



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



THOUSANDS EXPECTED TO JOIN THE RUN AT LAGUNA PHUKET MARATHON 2024 “WAKE YOUR INNER DRAGON”

Saturday 8th - Sunday 9th June 2024 – Phuket, Thailand.

The world-famous Laguna Phuket Marathon is set to celebrate its 18th year with over 10,000 runners from 50+ countries...

With a run course measured and certified by World Athletics, Laguna Phuket Marathon 2024 is a fun and family-oriented experience that supports local charities and is held over two days in June.

Having put Phuket on the map as a world-class sports tourism destination, Laguna Phuket Marathon 2024 has grown to become the leading destination marathon in South East Asia.

In 2023, over 6,000 athletes from around the world headed to Phuket to “Run Paradise”. The event fast moving back to the pre-pandemic entry levels, which reached 11,913 runners in 2019.

Laguna Phuket Marathon 2024 features six events over five distances: 2KM Kids Run, 5KM and 10KM races on Saturday 8th; and the Half Marathon (21.0975KM), Marathon (42.195KM) and Marathon Relay (42.195KM) on Sunday 9th June. Events on both days begin in the morning as the sun rises.

Brought to you by GAA Events, with professional timing and results by Sportstats Asia, Laguna Phuket Marathon 2024 ensures the highest of international standards.

Since the inaugural year, Laguna Phuket Marathon continues to build on the charitable success of the past marathons with runners encouraged to raise money for charity through the “Laguna Phuket Foundation”, with over a million THB raised.

2024 QUICK FACTS

PHUKET
8TH – 9TH JUNE

START AND FINISH
LAGUNA GROVE,
LAGUNA PHUKET

**10,000 RUNNERS
EXPECTED**
THAI & INTERNATIONAL

50+
COUNTRIES

6 RACE CATEGORIES

MARATHON
MARATHON RELAY
HALF MARATHON
10KM RUN
5KM RUN
2KM KIDS RUN

**3 DAYS
ACTIVITIES**

EXPO
PASTA PARTY
VIP HOSPITALITY
AWARDS PRESENTATIONS

Integrate your marketing with Laguna Phuket Marathon 2024...



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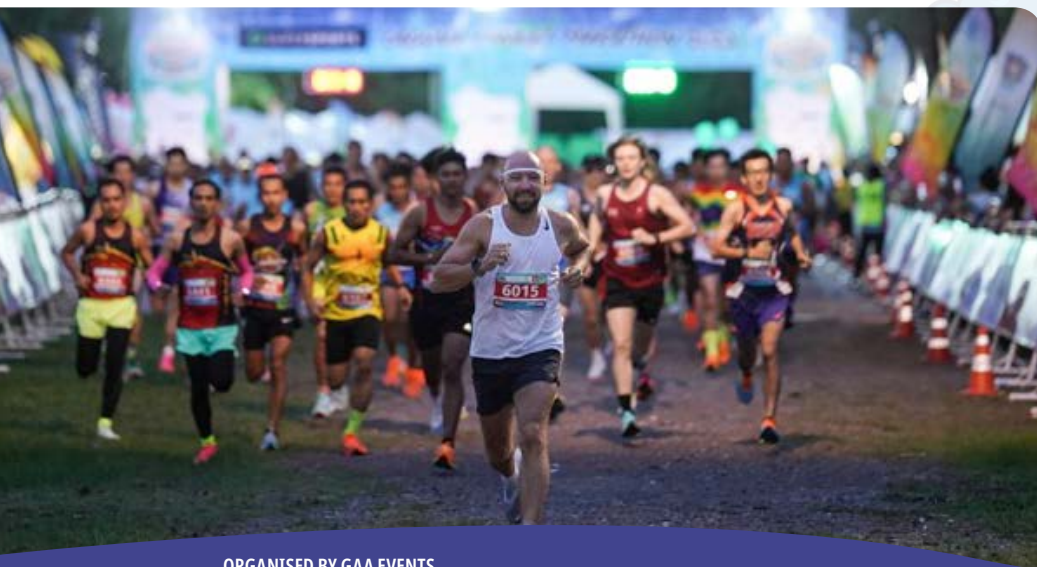


PARTICIPANTS

Laguna Phuket Marathon 2024 is the leading destination marathon in South East Asia.

