

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

# SUPERSPORTS 10 MILE RUN 2025 THAILAND



## SUPERSPORTS 10 MILE RUN 2025 THAILAND





# SUPERSPORTS 10 MILE RUN 2025 THAILAND



## SUPERSPORTS 10 MILE RUN 2025 THAILAND

SUPERSPORTS 10 MILE RUN 2025 THAILAND is set to be the best event to date, with over 8,000 participants expected to take part at the Bangkok event.

Founded in 2013, SUPERSPORTS 10 MILE RUN 2025 THAILAND has two race distances - 10 Mile & 5 Mile - and is the only event in Thailand that measures distance in miles.

SUPERSPORTS 10 MILE RUN 2025 THAILAND will include once race in 2025.

Bangkok City Run: 16<sup>th</sup> – 18<sup>th</sup> May 2025

The event has traditionally enjoyed a strong position on the road racing calendar and is loved for its fun and relaxed atmosphere. It is a race for the whole family and is ideal for training to run longer & short distances.

## QUICK FACTS

### 1 EVENT

2 Day Expo followed by Race Day

### 1 CITY

Bangkok

### 8,000 RUNNERS

Expected including Thai & International Runners.

In 2024 approx. 10% of runners were international and 90% Thai

### TWO RACE CATEGORIES

10 Mile & 5 Mile.

In 2024 Bangkok City Run - 40% of runners participated in the 5 Mile race and 60% in the 10 Mile race

The event includes an Expo showcasing the newest products and services in the world of road racing and healthy living. A perfect opportunity for Sponsors and Partners to promote their products and services.

**Integrate your marketing with...**

SUPERSPORTS 10 MILE RUN 2025 THAILAND





## SUPERSPORTS 10 MILE RUN 2025 THAILAND



### PACKAGES

#### TIER 1

##### TITLE SPONSOR

One x Title Sponsor with naming rights to the SUPERSPORTS 10 MILE RUN 2025 THAILAND event

##### PRESENTING SPONSOR

One x Presenting Sponsor with naming rights for the SUPERSPORTS 10 MILE RUN 2025 THAILAND event

##### HOST SPONSORS (SOLD CENTRALWORLD)

One x Host Sponsor for the SUPERSPORTS 10 MILE RUN 2025 THAILAND event

#### TIER 2

##### CO-SPONSORS

Six x Co-sponsors from non-competing categories for the SUPERSPORTS 10 MILE RUN 2025 THAILAND event

#### TIER 3

##### OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to 10 x Official Suppliers providing goods & services essential for the SUPERSPORTS 10 MILE RUN 2025 THAILAND event

Up to 10 x Media Partners providing advertising and guaranteed editorial for the SUPERSPORTS 10 MILE RUN 2025 THAILAND event

### LOCAL SUPPORTER PACKAGES

##### LOCAL PARTNERS

Smaller packages for Local Partners associating with the event







COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

# SUPERSPORTS 10 MILE RUN 2025 THAILAND



## 2025 EVENT CALENDAR

RACE DATE	VENUE	HOST	EXPO
18 <sup>th</sup> May 2025	Bangkok	CentralWorld Square A-C	May 16 <sup>th</sup> – 17 <sup>th</sup>

## RACE DISTANCES & CATEGORIES

Participants run in the early morning in order to escape the heat and avoid traffic.

All participants receive a race kit with a high-quality race shirt and a participant medal. Winners in each category will receive a trophy and a money prize.

[www.supersports10mile.com](http://www.supersports10mile.com)

Event	Male	Female
10 MILE	15-29, 30-39, 40-49, 50-59, 60+	15-29, 30-39, 40-49, 50-59, 60+
5 MILE	12-39, 40+	12 – 34, 35+

## SPONSORS & PARTNERS

Sponsors & Partners of the 2024 event included...



# SUPERSPORTS 10 MILE RUN 2025 THAILAND



## ROUTES

The event is designed to suit both beginners and experienced runners alike.

The race starts and ends at CentralWorld in the centre of Bangkok.

Runners will be able to run two different distances through the streets of Bangkok with traffic diverted for participants' safety.

The 10-mile route takes runners on a fast and flat journey through the heart of Bangkok, running along Ratchadamri Road, Ratchaprarop Road, Sri Ayutthaya Road, Rama 6 Road, Phetchaburi Road, Banthat Thong Road, Rama 4 Road, Sukhumvit Road, Ploenchit Road, Rama 1 Road and back to the finish line right in front of Bangkok's iconic shopping mall, CentralWorld.

The 5-mile route takes runners along Rama 1 Road, Banthat Thong Road, Rama 4 Road, Wireless Road, Ploenchit Road, Rama 1 Road, and back to the finish line right in front of Bangkok's iconic shopping mall, CentralWorld.

