



ROOT THE FUTURE



ROOT THE FUTURE FESTIVAL

THAILAND'S LEADING PLANT-BASED FOOD EXPERTS

ROOT THE FUTURE 2021 / 2022

Root The Future is a new groundbreaking education platform helping individuals, brands and communities understand the positive impact that locally produced, plant-based food has on a more sustainable world.

Since its launch in May 2020, Root The Future has grown an online following of 15,000+ people - 95% of whom are based in Thailand.

Founded by Max Hellier and Joanna Broomfield, the non-profit's mission is to raise awareness about the importance of climate change and sustainability by encouraging growth in the plant-based food industry.

Through its education platform and its large-scale, community-galvanising Special Events, Root The Future enables businesses to demonstrate a strong commitment to UN Sustainable Development Goals and the future of our planet.

The Root The Future platform generates detailed analysis of the plant-based industry, aiding overseas and local businesses to launch new plant-based products in the region and interact with their target audiences.

We have a number of commercial sponsorship and partnership opportunities for businesses and individuals to get involved with Root The Future during 2021 and 2022, including: Main Partners; Official Supporters; Official Suppliers; and Official Media Partners.

QUICK FACTS WHY YOU NEED ACT NOW?

6TH
THAILAND IS THE COUNTRY
6TH MOST IMPACTED BY
CLIMATE CHANGE IN
LAST 20 YEARS

30+%
OF BANGKOK IS PREDICTED
TO ROUTINELY FLOOD AS SOON
AS 2030 AS THE GULF OF
THAILAND RISES DUE
TO MELTING SEA ICE

**HISTORIC
DROUGHT**
2019 HISTORIC DROUGHT
& SEVERE FLOODING
ARE REMINDERS THAT
WE NEED TO ACT

**ANIMAL
AGRICULTURE**
LARGER ENVIRONMENTAL
IMPACT THAN ALL
TRANSPORTATION
COMBINED

VEGAN
RESTAURANTS, CAFES,
DELIVERY SERVICES, ICE
CREAMS, DESSERTS, CHEESES
AND EVEN VEGAN OPTIONS
ON NON-VEGAN MENUS ARE
POPPING UP EVERYWHERE!

HEALTH
WE DO NOT NEED MEAT,
EGGS AND DAIRY TO BE
HEALTHY

**RICE
PRODUCTION...**
IN THE CHAO PHRAYA BASIN RISKS FALLING
SHARPLY WITHIN THE NEXT 15 YEARS DUE
TO CLIMATE CHANGE

**ENVIRONMENTAL
DEGRADATION**
FOREST FIRES, AIR POLLUTION & FLOODING
ALL INCREASE WITH RISING TEMPERATURES



ROOT THE FUTURE

THAILAND'S LEADING PLANT-BASED FOOD EXPERTS

ACTIVITY OVERVIEW

SPECIAL EVENTS PLATFORM

PLANT-BASED & SUSTAINABILITY FESTIVAL

65+ VENDORS; 8,000+ VISITORS

PLANT-BASED FOOD AWARDS

10 CATEGORIES; 3 CITIES;
12,000 VOTES

30-DAY PLANT-BASED CHALLENGE

THAI PRO ATHLETE GOES 100%
PLANT BASED FOR 30 DAYS

FREE THE SOY MILK CAMPAIGN

TO OFFER SOY MILK AT NO EXTRA
CHARGE IN CAFES

RUN THE FUTURE RUNNING CLUB

RAISING AWARENESS OF PLANT
BASED FOODS

RUN FOR CLIMATE

HALF MARATHON

PLANT BASED EDUCATION PLATFORM

MAILING LIST

6,000+ UNIQUE
SUBSCRIBERS

WEBSITE

WEEKLY NEWS ARTICLES

FOOD PHOTOGRAPHY

3 FOOD RELATED
IMAGES EACH WEEK

MY PLANT BASED KITCHEN

FEATURING FAMOUS
VEGAN CELEBRITIES

EDUCATIONAL VIDEOS

HIGHLIGHTING
SUSTAINABLE PRACTICES

BUBBLE TEA SERIES

CURRENTLY 8 EPISODES,
TOTTALLING 17,000+ VIEWS

WASTE NOT WANT NOT

VIDEOS HIGHLIGHTING
FOOD WASTE

SAVE MY FUTURE CAMPAIGN

SHOWCASING THE URGENCY
AROUND CLIMATE CHANGE

DELIVERY APP

MAKING PLANT BASED
FOOD MORE VISIBLE
AND ACCESSIBLE

FASHION & FOOD SHOOT

FEATURING SUSTAINABLE
CLOTHES & FOOD

40 UNDER 40

SHOWCASING AFFORDABLE
PLANT-BASED FOOD

LIVE VIDEOS

SPECIAL GUEST SPEAKERS
LIVE FOOD REVIEWS

VEGAN BASKET

RETAIL PROJECT WITH THE BIGGEST SELECTION OF
VEGAN PRODUCTS IN THAILAND

Organised By Root The Future Ltd.