The focus of the event is not on breaking world records but in establishing a respected competition that exposes the true beauty of Phuket.

A fun and family-oriented affair offering race distances for all ages and physical abilities.



2023 COUNTRIES OF ORIGIN

NATIONALITY	2020
Thailand	4,294
Expats in Thailand	568
Singapore	317
China	155
Hong Kong	152
Malaysia	147
Other Countries	521
Total	6,154

2024 PARTICIPANT PREDICTION

	2023
Marathon	2,500
Half Marathon	3,500
10.5KM Run	2,000
5KM Run	1,500
2KM Kids Run	500
Total	10,000

2015 – 2023 PARTICIPANTS

	2015	2016	2017	2018	2019	2020	2022	2023
Marathon	1,321	1,421	1,546	1,927	2,827	2,172	2,138	1,152
Half Marathon	1,407	1,769	2,190	2,997	4,456	3,082	2,834	2,271
10.5KM Run	1,378	1,410	1,387	1,990	2,668	1,504	1,385	1,155
5KM Run	756	1,018	1,204	1,620	1,576	943	978	899
2KM Kids Run	129	200	248	319	290	279	267	288
Relay (4 pax / team)				9	24	9	12	16
Total	4,991	5,818	6,575	8,862	11,913	8,016	7,602	6,154



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CHARITY

Laguna Phuket Marathon 2024 continues to build on the charitable success of the past marathons with runners encouraged to raise money for charity through the Laguna Phuket Foundation.

Established in 2009, Laguna Phuket Foundation supports educational and social development of local communities, marine and natural environmental conservation, and emergency relief.

Laguna Phuket Foundation's initiatives include the Developing Sustainable Schools Programme, which consists of School Partnership Project, Survival Swim with Laguna Phuket, and Laguna Phuket's "Fully Booked!" Mobile Learning Centre.

In addition, the foundation supports on-going sea turtle conservation efforts by Phuket Marine Biological Centre and 3rd Area Naval Command, Royal Thai Navy, and Laguna Phuket Community English Language Centre.

Furthermore, the event is a platform to raise awareness and funds for "Children First Fund" (CFF), with an ideal of "Nourishing Hearts, Inspiring Dreams" to support the nutrition of needy children. CFF supports more than 400 orphans and underprivileged children in seven orphanages in Phuket.

Children First Fund (CFF) is established as part of the celebrations commemorating the 30th anniversary of Laguna Phuket. To celebrate recognition of the history, Laguna Phuket is extending its outreach to include orphans who will be the beneficiaries of the Children First Fund (CFF).

The key objective of CFF is to constantly provide sustenance to Phuket orphans and underprivileged children. As of January 2021, CFF supports seven organisations established to care for orphans, abandoned, impoverished, and underprivileged children in Phuket province.