\* Routes subject to change





## SUPERSPORTS 10 MILE RUN 2025 THAILAND

### CHARITY



SUPERSPORTS 10 MILE RUN 2025 THAILAND has consistently served as more than just a sporting event, embodying a commitment to charity and societal support.

The organisers will continue to do what they did in 2024, by donating a portion of the proceeds from the event to support Together Foundation for people with disabilities - creating a better life for underprivileged people.

[www.facebook.com/togethertds/](https://www.facebook.com/togethertds/)

### SUSTAINABILITY



Supersports is committed to supporting sustainability recognising that climate change is a pressing global issue affecting everyone.

In its efforts to make a positive impact, it has partnered with BMA, Chula Zero Waste and Ecocrew (Support by GIZ) to encourage our participants to use reusable cups during SUPERSPORTS 10 MILE RUN 2025 THAILAND.

This initiative aims to significantly reduce waste generated from single-use plastics, promoting environmentally-friendly practices among athletes and spectators alike. By fostering a culture of sustainability, Supersports hope to inspire others to act and contribute to a healthier planet, ensuring that sporting events not only celebrate athleticism but also champion ecological responsibility for future generations.





## SUPERSPORTS 10 MILE RUN 2025 THAILAND



### WHY GET INVOLVED?

Association with SUPERSPORTS 10 MILE RUN THAILAND 2025 offers Sponsors & Partners numerous benefits including:

#### **IMAGE ENHANCEMENT**

with running events set against spectacular Bangkok scenery

#### **BRAND EXPOSURE**

raising brand awareness of products and services and association with leading events

#### **CSR**

promoting a healthy lifestyle through running, with opportunities to enter staff teams

#### **HOSPITALITY OPPORTUNITIES**

entertaining target audiences both internal and external

#### **EXPERIENTIAL MARKETING**

exposure to over 8,000 participants – plus spectators and attendees

#### **INTEGRATED MARKETING**

world-wide media exposure

#### **NETWORKING**

with business leaders

#### **SUSTAINABILITY**

the organisers care about the environment with a huge focus on reuse

Companies associating with SUPERSPORTS 10 MILE RUN THAILAND 2025 tie in with the following values: Challenging; Diversity; Enjoyable; Exciting; Family Fun; Inclusivity; Major Event; and Professionalism.





# SUPERSPORTS 10 MILE RUN 2025 THAILAND



## BRANDING EXPOSURE

The event has many high-profile branding opportunities ensuring Sponsors & Partners have high visibility, before, during and after the event. These include:

### EVENT BRANDING

START & FINISH GATE  
DRINKING WATER AREAS  
STREET BANNERS ALONG COURSE  
ON MEDALS  
RUNNERS  
STAFF & VOLUNTEERS  
EXPO

See inventory for full details.

### MEDIA AREAS

AT PRESS AREA, PRESS  
CONFERENCES & PRESS  
INTERVIEW BACKDROPS

### EVENT PROMOTIONAL CAMPAIGN

PRESENCE IN PR CAMPAIGN AND  
PROMOTIONAL MATERIALS BOTH ON  
AND OFF LINE

### TICKET BRANDING

LOGO ON TICKETS

## RACE PHOTOGRAPHY

The event will feature sponsored race photography. When runners register they are asked for a profile photograph of themselves. During the event runners are recognised and their images are automatically sent to them as well as their family and friends.

## BROADCAST

Sponsors & Partners branding will be included in advertisements on internet streaming coverage.

Sponsors & Partners will be included in Media Partner coverage of the events, currently being finalised.



## PROMOTIONAL CAMPAIGN

### PROMOTIONAL CAMPAIGNS

The organisers will run a promotional campaign, which will include Sponsor & Partner branding. This includes print, online or social media advertisements.

The comprehensive marketing campaign covers the following hooks:

Launch  
Event Teasers  
Online Registration Launch  
Press Conference / Sponsor Announcement  
Expo  
Event Day

### MEDIA PARTNERS

SUPERSPORTS 10 MILE RUN 2025 THAILAND is seeking up to 10 media partnerships. Sponsors and Partners will be included in any coverage.

### PR SUPPORT

Sponsors & Partners can create media coverage through news PR activity. There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines. Press releases will also be issued through a variety of regional and international running web sites.



# SUPERSPORTS 10 MILE RUN 2025 THAILAND



## DIGITAL & SOCIAL PROGRAMME

SUPERSPORTS 10 MILE RUN 2025 THAILAND runs a number of social media promotions throughout the year and is a great opportunity for Sponsors & Partners to integrate their brand message.