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

www.rootthefuture.com

ROOT THE FUTURE

THAILAND'S LEADING PLANT-BASED FOOD EXPERTS PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1 - MAIN PARTNERS

Up to 6 x Main Partners supporting Root The Future and its Special Events in 2021 & 2022, including:

- Plant-Based & Sustainability Festival
- Plant-Based Food Awards
- 30-Day Plant-Based Challenge
- Free Soy Milk Campaign
- Run The Future Running Club
- Run For Climate Half-Marathon

TIER 2 - OFFICIAL SUPPORTERS

Unlimited number of Official Supporters with access and association with the Root The Future education platform and Special Events programme

TIER 3 - OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS

Up to 10 x Official Suppliers
Up to 10 x Official Media Partners



Making Plant-Based Food More Accessible

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THAILAND'S LEADING PLANT-BASED FOOD EXPERTS

PLANT BASED & SUSTAINABILITY FESTIVAL 2021 & 2022

Launched in 2020, the Plant-Based Food & Sustainability Festival is the largest in Asia.

This new annual showcase of plant-based food is next scheduled for 8th and 9th January 2022.

2 DAY
EVENT

65+ VENDORS
80% SOLD-OUT

255,000+
FACEBOOK PAGE REACH

CONTENT
FOR EVERY
VENDOR TO SHARE
ON SOCIAL MEDIA

LOCAL &
INTERNATIONAL
MEDIA COVERAGE

FREE
ENTRY

8,000+
VISITORS & INFLUENCERS FROM
ALL OVER THAILAND - 60% THAI,
40% FOREIGNERS

2.7 MILLION
ONLINE REACH DURING THE FESTIVAL
LEAD UP & AWARDS CAMPAIGN

Source: 2020 Event Data



Raising Awareness About Climate Change

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THAILAND'S LEADING PLANT-BASED FOOD EXPERTS

PLANT-BASED FOOD AWARDS 2021 & 2022

Designed to promote plant-based restaurants in Thailand and inspire non-vegan restaurants to create and advertise plant-based options.

The 2021 Awards will be announced in August 2021.

The inaugural event was held in September and October 2020, its aim to show the business benefits of attracting a growing consumer base, who are willing to spend more on sustainable products and food items.

12,000 VOTES

IN 6 WEEKS VIA ROOT
THE FUTURE WEBSITE

2.7 MILLION

ONLINE REACH DURING THE
FESTIVAL LEAD UP & AWARDS
CAMPAIGN

10 CATEGORIES

FROM ALL OVER THAILAND -
60% THAI, 40% FOREIGNERS

PRIZES

5 VOTERS RECEIVED A 5,000 THB
VOUCHER TO THE WINNING
RESTAURANTS IN THEIR CITY

10 MILLION

COMBINED REACH OF 10
PLANT-BASED CELEBRITIES WHO
HELPED PROMOTE AWARDS

3 CITIES

BANGKOK, CHIANG MAI, PHUKET

PROMOTION

15,000 SCANNABLE QR CODE DELIVERY SLIPS IN RESTAURANTS'
FOOD DELIVERIES AROUND BANGKOK, CHIANG MAI & PHUKET AND
OVER 1,000+ TABLE STANDS WERE ON DISPLAY IN RESTAURANTS

30 WINNERS

HAD THEIR BUSINESS NAME,
ADDRESS AND TELEPHONE
NUMBER PRINTED IN A FULL
PAGE DESIGN SPREAD IN THE
BANGKOK POST



Source: 2020 Event Data

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ROOT THE FUTURE

THAILAND'S LEADING PLANT-BASED FOOD EXPERTS

MAIN ACTIVITIES

30-DAY PLANT BASED CHALLENGE

A Thai pro-athlete is challenged to go plant-based for 30 days.

A must watch video show, including footage of dinner with family and friends, discussing and introducing plant-based food / lifestyle.

At the end of the campaign, the athlete will provide his / her opinion over the 30 days.

Scheduled for June 2021.

"FREE THE SOY MILK" CAMPAIGN

Root The Future campaign, to offer soymilk at no additional charge in cafes.

Most coffee shops charge the consumer more for choosing a plant-based milk option over dairy milk.