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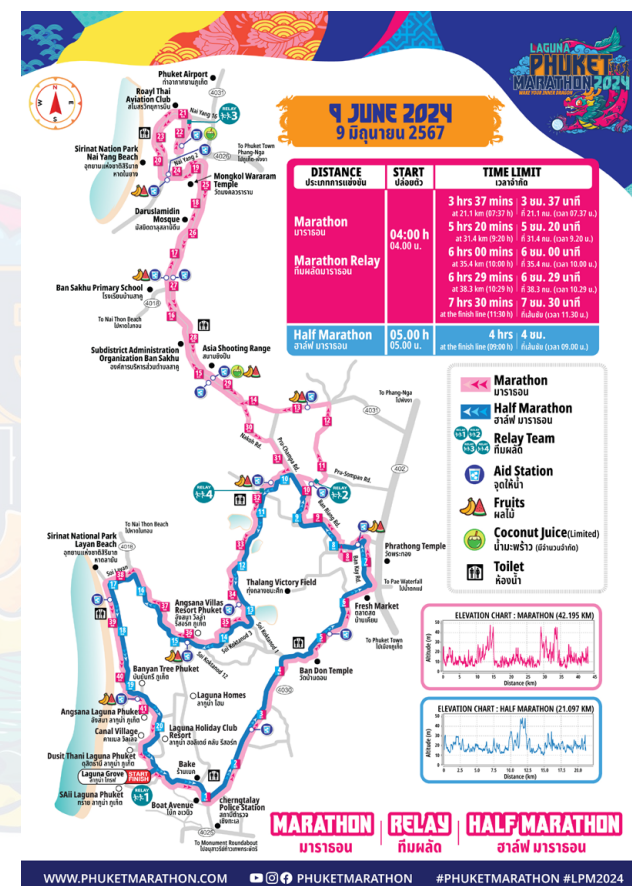
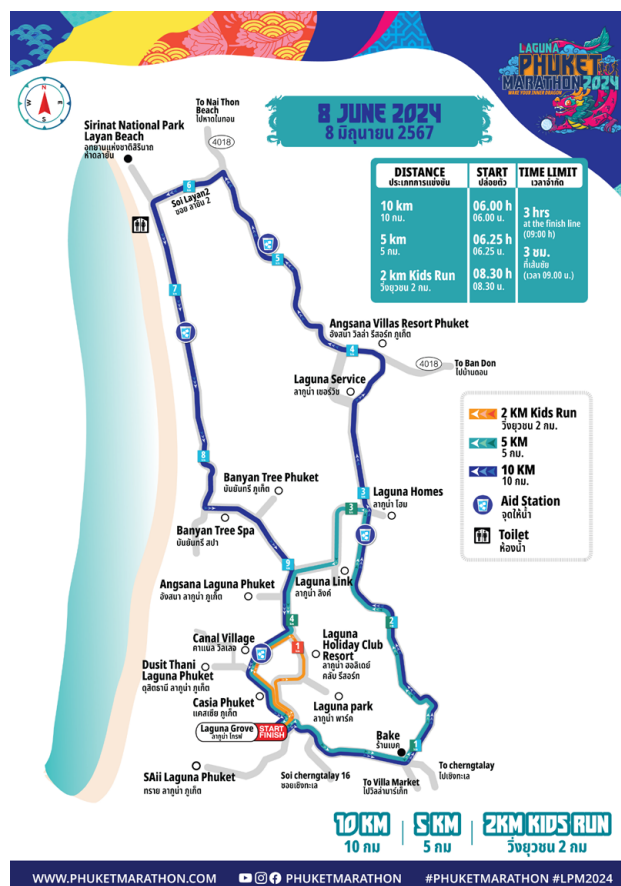
SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



COURSE

Laguna Phuket Marathon 2024 race course is set against the magnificent backdrop of the lush greenery of Phuket's tropical forests, rubber and pineapple plantations, spectacular beaches, quaint local villages, beautiful cultural landmarks, and, of course, stunning Laguna Phuket.

Starting at Laguna Phuket the course heads North East to Baan Don and then North past Thalang onto Nai Yang Beach before turning back to Laguna passing Layan Beach along the way.