### Facebook Page Followers

[www.facebook.com/Supersportsstore](https://www.facebook.com/Supersportsstore)

[www.facebook.com/adidasRunning](https://www.facebook.com/adidasRunning)

[www.facebook.com/centralworld](https://www.facebook.com/centralworld)

[www.facebook.com/gotorace](https://www.facebook.com/gotorace)

- 1.8M Followers
- 7.8M Followers
- 832,000 Followers
- 15,000 Followers



### Instagram Followers

[www.instagram.com/supersportsstore/](https://www.instagram.com/supersportsstore/)

- 187,000 Followers

### Digital Marketing

Electronic Direct Mailers

e-Newsletter

Websites

### Official Sites

[www.supersports10mile.com](https://www.supersports10mile.com)



## EXPERIENTIAL - EXPO

With over 8,000 participants expected, plus access to spectators, there is a great opportunity for brands to sample and distribute their products and services at the event Expo.

The Expo offers an ideal platform for Sponsors & Partners to promote their products and services through trade booths and sampling activity.

## HOSPITALITY

SUPERSPORTS 10 MILE RUN 2025 THAILAND offers a plethora of fantastic opportunities to entertain customers, clients and executives.

Sponsors & Partners will have a number of opportunities to entertain their guest through bespoke packages - an excellent way to do and promote your business.

## MERCHANDISING

SUPERSPORTS 10 MILE RUN 2025 THAILAND offers Sponsors & Partners the opportunity to produce joint branded merchandise. This could be used as give-away through media and presence marketing promotions. For example: SUPERSPORTS 10 MILE RUN 2025 THAILAND Goodie Bags.





# SUPERSPORTS 10 MILE RUN 2025 THAILAND



INVENTORY	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR PRESENTING SPONSOR AVAILABLE HOST SPONSOR SOLD	TIER 2 CO-SPONSORS PACKAGES AVAILABLE	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS PACKAGES AVAILABLE
SUPERSPORTS 10 MILE RUN 2025 THAILAND			
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title for advertising & PR use: "[Title Sponsor Name] SUPERSPORTS 10 MILE RUN 2025 THAILAND presented by [Presenting Sponsor Name] at CentralWorld"	Yes		
Right to title for advertising & PR use: [Co-sponsor Name] "Official Co-sponsor [Title Sponsor Name] SUPERSPORTS 10 MILE RUN 2025 THAILAND presented by [Presenting Sponsor Name] at CentralWorld"		Yes	
Right to title for advertising & PR use: [Official Supplier / Official Media Partner Name] "Official Supplier / Official Media Partner [Title Sponsor Name] SUPERSPORTS 10 MILE RUN 2025 THAILAND presented by [Presenting Sponsor Name] at CentralWorld"			Yes
Category Exclusivity – for example right to market themselves as Official Energy Drinks Partner of the event and sole provider of energy drinks the event		Yes	Yes (No exclusivity for media)
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGOS & IMAGES			
Right to use a "[Title Sponsor Name] SUPERSPORTS 10 MILE RUN 2025 THAILAND presented by [Presenting Sponsor Name] at CentralWorld" Composite (lock-up) Logo on all internal and external marketing	Official Presenting Sponsor Logo	Official Co-sponsor Logo	Official Supplier/Media Partner Logo
Branding areas allocated as follows: 50% shared between Tier 1; 40% shared between Tier 2; 10% shared between Tier 3			
BRANDING - EVENT			
Logo on Start Gate	Left & Right Top Column	Left & Right Middle Column	
Logo on Finish Gate	Left & Right Top Column	Left & Right Middle Column	
Display the logo on the banner at the drinking water services	Yes	Yes	Exclusive for Official Supplier
Logos on Stage Backdrop	Dominant	Yes	Yes
Street Banners some along Start Straight / Finish Straight	Yes Prominent	Less Prominent	Less Prominent
Advertising Boards throughout race course (200m to go signage)	Yes Prominent	Less Prominent	Less Prominent
Branding Banners throughout race course (kilometer / mile signage)	Yes Prominent	Less Prominent	Less Prominent
Logo on Finish Line Tape	Yes		
BRANDING – OTHER			
Activities in race	Yes	Yes	
Right to appear on stage for race start	Yes		