People are tired of having to pay more for the sustainable option.

"Free The Soy Milk" aims to provide consumers with a cheaper alternative to dairy milk. Educating consumers by incentivising their purchases to be more earth-friendly and sustainable.

Scheduled for November 1st 2021.

Root The Future is looking to work with a soy milk manufacturer and a local coffee-shop chain.

STARTS

1ST JULY 2021

4 X 15 MINUTE

DOCUMENTARY STYLE
VIDEOS RELEASED
WEEKLY IN THAI WITH
ENGLISH SUBTITLES

30 DAYS OF 100% PLANT- BASED MEALS

MEDICAL EFFECTS

BLOOD TESTS BEFORE
AND AFTER SHOWING
MEDICAL WORKUP TO
SEE EFFECTS OF DIET
CHANGE

FILMED INTERVIEWS

WITH NUTRITIONISTS /
HEALTH EXPERTS /
TRAINING SEQUENCE

DAILY VLOG

ATHLETE 5-MINUTE
DAILY VLOG TO
CAMERA ABOUT
THEIR PHYSICAL
AND MENTAL HEALTH



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MAIN ACTIVITIES

RUN THE FUTURE: RUNNING CLUB

Starting in May 2021, Run The Future Running Club is open to everyone - designed to grow a community of people who want to take personal action to promote plant based eating.

Initially every Tuesday and Thursday, the club will be for 1 hour in the mornings or evenings and led by the Root The Future team and a number of influencers.

Plant-based slogan t-shirts, featuring sponsor logos will be sold and provided to the influencers.

The running club is the first step towards the 'Run For Climate' Half-Marathon planned for 2022.

RUN FOR CLIMATE HALF-MARATHON 2022

Ticketed Half-Marathon event currently being planned for May 2022 in Bangkok.

Aimed at people who want spread awareness of climate change, the event is expected to attract in excess of 5,000 runners in its inaugural year.

Run For Climate Half-Marathon will be supported by a full promotional programme pre, during and post event.



Building Thailand's Plant-Based Food Industry

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MAIN ACTIVITIES

The Root The Future platform has a plethora of activity for sponsors to get involved with including:

ACTIVITY	DESCRIPTION	TIMING
MAILING LIST	Monthly email sent out to 6,000+ unique subscribers	ON-GOING
WEBSITE	Weekly thought articles released through website and social media www.rootthefuture.com	ON-GOING
FOOD PHOTOGRAPHY	3 food related images each week focusing on food innovation	ON-GOING
LIVE VIDEOS	Special guest speakers & live food reviews talking through Thailand's sustainability and plant based related news	ON-GOING
MY PLANT BASED KITCHEN	5-minute video episode that follows a famous plant-based influencer or celebrity on a tour of their kitchen; fridge, freezer, pantry and cupboards Watch Video	ON-GOING
EDUCATIONAL VIDEOS	Monthly video highlighting sustainable practices Watch Video	ON-GOING
BUBBLE TEA SERIES	Honest views of bubble tea chains around Thailand. Currently 8 episodes, totalling 17,000+ views Watch Video	ON-GOING
WASTE NOT WANT NOT	Videos highlighting the topic of food waste - new episode released every 6 weeks Watch Video	ON-GOING



Making Plant-Based Food More Accessible

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MAIN BENEFITS

BRAND EXPOSURE

The opportunity to integrate with Root The Future 2021 & 2022.

NAMING RIGHTS TO SPECIAL EVENTS
SPECIAL EVENT BRANDING
PRESENCE MARKETING

MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

Root The Future 2021 & 2022 is hot news. All Sponsors and Partners will have rights to associate with the platform and Special Event for PR and advertising activity. Sponsors and Partners can create content through: Ambassadors; Event Highlights; Promotions; and Press Conferences.

The PR campaign ensures wide coverage of projects throughout the year, featuring:

- Media engagement and editorial in business, lifestyle and food magazines
- Features on plant-based food, sustainability, climate change and the environment
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.

ADVERTISING

A media-wide advertising campaign will run throughout the year focusing on news, lifestyle, food and business publications enhanced with editorial content.

Root The Future 2021 & 2022 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, the platform and its Special Events are widely promoted across both national and local stages.

In addition to print and online coverage, direct mails, e-newsletters and the promotion of the platform's news via social media are all used to deliver messages to target audiences.





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DIGITAL & SOCIAL RIGHTS

Exposure through...