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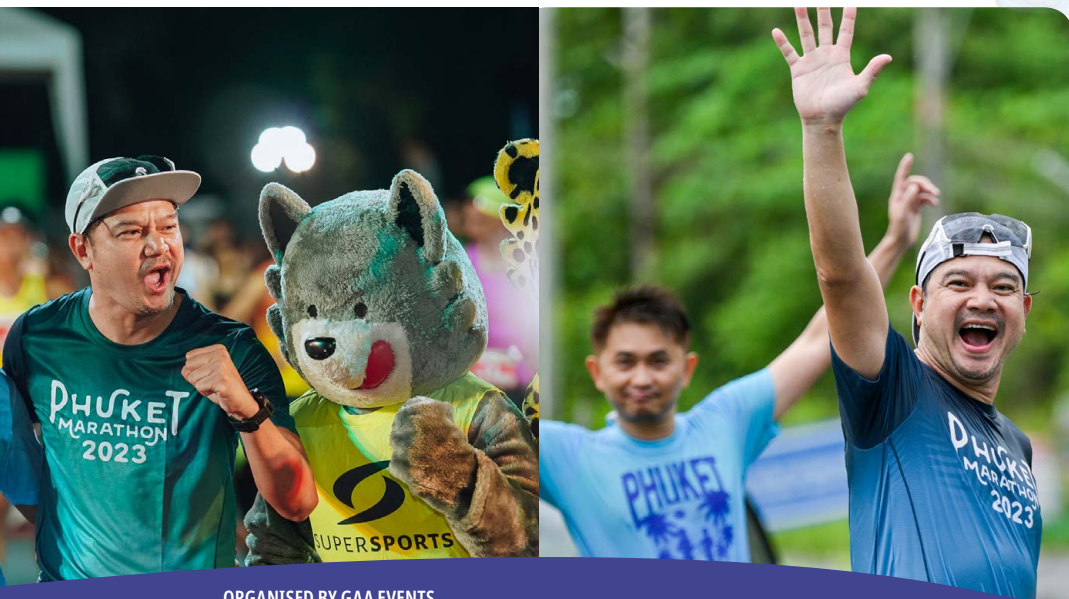


CELEBRITY

Laguna Phuket Marathon attracts a number of celebrity faces,

In 2023, 90s Thai actor Somchai Kemglad (a.k.a. Tao Somchai) finished the marathon distance.

Plus many international runners are returning, including long-term event fans Mika Imai from Japan, Mike Cartwright from Hong Kong, and Mohan Kandiah from Singapore.



2024 RACE SCHEDULE

Date	Timing	Activity
Friday 7 th June	11:00 – 19:00	Race Pack Collection & Expo
Saturday 8 th June	04:00 06:00 06:25 06:35 (approx.) 06:40 (approx.) 07:30 – 08:00 (approx.) 08:30 09:00 10:00 – 18:00 17:00 – 20:00	Venue Open 10KM Start 5KM Start First 10KM Finisher First 5KM Finisher Awards Presentation Ceremony 2 KM Kids Run Start Race Finish Race Pack Collection & Expo Pasta Party
Sunday 9 th June	02:00 04:00 05:00 06:20 (approx.) 06:35 (approx.) 07:00 – 12:00 08:00-08:30 (approx.) 11:30	Venue Open Marathon & Marathon Relay Start Half Marathon Start First Half Marathon Finisher First Marathon Finisher Expo Awards Presentation Ceremony Race Finish



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2024 RACE CATEGORIES

Marathon			Half Marathon		10.5KM Run		5KM Run		2KM Kids Run	
Male	Female	Relay	Male	Female	Male	Female	Male	Female	Male	Female
18-29 yrs	18-29 yrs	Open	16-29 yrs	16-29 yrs	13-19 yrs	13-19 yrs	13-16 yrs	13-16 yrs	Open 12 yrs and below	Open 12 yrs and below
30-39 yrs	30-39 yrs		30-39 yrs	30-39 yrs	20-29 yrs	20-29 yrs	17 yrs and above	17 yrs and above		
40-49 yrs	40-49 yrs		40-49 yrs	40-49 yrs	30-39 yrs	30-39 yrs				
50-59 yrs	50 yrs & Over		50-59 yrs	50-59 yrs	40-49 yrs	40-49 yrs				
60 yrs & Over			60 yrs & Over	60 yrs & Over	50-59 yrs	50-59 yrs				
					60 yrs & Over	60 yrs & Over				

2023 EVENT WINNERS

Men's Marathon – Thailand's Artem Sekachev won the marathon crown in a time of 2:51:10h. The course record is 2:33:48h set by Russia's Vsevolod Khudyakov in 2012.

