

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND



Thailand's Premier Running Series



Thailand's Premier Running Series



SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND

SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND is set to be the biggest and best event to date, with over 20,000 participants expected to take part across four race events in Bangkok, Hua Hin and Chiang Mai.

Founded in 2019, SUPERSPORTS 10 MILE RUN SERIES 2024 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 SERIES 2024 THAILAND is part of a series of races that will take part across the Kingdom, including:

Bangkok (City Run)	- 26 th May 2024 - 8,000 participants
Hua Hin	- 25 th August 2024 - 4,000 participants
Bangkok (Park Run)	- 29 th September 2024 - 6,000 participants
Chiang Mai	- 1 st December 2024 - 3,000 participants

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.

The event is organised by GAA Events, a leading mass participation sport event organiser, with support from Supersports, the sports retailer.

QUICK FACTS

4 EVENTS

2 Day Expo followed by Race Day

3 CITIES

Bangkok
Hua Hin
Chiang Mai

3,000 - 8,000 RUNNERS

Expected at each event, including
Thai & International Runners
Expected To Take Part

TWO RACE CATEGORIES

10 Mile & 5 Mile

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 SERIES 2024 THAILAND



Thailand's Premier Running Series



PACKAGES

ALL EVENTS

TIER 1 – TITLE SPONSOR – ALL EVENTS (SOLD SUPERSPORTS)

One x Title Sponsor with naming rights to all four x SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND events

TIER 2 - CO-SPONSORS – ALL EVENTS

Six x Co-sponsors from non-competing categories for all four x SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND events

TIER 3 - OFFICIAL SUPPLIERS & MEDIA PARTNERS – ALL EVENTS

Up to 10 x Official Suppliers providing goods & services essential for all four x SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND events

Up to 10 x Media Partners providing advertising and guaranteed editorial for all four x SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND events

SPECIFIC EVENTS

TIER 1 – PRESENTING SPONSOR – SPECIFIC EVENTS

Up to four x Presenting Sponsors with naming rights for one or more SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND events

(3 x available. Bangkok (City Run) sold to adidas)

TIER 2 - CO-SPONSORS – SPECIFIC EVENTS

Six x Co-sponsors from non-competing categories for one or more SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND events

TIER 3 - OFFICIAL SUPPLIERS & MEDIA PARTNERS – SPECIFIC EVENTS

Up to 10 x Official Suppliers providing goods & services essential for one or more SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND events

Up to 10 x Media Partners providing advertising and guaranteed editorial for one or more SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND events

LOCAL SUPPORTER PACKAGES

LOCAL PARTNERS – SPECIFIC EVENTS

Smaller packages for Local Partners associating with one or more events

Thailand's Premier Running Series



EVENT CALENDAR

RACE DATE	VENUE	HOST	EXPO
26 th May 2024	Bangkok (City Run)	CentralWorld Square A-C, Front Space CTW	May 24 th – 25 th at Eden 3 zone, CentralWorld
25 th August	Hua Hin	Rajabhakti Park	August 23 rd – 24 th at Rajabhakti Park
29 th September	Bangkok (Park Run)	Wachirabenchathat Park (Rot Fai Park)	September 27 th – 28 th at Wachirabenchathat Park (Rot Fai Park)
1 st December	Chiang Mai	Central Festival Chiangmai	November 29 th – 30 th at Promotion 3, Central Festival Chiangmai

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 from adidas (Bangkok (City Run) event 26 May) and a participant medal. Winners in each category will receive a trophy and a money prize.

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 2023 event included...



centralwOrld



MedPark Hospital



true visions



Thailand's Premier Running Series



ROUTES

BANGKOK CENTRALWORLD – 26TH MAY 2024 SUPERSPORTS 10 MILE RUN SERIES THAILAND 2024 PRESENTED BY ADIDAS

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



Thailand's Premier Running Series



ROUTES

RAJABHAKTI PARK, HUA HIN – 25TH AUGUST 2024 SUPERSPORTS 10 MILE RUN SERIES THAILAND 2024

The second race event is in Hua Hin.

Both the 10-mile and 5-mile distances begin and end at the magnificent Rajabhakti Park, a tribute to the great Kings of Thailand spanning from the Sukhothai period to the present Chakri dynasty. Runners will be surrounded by the rich cultural heritage of Thailand, with statues and monuments honouring these revered monarchs.

After a journey through the park's historical treasures, the route leads onto the scenic Petchkasem Road, Hua Hin's main thoroughfare. Here, runners will enjoy stunning coastal vistas and lush landscapes, creating an unforgettable backdrop for the race.



