riddell - UFC Lightweight
- Kelvin Gastelum - UFC Welterweight



CURRENT PARTNERS



SOFT POWER

The Thai government's national 'Soft Power Committee' recently announced a plan to grant a special visa for foreigners who apply for Muay Thai classes in Thailand, allowing visitors to stay for up to 90 days.

A new website, Nowmuaythai.com is now up and running, with a full range of English-language information on tours, gyms and other activities relating to the sport developed for foreigners interested in the sport, to choose courses around the country.

Muay Thai is one of Thailand's 'Soft Powers' along with film, food, festival and fashion.

The government believes this will attract many foreigners to explore Thailand's Muay Thai offering and what better place than one of the country's leading Muay Thai and MMA gyms, BANGTAO MUAY THAI & MMA.



THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND



WORLD CLASS FACILITIES

BANGTAO MUAY THAI & MMA has 5 main workout spaces

- Strength & Conditioning Floor
- MMA / BJJ Space with Full size Octagon
- Muay Thai Area x 2
- Air-conditioned MMA + BJJ space

MMA AND BJJ

Over 1000 sq ft of mat space in 2 separate areas for MMA and Jiu Jitsu training. The newest addition is an air conditioned space on the upper level of the latest extension. Plus heavy bags and floor bags to practice ground and pound.

MUAY THAI

Four full sized Muay Thai rings, tear drop heavy bags and a wealth of Muay Thai knowledge from the professional trainers.

FITNESS

A wide selection of free weights, dumbbells, and kettlebells, as well as weight training equipment, are available in the fitness section.

ICE BATHS

Ice baths offer quick and effective recovery after training, reducing muscle inflammation and soreness, speeding up recovery time, and providing natural pain relief.

SHOWROOM & PRO SHOP

Fully equipped with everything needed for your training sessions, with a full line of custom fit BANGTAO MUAY THAI & MMA fight gear - as well as other brands.

FULL SIZE MMA OCTAGON

We have recently added a full-size 9m MMA cage in our MMA area, where professional athletes and our clients can train.



– RESTAURANT

After a hard training session, fuel up with a protein shake, fresh food or energy chocolate balls at the onsite restaurant. The restaurant uses the freshest ingredients, all sourced locally.





THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND



CAMPS

Bangtao Muay Thai & MMA runs a number of camps, with over 20 planned this year in 2024, including: Combat Collective, Polish Nak Muay and Vigo Sports Group.

SPECIAL EVENTS

BANGTAO MUAY THAI & MMA frequently hosts high-profile fighters from organisations like UFC, PFL, Bellator, and ONE Championship and is planning a number of Special Events on site – the schedule of which is currently under development.

Special Events, include:

- Jon Jones Seminar
- B-Team BJJ Super Camp
- Muay Thai Super Camp with Damian Alemos, Lerdsila & Sam-A
- Alex Volkanovski Seminar
- Kelvin Gastelum Seminar
- The Leglock Camp

CLASSES

A great opportunity to train at one of the best camps in the world...

MUAY THAI	The national sport of Thailand, also known as "Thai Boxing", is a striking art that utilises punching, kicking, kneeing and elbowing.
MMA	Run by world renowned Head Coach George Hickman, MMA classes focus on technique and sparring combining striking, grappling, wrestling, and submission techniques.
KETTLEBELLS	Coach Peter Forneck, AKA the Kettlebell King, will put you through your paces with his kettlebell strength and conditioning programme.
BJJ	Our Brazilian Jiu-Jitsu programme, including Gi and Nogi classes are run by Black Belt Alex Schild.
BANGTAO STRENGTH & CONDITIONING	Elite Strength and Conditioning training with S&C coach to UFC Champions Andrew "Woody" Wood and his team.
WRESTLING	Frank Hickman, the head wrestling coach, runs the elite wrestling programme. With experience training some of the best fighters in the world, you will have access to the knowledge and high-level skills needed to progress in this demanding sport.
KICK BOXING	Learn the Battle-Tested Fundamentals of Kickboxing, including punch and kick combinations, from various styles worldwide.
MOBILITY	Run by our Mobility Coach Anwar, the classes focus on relative strength, flexibility and stability exercises, along with breathing techniques designed to improve capacity, end range strength and reduce pain.
YOGA	Our classes, led by our experienced trainer Angel, are designed to provide a welcoming and safe space for all levels to explore the practice of yoga, breathwork, and meditation.
BANGTAO FIT	High Intensity Interval Training to jack up your endorphins and improve your conditioning first thing in the morning. The classes have a range of benefits including fat loss, building muscle and levelling up your fight ready conditioning if you're an athlete.
Boxing	A full contact combat sport that utilises striking and footwork.