Women's Marathon – Thailand's Nuntaporn Tengamnuy took the crown with a time of 3:38:33h.

Marathon Relay – Team Three men and a little lady won the marathon relay in a time of 2:50:39h.

Half Marathon – The men's race was won by the Russia's Sergei Zyrianov in 1:17:25h and the women's by Australia's Hayley Newman in 1:28:52h.

10.5KM Run – The men's race was won by Korea's Youngho Kim in 0:35:22h and the women's by China's Mei Yan Wong in 0:43:13h.





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EXPO

The Expo features a multitude of exhibitors showcasing, demonstrating and selling everything from running shoes, apparel, running watches, sports gels, energy drinks and eyewear. All will be under one roof.

The 3-day Expo will be held at Laguna Phuket, on:

Friday 7th June 11:00 to 19:00

Saturday 8th June 10:00 to 18:00

Sunday 9th June 07:00 to 12:00

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.





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PASTA PARTY

Laguna Phuket Marathon 2024 pre-race Pasta Party is a celebratory ritual that offers runners the opportunity to sample some of the hospitality Laguna Phuket has to offer.

The Pasta Party brings together runners, families, and friends on the eve of the Marathon offering a five-star buffet meal that will get the taste buds excited at Laguna Phuket. As well as a carbo-loading exercise, the Pasta Party is a chance for fellow runners to meet and share interesting stories.

Tickets to the Pasta Party are included in the overseas entry fees for Marathon and Half Marathon runners. All other runners and any non-running companions may purchase tickets online during the registration process.

Saturday 8th June 17:00 – 20:00





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PREVIOUS SPONSORS

Laguna Phuket Marathon 2023 sponsors, included:

Title Sponsors



Supporting Authorities



Co-Sponsors



Official Suppliers



Media Partners



Organiser



Timing & Result



Registration Partner



Marketing Support



Event Charity



Sanctioned by





COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

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OFFICIAL HOTEL

Laguna Phuket is Asia's finest destination resort – a collection of deluxe hotels and villas including: Angsana Laguna Phuket; Cassia Phuket; Banyan Tree Phuket; Banyan Tree Vaya Phuket; SAii Laguna Phuket; Dusit Thani Laguna Phuket and Laguna Holiday Club Phuket Resort.

All hotels and villas share 1,000 acres of tropical parkland and three kilometres of beach frontage with: the Laguna Golf Phuket and Canal Shopping Village.

www.lagunaphuket.com





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PACKAGES

We have developed packages to suit differing levels of needs:

TIER 1: TITLE & PRESENTING SPONSOR

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to six Official Co-sponsors from non-competing categories
- Up to 10 Official Suppliers providing goods and services that are essential to the event
- Up to 10 Official Media Partners