Thailand's Premier Running Series



ROUTES

WACHIRABENCHATHAT PARK (ROT FAI PARK) – 29TH SEPTEMBER 2024 SUPERSPORTS 10 MILE RUN SERIES THAILAND 2024

Get ready for the third race event happening in Bangkok! It's all happening at Wachirabenchatat Park, also known as Rot Fai Park.

Starting and finishing at Wachirabenchatat Park, runners will enjoy a safe and scenic route amidst Bangkok's lush greenery. As the race kicks off, runners embark on a journey through Bangkok's verdant oasis, with towering trees providing shade and a refreshing breeze guiding the way.

The route then leads to Queen Sirikit Park, where a stunning array of flowers greets everyone at every turn. As runners pass through this botanical wonderland, the vibrant colors and fragrant blooms create a sensory experience unlike any other, energising all for the miles ahead.

For those tackling the 5-mile race, the course loops back to Wachirabenchatat Park, offering a chance to soak in the sights and sounds of the park once more. But for the adventurous souls taking on the 10-mile challenge, the journey continues to Chatuchak Park.

Along the way, runners will transition from park paths to city streets, navigating a road run on Kampaeng Phet Road and Phahonyothin Road. The bustling energy of Bangkok surrounds, with the rhythmic pulse of the city propelling forward.

As runners approach the finish line back at Wachirabenchatat Park, a sense of accomplishment washes over. This is a wonderful chance to conquer the course, explore Bangkok's beautiful parks, and forge unforgettable memories along the way.





ROUTES

CENTRAL FESTIVAL CHIANG MAI – 1ST DECEMBER 2024 SUPERSPORTS 10 MILE RUN SERIES THAILAND 2024

The final race of the 2024 series is set to take place in the northern city of Thailand, Chiang Mai.

Both 10-mile and 5-mile races will begin and end at CENTRAL FESTIVAL CHIANG MAI, allowing participants the opportunity to soak in the scenic landmarks of Chiang Mai. Traffic will be diverted to ensure the safety of all runners throughout the event.

The route begins at Central Festival Chiangmai and follows the road to Mae Rim-Chiang Mai-Lampang Road, heading towards San Dek Intersection. At San Dek Intersection, runners will turn left and continue Chiang Mai - Doi Saket Road. After reaching Mae Kao Sadao Intersection, runners will turn left onto Somphot Chiang Mai 700 Years Road, pass through Ruam Chok Meechai Intersection where 10-mile runner continue straight ahead, crossing Ping River and 5-mile runners turn left into highway 1001 back to the finish line.

For the 10-mile runners, at Joint Government Center Intersection, runners will turn left, using Ton Na Road, passing by the Provincial Office. Turn left at Singha Intersection, turn left again, using the road parallel to Mae Rim-Chiang Mai-Lampang Road, passing by Lanna Hospital, crossing Ping River once more, passing through Fha Ham Intersection, and heading back towards Central Festival Chiangmai.



Thailand's Premier Running Series



WHY GET INVOLVED?

Association with SUPERSPORTS 10 MILE RUN SERIES THAILAND 2024 offers Sponsors & Partners numerous benefits including:

IMAGE ENHANCEMENT

with running events set against spectacular Bangkok, Hua Hin and Chiang Mai 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 30,000 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 SERIES THAILAND 2024 tie in with the following values: Challenging; Diversity; Enjoyable; Exciting; Family Fun; Inclusivity; Major Event; and Professionalism.



Thailand's Premier Running Series



BRANDING EXPOSURE

All four events have 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 CAMPAIGNS

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

TICKET BRANDING

LOGO ON TICKETS

RACE PHOTOGRAPHY

All four events 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.



EVENT PROMOTIONAL CAMPAIGN

PROMOTIONAL CAMPAIGNS

The organisers will run a promotional campaign from February 2024, 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 SERIES 2024 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.

Thailand's Premier Running Series



DIGITAL & SOCIAL PROGRAMME

SUPERSPORTS 10 MILE RUN SERIES 2024 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

www.facebook.com/adidasRunning

www.facebook.com/centralworld

www.facebook.com/gotorace

www.facebook.com/thaidotrun

- 1.8M Followers

- 7.9M Followers

- 823,000 Followers

- 15,000 Followers

- 850,000 Followers

Digital Marketing

Electronic Direct Mailers

E-Newsletter

Websites

Official Sites

www.supersports10mile.com



EXPERIENTIAL - EXPO

With up to 3,000 - 8,000 participants expected at each of the events, plus access to spectators, there is a great opportunity for brands to sample and distribute their products and services at Expos at each event.

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

HOSPITALITY

SUPERSPORTS 10 MILE RUN SERIES 2024 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 SERIES 2024 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 SERIES 2024 THAILAND Goodie Bags.