The #1 Muay Thai, MMA and Fitness Camp in Phuket, Thailand
One of the World's Premier Martial Arts Training Centres



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MEMBERS

7,500+

SINCE OPENING IN APRIL 2022

MEMBERS BY NATIONALITY

Australian 1,037	British 804	German 574	American 538	Russian 403
English 378	French 327	Chinese 249	New Zealand 240	Canadian 209
Polish 202	Irish 194	Dutch 184	Thai 159	Swedish 157
Singaporean 148	Swiss 146	Indian 119	Israeli 98	





THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND



OWNERS

The gym is owned and operated by six partners who came together in 2022 with the shared vision to create one of the world's best MMA, Muay Thai and fitness facilities.



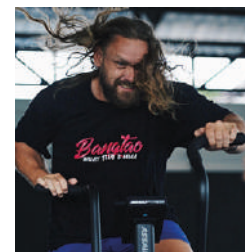
FRANK HICKMAN -

is one of the most sought-after wrestling-for-MMA coaches in the world. He has played a key role in coaching current UFC World Champions Petr Yan, Alex Volkanovski, and Israel Adesanya. Frank is the head wrestling coach.



ALEXANDER VOLKONOVSKI -

is the current UFC Featherweight Champion and number 1 pound-for-pound fighter. Not only is he an owner, but he has had multiple camps at the gym to prepare for world title fights.



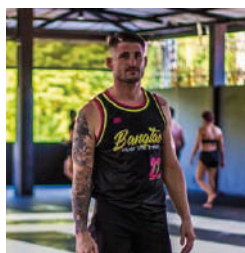
ANDREW WOOD -

"Woody" has proven himself as one of the best strength and conditioning coaches in the world through the athletes that he trains. He has coached multiple UFC stars such as Brad Riddell, Mairbeck Taisumov, Alex Volkanovski, and Zhang Weili. Andrew is the head S&C coach.



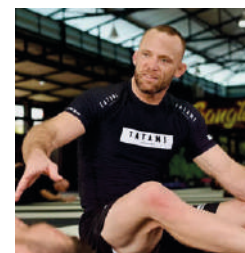
ALEX SCHILD -

has worked with some of the highest-level fighters including Petr Yan and Valentina Schevchenko. He has fought MMA all over Asia and was previously a One Championship fighter. In addition to coaching and fighting, he owns and operates one of the largest jiu-jitsu tournaments in Thailand and SE Asia; Siam Sub Series. He is the head BJJ Coach.



GEORGE HICKMAN -

was instrumental in building the Tiger Muay Thai team from fighting on local shows to fighting in the biggest organisations in the world, including the UFC, Bellator, Rizin and One Championship. George has worked directly with some of the best fighters in the world; Alex Volkanovski, Petr Yan, Brad Riddell, Loma Lookboonmee, and Tai Tuviasa. He is the Head MMA Coach.



JOSH HINGER -

is an American submission grappler, a Brazilian jiu-jitsu black belt and former MMA fighter. Hinger is three-time champion at the World No-Gi Brazilian Jiu-Jitsu Championship and a Bronze Medalist at the ADCC Submission Wrestling World Championship.



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WHY GET INVOLVED?