INVENTORY	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR PRESENTING SPONSOR AVAILABLE HOST SPONSOR SOLD	TIER 2 CO-SPONSORS PACKAGES AVAILABLE	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS PACKAGES AVAILABLE
Verbal mentioning of sponsor name during race by MC	X 50	X 20	X10
Logo on tickets	Yes		
BRANDING - MEDALS & T-SHIRTS			
Logo on Finisher T-Shirt & Finisher Medal	Yes		
BROADCAST RIGHTS			
Inclusion in Media Partner coverage	Yes Prominent	Less Prominent	Less Prominent
Press Conference - Logo on Stage Backdrop for TV / media interviews	Yes Prominent	Less Prominent	Less Prominent
Branding / Advertisements as part of any internet stream (e.g. Livestream feed)	Yes Prominent	Less Prominent	Less Prominent
Promotions as part of internet stream coverage	Yes Prominent	Less Prominent	Less Prominent
PROMOTIONAL RIGHTS			
Right to use / promote "[Title Sponsor Name] SUPERSPORTS 10 MILE RUN 2025 THAILAND presented by [Presenting Sponsor Name] at CentralWorld" association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any organiser run / led print, online or social media advertisements or PR activity to promote "[Title Sponsor Name] SUPERSPORTS 10 MILE RUN 2025 THAILAND presented by [Presenting Sponsor Name] at CentralWorld" produced by the organisers	Yes	Yes	Yes
A press conference to launch the Sponsorship	Yes	Yes	
Inclusion in promotional campaign – level dependent on tier	Yes Prominent	Less Prominent	Less Prominent
DIGITAL & SOCIAL RIGHTS			
Branding on "[Title Sponsor Name] SUPERSPORTS 10 MILE RUN 2025 THAILAND presented by [Presenting Sponsor Name] at CentralWorld" website, social sites and all site communications including e-newsletters	Yes Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including access to FB	Yes	Yes	
Logo inclusion in - FB follow me	Yes Prominent	Less Prominent	Less Prominent
Logo inclusion in - e-Slip (Race result); e-Certificate; and Runner Photos	Yes		
EXPERIENTIAL RIGHTS			
Booth at Expo	36 sqm. (6m x 6m)	16 sqm. (4m x 4m)	9 sqm. (3m x 3m)
Sampling	Yes	Yes	Yes
HOSPITALITY & TICKETING RIGHTS			
VIP Passes to event	X 10	X 5	X 2
Free race entry for promotional purposes	X 50	X 20	X 10
Right to purchase race entry tickets to event for promotional use	X 10	X 5	X 2
MERCHANDISING RIGHTS			
Opportunity to produce joint branded merchandise. Logos on specially produced "[Title Sponsor Name] SUPERSPORTS 10 MILE RUN 2025 THAILAND presented by [Presenting Sponsor Name] at CentralWorld" merchandise	Additional	Additional	Additional





## SUPERSPORTS 10 MILE RUN 2025 THAILAND



### SUPERSPORTS



[www.supersports.co.th](http://www.supersports.co.th)

CRC Sports Co., Ltd is the holding company for the largest Sports Retailer and Distributor in Thailand and Vietnam. It was founded in 1997 initially as Supersports, and over time has developed partnerships with some of the most iconic sports brand names.

There are 92 Supersports stores across Thailand, and over a hundred franchise stores and small format multibrand stores.

The flagship Supersports stores are located in CentralWorld Bangkok and Central Chidlom.

### CENTRALWORLD

centralwOrld

[www.centralworld.co.th](http://www.centralworld.co.th)

CentralWorld is a shopping plaza and complex in Bangkok - the eleventh largest shopping complex in the world. The complex, which includes a hotel and office tower, is owned by Central Pattana. In 2006, after three years of design and renovation, CentralWorld was expanded to 550,000 m2 (5,900,000 sq ft) of shopping mall and 830,000 m2 (8,900,000 sq ft) of complex.

The shopping centre boasts more than 500 stores including local, high street as well as high-end brands along with world-class entertainment and services.

Under the concept 'central to your world', CentralWorld aspires to be more than just 'a mall', but a place where everyone comes to enjoy and celebrate life and the lifestyle one seeks through year-round activities and events which aim to excite and inspire.





## SUPERSPORTS 10 MILE RUN 2025 THAILAND



### CONTACT

#### **CRC SPORTS CO., LTD.**

Head Office  
919 / 555 Room 1-6, 10, 13 FL.  
South Tower Building  
Silom Road  
Silom, Bangrak  
Bangkok 10500  
Thailand  
[www.supersports10mile.com](http://www.supersports10mile.com)

#### **Kulticha Pruksanubai (Ling) -**

GM Marketing (Thai / English Speaking)  
email: [prkulticha@crcsports.co.th](mailto:prkulticha@crcsports.co.th)

#### **Thanachai Yoosomboon (Onk) -**

Marketing Division Manager (Thai / English Speaking)  
email: [yothanachai@crcsports.co.th](mailto:yothanachai@crcsports.co.th)

#### **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](http://www.paulpoole.co.th)

#### **Paul Poole -**

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

#### **Udomporn Phanjindawan -**

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