TIER 3: LOCAL PARTNERS

- Packages for Phuket businesses





TITLE RIGHTS	TIER 1 TITLE SPONSOR AND PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIER / OFFICIAL MEDIA PARTNER
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "[Title Sponsor Name] Phuket Marathon 2024 presented by [Presenting Sponsor Name]" for PR & advertising use	Yes	-	-
Rights to title [Sponsor Name] Official Co-sponsor / Official Supplier / Official Media Partner [Title Sponsor Name] Laguna Phuket Marathon 2024 presented by [Presenting Sponsor Name] for PR and advertising use	-	Yes	Yes
Category Exclusivity	Yes	Yes	-
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
Right to use Laguna Phuket Marathon 2024 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
EVENT BRANDING			
Race Day			
Logo on start & finish Gate	Centre Left & Right Top Column	Left & Right Top Column	Yes
Logos on awards presentation stage backdrop	Dominant	Yes	Yes
Banner (0.80m x 2.40 m) along the start & finish chute	X 20	X 9	X 6
Logo on finish line tape	Yes	Yes	-
Verbal mentioning of sponsor name during race by MC	X 50	X 20	X 10
Logo on participant singlet	Yes	-	-
Pasta Party			
Logo on pasta party Backdrop	Dominant	Yes	Yes
Logo on pasta party tickets	Yes	Yes	-
Use of backside of pasta party tickets for advertising purposes (at sponsors cost)	Yes	-	-
Press Conference			
Logo on press conference stage backdrop	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes	-	-
Other Branding			
Insertion of promotional material or product sample into race pack	Yes	Yes	Yes
Logo on VIP, Media and Staff passes	Yes	Yes	-
MEDIA & PR RIGHTS			
Inclusion in and exposure through PR campaign	Yes	Yes	Limited
Company profile included in media kit	Yes	Yes	-
TV Production			
30 minute TV highlight show production for local & international distribution	Yes	Yes	Yes
Sponsor branding to be featured in programme	Yes	Yes	Limited
Mentioning of sponsor	Yes	-	-
Media Partner Advertising			

TITLE RIGHTS	TIER 1 TITLE SPONSOR AND PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIER / OFFICIAL MEDIA PARTNER
Advertising in media partner publications – size dependent on sponsorship level	Yes	Yes	Yes
PROMOTIONAL RIGHTS			
Promotional Materials			
Logo categorised by sponsor level on event promotional flyers	Yes	Yes	Yes
Advertising In Media Partner Publications			
Logo categorised by sponsor level on advertising artwork	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Logo on emails, website, and all site communications including e-newsletters regularly to database of 170,000 contacts	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Short feature on sponsor in athlete newsletter sent to athlete database of 170,000 contacts	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
Complementary Race Entries	80 entries total Marathon: 15 entries Half Marathon: 15 entries 10.5KM: 30 entries 5KM: 20 entries	20 entries total Marathon: 5 entries Half Marathon: 5 entries 10.5KM: 5 entries 5KM: 5 entries	4 entries total of any race distance
Complementary pasta party tickets	X 25	X12	X 4
Complementary VIP tent access on race day	X 25	X12	X 4
Complementary room nights at Laguna Phuket incl. daily buffet breakfast at host hotel	5 rooms for 2 nights	3 rooms for 2 nights each	1 room for 2 nights
Opportunity to host a seminar or staff incentive programme at a Laguna Phuket Hotel (at sponsors expense)	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Display space at 3-day Expo	27 m ²	18 m ²	9 m ²

LOCAL PARTNERS

We have opportunities for Local Partners, which offer branding and hospitality benefits...

TITLE RIGHTS	
Rights to title (sponsor name) "Official Local Partner Laguna Phuket Marathon 2024" for PR and advertising use.	Yes
EVENT BRANDING	
Banner (0.80 m x 2.40.m) along the start & finish chute	X 2
HOSPITALITY	
Complementary pasta party tickets	X 2
Complementary VIP tent access on race day	X 2



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



BENEFITS

Association with Laguna Phuket Marathon 2024 offers sponsors numerous benefits including:

- **Image Enhancement** - with the leading destination marathon in South East Asia
- **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 Laguna Phuket Marathon 2024 tie in with the following values: Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

PROMOTIONAL PLAN

Laguna Phuket Marathon 2024 will be promoted through pre-event press conferences in Bangkok and Phuket, by international travel partners as well as a comprehensive digital marketing campaign that includes social media posts (Facebook and Instagram), social media advertising and regular newsletters to the event's database of 170,000 contacts.

During event week, the event will host a media programme for local media, international media and social media influencers covering the event for a range of media outlets.





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SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



MEDIA PARTNERSHIPS

The event will again seek media partnerships with a maximum of 10 media partners. Previous media partners included: 91.5FM Phuket Island Radio; Action Asia; Asia Runner; Esquire; Live 89.5; MTV; Newspaper Direct; Phuket Gazette; Phuket News; PGTV; The Nation; Run Singapore; and True Visions.