Sponsors & Partners will benefit in many ways, including:

Brand Exposure & Image Enhancement - National, Regional & International Media-

linking in with BANGTAO MUAY THAI & MMA brand and the high profile events

Supporting the Future of Martial Arts -

through the activities at BANGTAO MUAY THAI & MMA

Networking & Hospitality –

using the association to entertain business audiences including customers, suppliers and employees

Experiential Marketing –

sampling of products at the venue and events

Corporate Social Responsibility –

helping to promote sport and providing a positive role model for young people

World Class Coaching –

BANGTAO MUAY THAI & MMA is staffed by world-class coaches offering the best advice and guidance

BANGTAO MUAY THAI & MMA can help boost brand awareness for interested sponsors in relevant industries such as: wellness; weight loss; supplements; fitness; and martial arts – to name a few!





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WHY GET INVOLVED?

BRAND EXPOSURE

Sponsors & Partners logos will be prominently displayed in and around key areas of the gym. This includes high-traffic areas such as the front office, MMA cage and training facilities. Your brand will be seen by members, visitors, and guests, providing valuable exposure to a captive audience.

The gym also frequently hosts high-profile fighters from organisations like UFC, PFL, Bellator, and ONE Championship, with professional film crews who capture the fight camps. These fighters and organisations share their content on various social media platforms, providing an excellent opportunity for your brand and logo to gain exposure through these channels.

INDOOR STATIC SIGNAGE

Poster Sites, Rings and Mats
Cages, Workout Spaces
Workout Stations, Reception

ON FIGHTERS

Taking part in national and international fights

INDOOR DIGITAL SIGNAGE

LED signs

PROMOTIONAL MATERIALS

Digital and non-digital promotional
and press materials
At press centre
Media backdrop boards

OUTSIDE BUILDING

Logo on building
Car Parks

STAFF

Fighters
Trainers
Referees
Ring Girls

BRANDING ALLOCATION

As a guide, total branding area available to BANGTAO MUAY THAI & MMA 2024 / 2025 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: 20% - shared between Tier 3 Official Supplier

BANGTAO FIGHTERS - GLOBAL STAGE

Sponsor & Partner logos will be prominently featured in some of the world's most prestigious fighting organisations. BANGTAO MUAY THAI MMA 2024 / 2025 fighters will proudly wear your logo on their competition gear, allowing your brand to be front and centre on an international stage. This is an unparalleled opportunity for your brand to gain global recognition and exposure.





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WHY GET INVOLVED?

PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS

Inclusion in BANGTAO MUAY THAI MMA 2024 / 2025 digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials.
This covers:

DIGITAL & SOCIAL

Inclusion in any official social and digital media opportunities. Including
BANGTAO MUAY THAI & MMA 2024 / 2025     and other digital channels.



INSTAGRAM – 69.3K FOLLOWERS, ENGAGEMENT: 1.2M
<https://www.instagram.com/bangtaomuaythaimma/>



FACEBOOK – 13K FOLLOWERS
<https://www.facebook.com/bangtaomuaythaimma>

WEB – OVER 82,000 PAGE VIEWS & 21,000 UNIQUE VISITORS PER MONTH
www.bangtaomuaythai.com

SOCIAL MEDIA REACH COMBINED

INSTAGRAM 1.8M+ FOLLOWERS
YOUTUBE 323K SUBSCRIBERS
FACEBOOK 288K+ FOLLOWERS

Including six owner accounts

ALEX CHILD INSTAGRAM – 12.5K FOLLOWERS	JOSH HINGER INSTAGRAM – 96K FOLLOWERS	VOLKANOVSKI INSTAGRAM – 1.6M FOLLOWERS FACEBOOK – 264K FOLLOWERS YOUTUBE – 317K SUBSCRIBERS
WOODY INSTAGRAM – 22K FOLLOWERS	GEORGE HICKMAN INSTAGRAM – 18.3K FOLLOWERS FACEBOOK – 12K FOLLOWERS	FRANK HICKMAN INSTAGRAM – 18.3K FOLLOWERS FACEBOOK – 12K FOLLOWERS

PR & CONTENT

Inclusion in editorial campaign running throughout the year. In the past 18 months there has been over 2M+ viewers across print, video and podcast media channels including:



PROMOTIONAL CAMPAIGNS

Inclusion in any advertising campaigns, running throughout the year.

