



**REDLINE**  
FITNESS GAMES

TM

**REDLINE FITNESS GAMES**  
**BANGKOK 2025**


**REDLINE**  
 FITNESS GAMES

**ONE OF THE WORLD'S  
 LEADING GAMIFIED  
 FUNCTIONAL FITNESS EVENTS**


## REDLINE FITNESS GAMES BANGKOK 2025

**6 – 7 DECEMBER 2025, BANGKOK**

The inaugural REDLINE Fitness Games Bangkok 2025, one of the world's leading gamified functional fitness events will hit Bangkok's Queen Sirikit National Convention Center (QSNCC) on 6-7 December.

Organised by the rights holder Sport Event Services International Pte., Ltd., REDLINE Fitness Games Bangkok 2025 is a race series that challenges participants with 12 high-intensity workout stations, testing functional fitness. The name "REDLINE" refers to the idea of pushing one's physical and mental fitness to the limit!

The event is uniquely positioned as an inclusive event combining mass accessibility with high-level challenge. The format is designed to be extremely testing for advanced athletes, while still remaining accessible, safe, and rewarding for intermediate participants and motivated beginners. With scalable workouts, inclusive race categories and a strong community focus, REDLINE offers a true test for all levels of fitness, from those chasing a podium to those simply seeking to push their limits and be part of something bigger.

Debuting in Kuala Lumpur in 2023 the competition has quickly gained a loyal following and is now expanding across the region.

Functional fitness is amongst the fastest growing sports both in Thailand and globally as practitioners realise the benefits of strength and conditioning in their everyday lives.

With 6,500+ participants and spectators at the last event in Kuala Lumpur, the REDLINE team is expecting even bigger numbers for the Thailand debut. While traditional sports like swimming, cycling and running have mass participation events throughout the year, gym-goers have lacked a high-profile competition to truly test their fitness. REDLINE Fitness Games Bangkok 2025 fills that gap by offering the ultimate fitness challenge.

REDLINE Fitness Games Bangkok is designed to put the human engine to the test in an adrenaline-fueled, fun-filled competition.

## QUICK FACTS

**BANGKOK**

6 – 7 DECEMBER

 QUEEN SIRIKIT NATIONAL  
 CONVENTION CENTER

**VENUE**

 QUEEN SIRIKIT NATIONAL  
 CONVENTION CENTER

**TAP INTO FITNESS**

 THE WORLD'S MOST  
 POPULAR SPORT

**6,500**

 ATHLETES & SPECTATORS  
 EXPECTED

**USD 1,006,118**

 ESTIMATED TOTAL  
 MEDIA VALUE

**2,338,657**

 ESTIMATED TOTAL  
 IMPRESSIONS


Based on July 2024 Malaysian Event

**By partnering with REDLINE Fitness Games Bangkok 2025 you will play your part in motivating, inspiring, and exciting Asia to get fitter and healthier than ever before.**

**BE PART OF THE BOOM IN  
 FUNCTIONAL FITNESS ACROSS  
 THE SOUTH EAST ASIA REGION**

**Pushing Mental And Physical Fitness To The Limit**

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Marketing Support by Paul Poole (South East Asia) Co., Ltd. – The Sponsorship Experts





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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

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

### TIER 3

#### OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to 10 Official Suppliers providing goods and services that are essential to the event

Up to 10 Official Media Partners

#### INDUSTRY PARTNERS

Packages for Fitness Industry Partners



## PREVIOUS PARTNERS



**Get Ready To REDLINE**

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## REDLINE EXPERIENCE



### COMPETE – TO TEST

Athletes race through a workout course built from 12 unique functional fitness stations. Testing all components of fitness and pushing athletes to their limits.



### PLAY – TO ENGAGE

Athletes and spectators celebrate by engaging in the REDLINE Expo. Filled with fun activations, food and beverage and great music. Athletes and friends create meaningful memories with REDLINE brand partners.