SOCIAL MEDIA

The event has run social media activities since 2011, most notably on Facebook, YouTube and Instagram, which allows for extra exposure of sponsors. Social media activities will be further increased in 2024 with the event's online community growing considerably.



The social media strategy for 2024 is to increase the reach of posts by creating interesting content as well as increasing awareness of the event by running targeted advertising campaigns on social media.

TRAVEL PARTNERS

The event has partnerships with the overseas travel agents in Japan, Australia, Germany, Denmark, Sweden, USA and China.

ONLINE PROMOTION

Activity includes: regular monthly email blasts to database of 10,000 runners link on Laguna Phuket website; event date on Laguna Phuket's events calendar; event date on AIMS Race Calendar and other running websites.

PR SUPPORT

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national newspapers, Asian regional and TV, radio and magazines. Press releases will also be issued through a variety of regional and international running websites.

All sponsors, suppliers and local partners will have rights to associate with Laguna Phuket Marathon 2024 for PR and advertising activity.





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MEDIA VALUE 2023

TOTAL PR VALUE OF MEDIA CLIPPINGS
IN 2023 IS 67.4 MILLION THB

BROADCAST
21.9 MILLION THB

PRINT & ONLINE
45.5 MILLION THB

ECONOMIC IMPACT

 2,924
JOBS CREATED

 GDP CONTRIBUTION
291+ MILLION THB

ECONOMIC OUTPUT
503+ MILLION THB



TAX GENERATION
38+ MILLION THB





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SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



HOSPITALITY

Laguna Phuket Marathon 2024 offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts - Laguna Phuket, official hotel and title sponsor.

With a number of parties plus a wealth of relaxation and recreation activities this is an excellent way to do and promote your business.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages.

MERCHANDISING

We offer our sponsor, supporters, suppliers and local partners the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions. For example: Laguna Phuket Marathon 2024 Race Packs.

EXPERIENTIAL MARKETING

Phuket traditionally attracts thousands of visitors in June and with its huge opportunities for sponsors to promote their products and services.

The visitors provide sponsors with a mixture of: high net worth individuals from media celebrities to business entrepreneurs from all industries; as well as tourists.





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EVENT OWNER & ORGANISERS

GAA Events is a professional event organiser providing an array of management services for sport events and athletes, with a focus on running and multi-sport events.

With the rapid growth of sport events in Thailand and Asia, GAA Events has positioned itself as the leading sport event management company in Thailand and across Asia, with the aim of providing its clients, partners and athletes with exceptional service and international standard event execution. Here are some of past events list: Laguna Phuket Triathlon since 2007-present, Ironman 70.3 Laguna Phuket 2010 – 2012, Challenge Laguna Phuket 2013 – 2015, The North Face 100 Thailand since 2012 – present and Supersport 10 Mile Bangkok & Phuket since 2015 – present.

Go To Race is GAA Events platform established since 2015 for online registration of more than 100 sport events per year throughout Asian region offering safe, quick and easy online registration to our 170,000 participants database.

www.gotorace.com



LAGUNA PHUKET

A premier destination resort in Phuket, Laguna Phuket is a holiday paradise spanning 1,000 acres of lush tropical parkland with 3km of pristine Bangtao beachfront on Phuket's central west coast.

Featuring more than 1,400 guest rooms across 7 deluxe hotels, Laguna Phuket's facilities and a wide range of activities for the whole family throughout the beautiful lagoons, tropical parkland and pristine beach include an award-winning 18-hole golf course, tranquil spas, restaurants, bars, boutique shopping, private charter and join-in luxury tours, daily activities at all Laguna Phuket hotels, canoeing, sailing, and (of course) azure waters of the Andaman Sea.

www.lagunaphuket.com





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Go To Race
Online registration
Laguna Phuket Marathon 2024
is available at
www.gotorace.com