DATA

Promotion to BANGTAO MUAY THAI & MMA 2024 / 2025 databases.
Inclusion in E-Newsletters and EDMs.

COLLATERALS & PUBLICATIONS

Sponsors & Partners will be included in all collaterals, where relevant – including Flyers and Brochures.



THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND



WHY GET INVOLVED?

HOSPITALITY, NETWORKING & TICKETING RIGHTS

HOSPITALITY AREAS

Access to BANGTAO MUAY THAI MMA 2024 / 2025 private area / suite / box – any VIP Hospitality.

TICKETS

Access to Special Event tickets where applicable and annual memberships.

OTHER SPONSORS & PARTNERS

Access to BANGTAO MUAY THAI MMA 2024 / 2025 Sponsors & Partners, where applicable e.g. Hotel Partners.

EXPERIENTIAL RIGHTS

The following experiential rights are available to Sponsors & Partners:

- Area/s in BANGTAO MUAY THAI MMA to display, promote and sell products and services
- Usage of BANGTAO MUAY THAI MMA for corporate days
- Opportunity to set up Pop-up experiences

MERCHANDISING RIGHTS

We offer our Sponsors & Partners the opportunity to produce joint branded merchandise. For example, co-branded clothing, fight gear and other promotional items in BANGTAO MUAY THAI & MMA retail shop located onsite.

Plus, logo on fight gear worn by our team competing in international competitions.

MANAGEMENT & REPORTING

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





THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND



SPONSOR INVENTORIES 2024 / 2025

SPONSOR INVENTORIES 2024 / 2025	PARTNER LEVEL		
	TIER 1 - NAMING SPONSOR X 1	TIER 2 - OFFICIAL MAIN PARTNER X 9	TIER 3 - OFFICIAL SUPPLIER & OFFICIAL MEDIA PARTNER X 10
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title "BANGTAO MUAY THAI & MMA presented by [Naming Sponsor Name]" for advertising & PR use	Yes		
Right to title "Official Main Partner BANGTAO MUAY THAI & MMA presented by [Naming Sponsor Name]" for advertising & PR use		Yes	
Right to title "Official Supplier / Official Media Partner BANGTAO MUAY THAI & MMA presented by [Naming Sponsor Name]" for advertising & PR use			Yes
Opportunity to supply products or services exclusively to be used by BANGTAO MUAY THAI & MMA	Yes	Yes	Yes
Category exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGO & IMAGE RIGHTS			
Right to use BANGTAO MUAY THAI & MMA Composite (lock-up) Logo on all marketing	Yes	Yes	
Right to commercial use of the BANGTAO MUAY THAI & MMA content - including images, video - supplied by BANGTAO MUAY THAI & MMA	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 SIGNAGE INSIDE BUILDINGS & SPACES - INCLUDES DIGITAL SCREENS			
Logo on all signage and poster sites in and around the Training Facility	Yes	Yes	Yes
Logo in reception	Yes	Yes	Yes
Rings and mat spaces	Yes	Yes	Yes
MMA cages	Yes	Yes	Yes
Workout stations	Yes	Yes	Yes
Logo on signage in and around the Special Events - composite logo board. Main branding shared amongst the Special Event Sponsors & Partners	Yes	Yes	Yes
Car Park branding	Yes		
Staff Uniforms e.g. Trainer Apparel	Yes		
Logo presence at Main Press Centre and other Media specific venues	Yes	Yes	
Logo media backdrop boards - all interviews to take place in front of media backdrop boards	Yes	Yes	
Rights to hold own related Press Conferences	Yes	Yes	