### COMMUNITY – TO CONNECT

Connecting fitness communities and allowing them to be part of something greater. Identifying as a REDLINER and ranking amongst the community. Discovering new friends and brands to continue developing and improving fitness.






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## PARTICIPANTS

Over 2,000 participants gathered in the inaugural event in September 2023 at MIECC The Mines, Malaysia. Followed by 6,500 in July 2024 with a further 6,500+ expected at the next Malaysia event in July 2025 and Bangkok in December 2025.

### TARGET AUDIENCE

GENDER		ATTENDANCE MOTIVATION	
MALE	52%	NEW EXPERIENCE	39%
FEMALE	48%	COMPETITION	28%
		FRIENDS	25%
		OTHERS	5%

AGE		FITNESS EXPERIENCE	
13-17	2%	FIRST TIMER	5%
18-24	27%	BEGINNER	22%
25-34	40%	INTERMEDIATE	50%
35-44	21%	ADVANCED	23%
45+	10%		

### TRAITS

Live and showcase a healthy lifestyle, often identified as a fitness-orientated person. Work out to look good, feel good and perform well. Seek new challenges and experiences to test and measure current fitness levels.

### PSYCHOGRAPHICS

Brand conscious with a strong sense of brand loyalty. Digital media savvy, influenced by the latest trends. Values experiences. Enjoy spending time in groups.



#### THE SOCIAL BUTTERFLY

**'This is going to be amazing for my Instagram'.** This group are REDLINE brand cheerleaders that utilise brand hashtags and reach out to their networks via social media.



#### THE GROUP FITTIES

**'I can't wait to tell the gang. This event is what we've been training for'** These are the commercial gym-goers that train in groups of three or more, often in a group class setting. Group accountability plays a huge role.



#### THE FANCY FITS

**'A new experience for me and my fit fam'.** Boutique gym-goers and class pass users that are looking for the coolest and latest fitness experiences, willing to pay a premium price for a premium experience.



#### THE COMPETITIVES

**'Finally a chance to show that I am the fittest in the gym'.** Seasoned athletes and gym-goers who push themselves to their limits and love to compete against others.



#### THE YOGIS

**This is going to be fun and something I can enjoy with my friends that love to move'.** Those who enjoy general movement, flexibility and mobility. Anything that involves moving the body, releasing endorphins and feeling good.



#### THE BODY BUILDER / POWER LIFTER

**Yes, a chance to show off my muscles and how strong I am'.** Finally an event where I can look good and perform well'. Highly invested in their fitness journey, emotionally and financially.



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## RACE CATEGORIES

The competition is open to individuals, doubles and teams of four of all fitness levels.

To complete the race, participants must finish all stations in the designated order and perform all workouts according to the movement standards. Each workout station has a judge who makes sure each participant finishes the station in a safe and correct manner.

The race is designed so that participants of all fitness levels can participate, with distances, weights and repetitions varying for the men's and women's divisions and for categories advanced, intermediate and beginner.

There are 3 levels for individual participants to find their REDLINE!

CATEGORY	LEVEL	AGE CATEGORIES
<b>SINGLES</b> INDIVIDUAL	BEGINNER MEN BEGINNER WOMEN  INTERMEDIATE MEN INTERMEDIATE WOMEN  ADVANCED MEN ADVANCED WOMEN	NO AGE CATEGORY   16-39, 40-49, 50+  18-39, 40-49, 50+
<b>DOUBLES</b> TEAM OF 2 - SHARING ALL WORKOUTS	WOMEN'S DOUBLES MEN'S DOUBLES MIXED DOUBLES	NO AGE CATEGORY
<b>CORPORATE TEAM</b> TEAM OF 4 - SHARING ALL WORKOUTS		NO AGE CATEGORY
<b>TEAM RELAY</b> TEAM OF 4 - EACH DOING 2 PRE-ASSIGNED WORKOUTS	WOMEN'S TEAM RELAY MEN'S TEAM RELAY MIXED TEAM RELAY	NO AGE CATEGORY

Each participant's race duration will typically last between 30 and 60 minutes, depending on fitness level and race category.