 **FACEBOOK** **10,251 Followers**
<https://www.facebook.com/rootthefuture/>

 **WEB** **6,500 Subscribers**
<https://www.rootthefuture.com/>

 **INSTAGRAM** **6,778 Followers**
<https://www.instagram.com/rootthefuture>

EXPERIENTIAL RIGHTS

Root The Future 2021 & 2022 offers a major opportunity through its projects and activities to demonstrate a strong commitment to sustainability, climate action and UN Global Goals.

HOSPITALITY & NETWORKING RIGHTS

Root The Future 2021 & 2022 offers a plethora of opportunities to entertain customers, clients and executives in Thailand. This is an excellent way to do and promote your business.

MERCHANDISING RIGHTS

We offer our Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, Root The Future 2021 & 2022 Plant Based Welcome Package.



Planting The Foundations For A More Sustainable Future

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RIGHTS INVENTORY

CATEGORY EXCLUSIVITY & TITLE RIGHTS

	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	MAIN PARTNER	OFFICIAL SUPPORTER	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Rights to title "Main Partner Root The Future" for PR and advertising use	Yes		
Naming rights to the Special Events; Plant-Based & Sustainability Festival; Plant-Based Food Awards; 30 Day Plant-Based Challenge; Free Soy Milk Campaign; Run The Future Running Club; and Run For Climate Half Marathon – for example "Plant-Based Food Awards in association with [Main Partner Names]"	Yes		
Rights to title "Official Supporter Root The Future" for PR and advertising use		Yes	
Rights to title "Official Supplier / Media Partner Root The Future" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	Yes

INTELLECTUAL PROPERTY & BRANDING RIGHTS

LOGOS & IMAGES

Right to use Root The Future Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use Special Events Composite (lock-up) Logos: Plant-Based & Sustainability Festival; Plant-Based Food Awards; 30 Day Plant-Based Challenge; Free Soy Milk Campaign; Run The Future Running Club; and Run For Climate Half Marathon - on all internal and external marketing	Yes - all Main partner Logos included in Lock up Logo		

SPECIAL EVENT BRANDING - GENERAL

Corporate logo displayed at each Special Event – size dependent on Tier level	Yes	Less Prominent	Less Prominent
Corporate logo displayed on any video screens at each Special Event	Yes	Less Prominent	Less Prominent
Logo in entrance area of Special Event – where applicable	Yes Prominent	X1 logo	X1 logo
Logo on any advertising hoardings at Special Event – where applicable	Yes	Yes	Yes
Media interview area backdrop branding – where applicable	Yes	Yes	Yes
Logo on Root The Future officials' clothing – where applicable	Yes		

RIGHTS INVENTORY

MEDIA, PROMOTION & PR RIGHTS

	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	MAIN PARTNER	OFFICIAL SUPPORTER	OFFICIAL SUPPLIERS/ MEDIA PARTNERS
Logo on platform and Special Event literature, website, stationery etc.	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Programme advertisement, if applicable	Full Page Premium Location	1/2 Page	1/4 Page
Brand name mention and logo in Root The Future platform and Special Event press information and advertisements and any marketing / sales materials	Yes	Yes	Yes
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes		

DIGITAL & SOCIAL RIGHTS

Branding on platform and Special Event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme Instagram & FB posts	Yes	Yes Less Prominent	Yes Less Prominent
Top-level logo placement on www.rootthefuture.com	Yes Prominent	Yes Less Prominent	Yes Less Prominent

EXPERIENTIAL RIGHTS

Opportunity for brand activations at Special Events – where applicable	Yes	Yes	Yes
Promotional literature / sampling at Special Events – where applicable	Yes	Yes	Yes

HOSPITALITY & NETWORKING RIGHTS

VIP tickets to all networking and Special Events – calendar tbc	12	6	3
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MERCHANDISING RIGHTS

Logo on any Root The Future merchandise produced	Yes		
Opportunity to produce your own Root The Future joint branded merchandise	Yes	Yes	Yes
Insertion of promotional material or product sample into any goodie bags	Yes	Yes	Yes



ROOT THE FUTURE

THAILAND'S LEADING PLANT-BASED FOOD EXPERTS

ORGANISERS

Root The Future was founded by Max Hellier and Joanna Broomfield. Their journey started in 2012 when they met in London. Joanna had been vegan for a couple of years and managed to win Max over with some food and facts! A few months later, they moved to Dubai and continued their prospective careers. Max in video and photo and Joanna in music and modelling with a side of vegan vlogging.

When they visited Thailand in 2016 for their honeymoon, they never left - falling in love with the food, the people and the country. Their careers slowly melded into one and they started Root The Future in 2020.

Max and Joanna live Root The Future 24 / 7 and could not imagine doing anything else.

They are passionate and excited about the plant-based and sustainability movement in Thailand.

CONTACT

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