SPONSOR INVENTORIES 2024 / 2025

SPONSOR INVENTORIES 2024 / 2025	PARTNER LEVEL		
	TIER 1 - NAMING SPONSOR X 1	TIER 2 - OFFICIAL MAIN PARTNER X 9	TIER 3 - OFFICIAL SUPPLIER & OFFICIAL MEDIA PARTNER X 10
BRAND EXPOSURE: OTHER			
On fighters taking part in national and international fights	Yes		
PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL & NON-DIGITAL CONTENT)			
Inclusion in digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials e.g. Flyers, Brochures,	Yes	Yes	Yes
Inclusion in any official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube, Website and other digital channels	Yes	Yes	Yes
Inclusion in PR / Editorial Campaigns running throughout the year	Yes	Yes	
Logo on press materials	Yes	Yes	Yes
Brand presence in Expos attended by BANGTAO MUAY THAI & MMA around the world	Yes	Yes	
DATA RIGHTS			
Promotion to BANGTAO MUAY THAI & MMA databases	Yes	Yes	
Inclusion in BANGTAO MUAY THAI & MMA e Newsletter mailings	Yes		
EDMs to BANGTAO MUAY THAI & MMA database	Yes	Yes	
HOSPITALITY, NETWORKING & TICKETING RIGHTS			
Access to BANGTAO MUAY THAI & MMA private area / suite / box - any VIP Hospitality	Yes	Yes	
Access to BANGTAO MUAY THAI & MMA Special Event tickets where applicable	Yes	Yes	
Access to BANGTAO MUAY THAI & MMA Sponsors & Partners, where applicable e.g. Hotels	Yes	Yes	
Access to annual memberships for staff	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Area in for Sponsors to display, promote, sample and sell products and services	4m x 4m	3m x 3m	2m x 2m
Usage of BANGTAO MUAY THAI & MMA event space for corporate days	Yes	Yes	
Pop-Up Experience - opportunity to set up. To be agreed with BANGTAO MUAY THAI & MMA at Sponsor's cost	Yes	Yes	
MERCHANDISING RIGHTS			
Right to produce joint branded BANGTAO MUAY THAI & MMA premium merchandise/souvenirs	Yes	Yes	
ACCOUNT MANAGEMENT & REPORTING RIGHTS			
Provision of account manager to manage sponsorship	Yes	Yes	
Annual report on sponsorship effectiveness	Yes	Yes	



THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND

SPONSOR INVENTORIES SPECIAL EVENTS ONLY

SPONSOR INVENTORIES SPECIAL EVENTS ONLY	PARTNER LEVEL PER EVENT		
	TIER 1 TITLE & PRESENTING SPONSOR X 2	TIER 2 OFFICIAL CO-SPONSORS X 6	TIER 3 OFFICIAL SUPPLIER & OFFICIAL MEDIA PARTNER X 10
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title "[Title Sponsor Name] BANGTAO MUAY THAI & MMA [SPECIAL EVENT NAME]" presented by [Presenting Sponsor Name]" for advertising & PR use	Yes		
Right to title "Official Co-sponsor [Title Sponsor Name] BANGTAO MUAY THAI & MMA [SPECIAL EVENT NAME]" presented by [Presenting Sponsor Name]" for advertising & PR use		Yes	
Right to title "Official Supplier [Title Sponsor Name] BANGTAO MUAY THAI & MMA [SPECIAL EVENT NAME]" presented by [Presenting Sponsor Name]" for advertising & PR use			Yes
Right to title "Official Media Partner [Title Sponsor Name] BANGTAO MUAY THAI & MMA [SPECIAL EVENT NAME]" presented by [Presenting Sponsor Name]" for advertising & PR use			Yes
Category exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGO & IMAGE RIGHTS			
Right to use BANGTAO MUAY THAI & MMA [SPECIAL EVENT NAME] Composite (lock-up) Logo on all internal /external marketing materials	Yes		
Right to commercial use of the BANGTAO MUAY THAI & MMA [SPECIAL EVENT NAME] content - including images, video – supplied by BANGTAO MUAY THAI & MMA	Yes	Yes	Yes
BRAND EXPOSURE – GENERAL			
Total branding area available will be allocated in the following ratios: Tier 1 Sponsors: 40% Tier 2 Co-sponsors: 40% - shared between Tier 2 Tier 3 Official Suppliers & Official Media Partners: 20% - shared between Tier 3	Yes	Yes	Yes
BRAND EXPOSURE: ONSITE (INTERNAL) SIGNAGE INSIDE BUILDINGS & SPACES - INCLUDES DIGITAL SCREENS			
Logo printed on centre of floor fight cage / ring	Yes		
Logo in the vertical corner padding sections of cage / ring	Yes	Yes	
Logo and URL link to sponsors website on our official Sponsors page on bangtaomuaythai.com	Yes	Yes	
Logo on door padding of cage / ring exit / entrance	Yes		
Logo in entrance hall of club (roll up banner)	Yes	Yes	Yes
Logo shown on LED screens during the event	Yes	Yes	Yes
Mention by announcer during the event that your company is a Sponsor	Yes	Yes	Yes
Logo on "Round Plates" – between rounds	Yes		
Logo in separation areas between cage / ring and audience	Yes	Yes	Yes
Logo on referee and organisers t-shirts	Yes		
Logo on outfit of cage / ring girls	Yes		
Logo presence at Main Press Centre and other Media specific venues	Yes	Yes	
Logo media backdrop boards – all interviews to take place in front of media backdrop boards	Yes	Yes	
Rights to hold own related Press Conferences	Yes	Yes	

SPONSOR INVENTORIES SPECIAL EVENTS ONLY

SPONSOR INVENTORIES SPECIAL EVENTS ONLY	PARTNER LEVEL PER EVENT		
	TIER 1 TITLE & PRESENTING SPONSOR X 2	TIER 2 OFFICIAL CO-SPONSORS X 6	TIER 3 OFFICIAL SUPPLIER & OFFICIAL MEDIA PARTNER X 10
PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL & NON-DIGITAL CONTENT)			
Inclusion in digital and non-digital Special Event promotional campaign, including advertising campaigns and all print materials e.g. Flyers, Brochures	Yes	Yes	Yes
Inclusion in any Special Event official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube, Website and other digital channels	Yes	Yes	Yes
Inclusion in Special Event PR / Editorial Campaigns	Yes	Yes	
Logo on Special Event press materials	Yes	Yes	Yes
DATA RIGHTS			
Promotion to Special Event databases	Yes	Yes	
Inclusion in Special Event e Newsletter mailings	Yes		
EDMs to Special Event database	Yes	Yes	
HOSPITALITY, NETWORKING & TICKETING RIGHTS			
Access to Special Event private area / suite / box – any VIP Hospitality	Yes	Yes	
Access to Special Event tickets	Yes	Yes	
Access to annual memberships for staff	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Area for Special Event Sponsors & Partners to display, promote, sample / sell products & services	4m x 4m	3m x 3m	
Pop-Up Experience – opportunity to set up. To be agreed with BANGTAO MUAY THAI & MMA at Sponsor's cost	Yes	Yes	
MERCHANDISING RIGHTS			
Right to produce joint branded Special Event premium merchandise / souvenirs	Yes	Yes	
ACCOUNT MANAGEMENT & REPORTING RIGHTS			
Provision of account manager to manage sponsorship	Yes	Yes	
Annual report on sponsorship effectiveness	Yes	Yes	



THE WORLD'S FASTEST-GROWING MIXED MARTIAL ARTS BRAND

CONTACT

BANGTAO MUAY THAI & MMA

72/46 Moo 3 Cherngtalay
Thalang District
Phuket 83130
Thailand
Tel. +66 7660 4229
www.bangtaomuaythai.com

Will Elliot

Managing Director (English Speaking)
email: will@bangtaomuaythai.com

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

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

Paul Poole -

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

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