Participants must be at least 16 years old to participate in this event.

Results for each category are based on race time.



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## REDLINE FORMAT

### RUN

Get your race started with the 500m run.

### RUSSIAN TWISTS

Blast your core on the Russian Twists with wall ball. Each repetition must lift and touch down the ball on either side of the body, keeping your feet in the air. Each side equals 1 repetition.

### SKI

A full-body workout on the SkiErg. Hit it hard while you're still fresh!

### SANDBAG GAUNTLET

A series of stationary squats and walking lunges while carrying a sandbag. Jelly legs coming your way!

### DEADBALL BURPEES

Burpee into dead ball throw above a target line; sure to get your heart racing!

### ROW

A welcome seat, but no respite as you grind it out on the RowErg.

### BIKE

Feel the burn as you get your legs spinning fast on the BikeErg.

### SQUAT THRUSTS

Fast and furious repetitions of this exercise classic. Each jump movement must cross the taped line to be valid.

### FARMER'S CARRY

A walking carry, on a looping course, holding a pair of REDLINE kettlebells.

### THE MULE

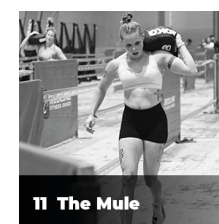
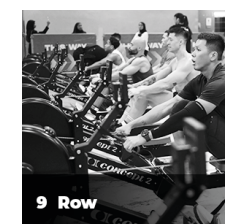
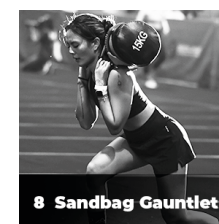
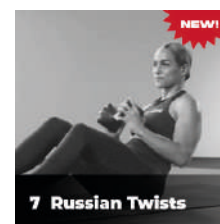
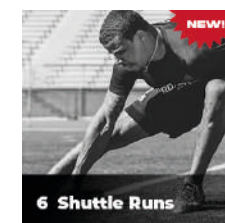
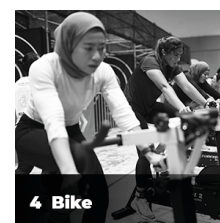
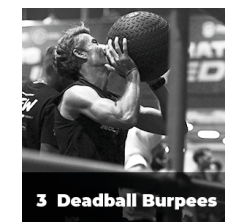
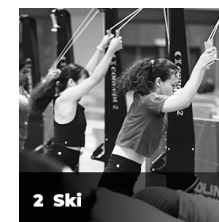
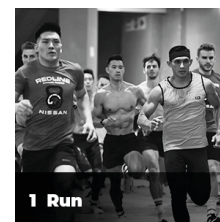
A sequence of fast carries with progressively heavier sandbags.

### SHUTTLE RUNS

20m run repeats; 1 foot and 1 hand must touch the floor at each end of the lane, across a marked line.

### SLED PUSH & PULL

The final hurdle. A 15m push and pull of a weighted sled. Then, get your finish line pose ready... you're about to become a REDLINER!





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## FUNCTIONAL FITNESS

Functional fitness is experiencing a significant surge in popularity across Thailand, particularly in Bangkok, where it has evolved from a niche workout trend into a mainstream movement embraced by both locals, expats and international visitors. This rise is evident through the proliferation of specialised gyms, the hosting of large-scale competitions and the integration of functional training into wellness tourism.

For decades traditional sports like swimming, cycling and running have topped popularity rankings. However, in recent years a new type of fitness activity has taken over and urban gyms have taken notice.

Functional fitness focuses on exercises that mimic everyday movements, improving strength, mobility, and endurance for daily activities. Driven in part by the popularity of CrossFit, functional fitness has since evolved and now come in various formats with gyms and wellness centres nationwide dedicating spaces to functional training, equipped with modern tools to meet this growing demand.

The functional fitness community in Bangkok is centred around gyms with loyal followings and participants express a strong sense of community engagement with their gyms. The number of events and competitions have also increased in recent years with the city becoming a hub for functional fitness expos and competitions that attract enthusiasts from around the globe.

The rise of functional fitness in Thailand can be attributed to several intertwined factors. First, Thailand's established reputation as a global wellness destination has made it a magnet for tourists seeking holistic health experiences. At the same time, the demands of a fast-paced urban lifestyle, especially in cities like Bangkok, have pushed residents toward workout solutions that are both efficient and effective. Functional fitness, with its focus on practical movement and comprehensive health benefits, offers the kind of time-saving routines that busy professionals increasingly prefer.

Beyond the physical benefits, functional fitness also fosters a strong sense of community and social engagement. Group classes and fitness events create spaces for participants to connect, motivate one another, and build supportive networks, making the fitness journey not just about individual achievement but shared experiences and collective growth.



**Leading Gamified Functional Fitness Event**

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## BENEFITS

Association with REDLINE Fitness Games Bangkok 2025 offers sponsors and partners numerous benefits including:

- Image Enhancement - with a leading South East Asia functional fitness event
- Brand Exposure - raising brand awareness of products and services and association with healthy lifestyle
- Hospitality Opportunities - entertaining target audiences; internal and external
- Integrated Marketing - national media exposure
- Networking - with business leaders

Companies associating with REDLINE Fitness Games Bangkok 2025 tie in with the following values: Health; Fitness; Fun; Inspiration; Community; Aspiration; Motivation; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

## PROMOTIONAL PLAN



REDLINE Fitness Games Bangkok 2025 will be supported by a phased, high-impact marketing campaign designed to build awareness, drive registration and sustain engagement throughout the campaign period. The promotional strategy includes:

- A pre-event launch event in Bangkok to generate traditional media coverage and stakeholder engagement
- A comprehensive digital marketing campaign across Facebook, Instagram, TikTok, LINE and YouTube — combining brand storytelling, paid performance ads, influencer collaborations and user-generated content
- A brand ambassador program activating well-known local fitness personalities and micro-influencers to amplify reach and engage their communities through social media and on-ground presence
- Audience segmentation and retargeting to reach new participants while re-engaging website visitors and warm leads
- Ahead of the main event, a series of REDLINE Rumble events will be held at partner locations across the city—engaging local communities, giving first-timers a chance to try the format and building momentum
- Integration of key sponsor messaging across all communication channels to maximise brand exposure and lead generation

The campaign will remain flexible to incorporate insights from early performance data and adapt based on participant response.





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## BENEFITS

### MEDIA PARTNERSHIPS



The event is seeking media partnerships with a maximum of 10 media partners.

### PR SUPPORT



Sponsors will benefit from a multi-channel media strategy designed to maximise exposure across both digital and traditional platforms. Press releases and partner news will be distributed through REDLINE's owned channels, fitness and lifestyle media outlets and leading regional websites, with a focus on platforms that reach digitally engaged, fitness-minded consumers. Additional visibility will be generated through:

- Coverage by local and regional online publications, social media pages and event listing platforms
- Amplification via brand ambassadors, partners and participating gyms
- Live stream coverage of the event, providing sponsors with extended exposure to remote audiences and fans via REDLINE's social platforms
- Video content and post-event highlights distributed via YouTube and social reels

All sponsors, suppliers and local partners will have rights to associate with REDLINE Fitness Games Bangkok 2025 for PR and advertising activity.



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## BENEFITS

### SOCIAL MEDIA

The event runs social media activities across...

 **Facebook 1K+ Followers**  **Instagram 5,000+ Followers**  **YouTube**

The current social media metrics reflect activity and growth from the Malaysia edition of REDLINE. For the Thailand launch, we are building dedicated social channels featuring localised content, Thai-language communications and culturally relevant storytelling — all designed to drive deeper engagement and resonance with the Thai fitness community.

The strategy includes: leveraging LINE as a primary platform for community building and direct engagement; TikTok for high-reach awareness content; and Instagram and Facebook for visual storytelling, event updates and partner integration.

### EVENT MEDIA VALUE

**USD\$ 1,006,118**  
**ESTIMATED TOTAL**  
**MEDIA VALUE**

**2,388,657**  
**ESTIMATED**  
**TOTAL IMPRESSIONS**

<b>SOCIAL ADS</b> <b>Facebook &amp; Instagram</b>	192,686 IMPRESSIONS 470,500 REACH 41,300 INTERACTIONS 152,477 LINK CLICKS 5,172 FOLLOWERS	USD\$ 61,969
<b>DIGITAL ADS</b>	1,379,313 IMPRESSIONS 303,765 REACH	USD\$ 56,332
<b>WEBSITE</b>	720,000 IMPRESSIONS 3 X REDLINE branded Nissan cars	USD\$ 94,880
<b>OUT OF HOME</b>	720,000 IMPRESSIONS 3 X REDLINE branded Nissan cars	USD\$ 5,025
<b>PR &amp; MEDIA</b>	182 PR & Media Mentions Newspaper, Digital Publications, Print Media	USD\$ 787,922

Based on July 2024 Malaysia Event



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## BENEFITS

### EXPERIENTIAL MARKETING



REDLINE Fitness Games Bangkok 2025 attracts a dynamic, health-focused audience that values performance, lifestyle and shared experiences. The event offers sponsors a powerful platform to connect with a highly engaged demographic made up of fitness-conscious urbanites, high net worth individuals, socially influential gym communities and experience-driven consumers.

This audience is digitally savvy, brand-aware and motivated by personal achievement and social recognition - making REDLINE an ideal environment for activating meaningful brand engagement and product trial.

### HOSPITALITY



Sponsors will have the opportunity to engage directly with a high-value audience through a dedicated pre-event reception, hosted by the event organisers. The reception will be attended by brand ambassadors, KOLs, key figures from the fitness and wellness industry and event partners - providing an exclusive environment for networking, content creation and early-stage brand alignment with influential voices in the space.

### 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: REDLINE Fitness Games Bangkok 2025 Race Packs.







## SPONSORSHIP INVENTORIES

### CATEGORY EXCLUSIVITY & TITLE RIGHTS

	TIER 1	TIER 2	TIER 3
	TITLE SPONSOR & PRESENTING SPONSOR	CO-SPONSORS	OFFICIAL SUPPLIERS & MEDIA PARTNERS
Rights to title "[Title Sponsor Name] REDLINE Fitness Games Bangkok 2025 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] REDLINE Fitness Games Bangkok 2025 presented by [Presenting Sponsor Name] for PR and advertising use		Yes	Yes
Category Exclusivity	Yes	Yes	

### INTELLECTUAL PROPERTY RIGHTS

Right to use REDLINE Fitness Games Bangkok 2025 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
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### BRANDING RIGHTS

Double sided Advertising Banners (2m x 1m)	X 30	X 10	X 5
Logo on Official Event T-shirt	Yes		
Logo on Race Pack Collection Board	Yes	Yes	Yes
Logo on Photo Board and Welcome Board	Yes	Yes	
Logo on Stage LED Screen	Yes	Yes	Yes
Logo on Thank You Board	Yes	Yes	Yes
Logo on Start & Finish Arch	Yes	Yes	
Flag Off – Race Wave	Yes		
Right to provide prizes	Yes		

### DIGITAL & SOCIAL RIGHTS

Logo on emails, website, and all site communications including e-newsletters to database	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Social Media IG Timeline Post (1200px x 1200px)	X 5	X 2	X 1
Social Media IG Stories (16:9)	X 5	X 2	X 1
Race Guide Ad Space (210mm x 297mm)	Double page	Full page	Half page
Race Guide Opening Remarks	Yes		
KOL Co-branded Reels	Yes		
Inclusion in After Event Video	Yes Prominent	Yes	
Logo inclusion in any APP produced	Yes Prominent	Yes Less Prominent	Yes Less Prominent

### Press Conference

Logo on press conference stage backdrop	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes	Yes	

## SPONSORSHIP INVENTORIES

### MEDIA & PR RIGHTS

	TIER 1	TIER 2	TIER 3
	TITLE SPONSOR & PRESENTING SPONSOR	CO-SPONSORS	OFFICIAL SUPPLIERS & MEDIA PARTNERS
Inclusion in and exposure through PR campaign	Yes	Yes	Limited
Company profile included in media kit	Yes	Yes	
Advertising in media partner publications – size dependent on sponsorship level	Yes	Yes	Yes

### EXPERIENTIAL RIGHTS

Event Activation Zone	30 m2	12 m2	9 m2
Display space at Expo attended by 6,500 participants and spectators	60 m2	36 m2	18 m2
Expo Activation Zone	Yes		
F&B Partner Activation Zone			9 m2
Insertion of promotional material / product sample into any goody bags	Yes	Yes	Yes
Opportunity to be part of REDLINE Rumble events held at partner locations across Bangkok ahead of the main event	Yes	Yes	Yes

### HOSPITALITY, TICKETING & NETWORKING RIGHTS

Complementary race entries	X 100	X 20	X 5
20% off ticket face value	X 600		
10% off ticket face value		X 120	X 50
Accreditation passes Staff	X 20	X 10	X 5
Accreditation passes Media	20		

### MERCHANDISE RIGHTS

Right to produce joint branded merchandise with organiser approval e.g. baseball caps,. T-shirts, water bottle,	Yes	Yes	
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\* Title Sponsor will receive double the branding space of Presenting Sponsor

## INDUSTRY PARTNERS

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

### Title Rights

Rights to title (sponsor name) "Official Fitness Industry Partner REDLINE Fitness Games Bangkok 2025" for PR and advertising use.	Yes
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### Event Branding

Banner (2m x 1m) along the start / finish area	X1
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### Hospitality

Complementary race entries	X 2
10% off ticket face value	X 20



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## VENUE

### QUEEN SIRIKIT NATIONAL CONVENTION CENTER

Located in the heart of Bangkok, the Queen Sirikit National Convention Center (QSNCC) is a premier venue for international conferences, exhibitions and cultural events. The center boasts eight expansive exhibition halls, four plenary rooms, four ballrooms, and 50 meeting rooms, accommodating gatherings of all sizes.

Strategically situated beside Benjakitti Park and Lake, QSNCC provides attendees with a serene environment amidst the city's vibrant energy. The venue is directly connected to the MRT Blue Line via the Queen Sirikit National Convention Center station, facilitating easy transit from various parts of Bangkok.

Additionally, QSNCC is surrounded by numerous 4- and 5-star hotels, dining establishments, and shopping centres, offering convenience for both organisers and attendees.

### ORGANISERS

Sport Event Services International Pte., Ltd. (SESIPL) specialises in delivering strategic, operational and logistical support for mass participation events across Asia, providing expert event management and strategic consulting for marathons, triathlons, cycling races and fitness events.

With over 20 years of experience in the endurance sports and mass participation industry, founder Roman Floesser has been deeply involved in launching, managing and growing some of the region's top mass participation events, co-founding the Laguna Phuket Marathon and the sports timing company Sportstats Asia.

SESIPL has secured the multi-year license to launch and grow the REDLINE Fitness Games in Thailand. With a focus on delivering a world-class athlete experience and building a strong local community, the Thailand edition of REDLINE will play a key role in advancing the functional fitness movement in the region.







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## CONTACT

### REDLINE FITNESS GAMES BANGKOK 2025

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# FINISH



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