Thailand's Premier Running Series



INVENTORY: ALL EVENTS	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR SOLD	TIER 2 CO-SPONSORS PACKAGES AVAILABLE	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS PACKAGES AVAILABLE
SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND			
CATEGORY EXCLUSIVITY & TITLE RIGHTS – ALL EVENTS			
Right to title for advertising & PR use: “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]”	Yes		
Right to title for advertising & PR use: [CO-SPONSOR NAME] “Official Co-sponsor SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]”		Yes	
Right to title for advertising & PR use: [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] “Official Supplier / Official Media Partner SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]”			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 – ALL EVENTS			
LOGOS & IMAGES			
Right to use a “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]” Composite (lock-up) Logo on all internal and external marketing.	Official Title 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		
Verbal mentioning of sponsor name during race by MC	X 50	X 20	X10
Logo on tickets	Yes		

INVENTORY: ALL EVENTS	PARTNER LEVEL		
	TIER 1 TITLE SPONSOR SOLD	TIER 2 CO-SPONSORS PACKAGES AVAILABLE	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS PACKAGES AVAILABLE
BRANDING - MEDALS & T-SHIRTS			
Logo on Finisher T-Shirt & Finisher Medal	Yes		
BROADCAST RIGHTS – ALL EVENTS			
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 – ALL EVENTS			
Right to use / promote “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]” 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 “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]” 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 – ALL EVENTS			
Branding on “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]” 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		
Verbal mentioning of sponsor name during race by MC			
Logo on tickets	Yes		
EXPERIENTIAL RIGHTS – ALL EVENTS			
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 – ALL EVENTS			
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
HOSPITALITY & TICKETING RIGHTS – ALL EVENTS			
Opportunity to produce joint branded merchandise. Logos on specially produced “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]” merchandise	Additional	Additional	Additional

Thailand's Premier Running Series



INVENTORY: SPECIFIC EVENTS	PARTNER LEVEL		
	TIER 1 PRESENTING SPONSOR 3 X AVAILABLE	TIER 2 CO-SPONSORS PACKAGES AVAILABLE	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS PACKAGES AVAILABLE
SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND			
CATEGORY EXCLUSIVITY & TITLE RIGHTS – SPECIFIC EVENTS			
Right to title for advertising & PR use: “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name] BANGKOK 26TH MAY” – using Bangkok event as an example	Yes		
Right to title for advertising & PR use: [CO-SPONSOR NAME] “Official Co-sponsor SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name] BANGKOK 26th MAY” – using Bangkok event as an example		Yes	
Right to title for advertising & PR use: [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] “Official Supplier / Official Media Partner SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name] BANGKOK 26th MAY” – using Bangkok event as an example			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 – SPECIFIC EVENTS			
LOGOS & IMAGES			
Right to use a “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]” Composite (lock-up) Logo on all internal and external marketing.	Official Presenting & Host 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		
Verbal mentioning of sponsor name during race by MC	X 50	X 20	X10
Logo on tickets	Yes		

INVENTORY: SPECIFIC EVENTS	PARTNER LEVEL		
	TIER 1 PRESENTING SPONSOR 3 X AVAILABLE	TIER 2 CO-SPONSORS PACKAGES AVAILABLE	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS PACKAGES AVAILABLE
BRANDING - MEDALS & T-SHIRTS			
Logo on Finisher T-Shirt & Finisher Medal	Yes		
BROADCAST RIGHTS – SPECIFIC EVENTS			
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 – SPECIFIC EVENTS			
Right to use / promote “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name] BANGKOK 26TH MAY” association in all promotional campaigns covering any PR and advertising – using Bangkok event as an example	Yes	Yes	Yes
Logo inclusion in any organiser run / led print, online or social media advertisements or PR activity to promote “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name] BANGKOK 26TH MAY” produced by the organisers – using Bangkok event as an example	Yes	Yes	Yes
A press conference to launch the Sponsorship	Yes	Yes	
Inclusion in promotional campaign – level dependent on tier Inclusion in promotional campaign – level dependent on tier	Yes Prominent	Less Prominent	Less Prominent
EXPERIENTIAL RIGHTS – SPECIFIC EVENTS			
Booth at Expo	36 sqm. (6m x 6m)	16 sqm. (4m x 4m)	9 sqm. (3m x 3m)
Sampling	Yes Prominent	Less Prominent	Less Prominent
HOSPITALITY & TICKETING RIGHTS – SPECIFIC EVENTS			
VIP Passes to event	X 10	X 5	X 10
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 10
MERCHANDISING RIGHTS – SPECIFIC EVENTS			
Opportunity to produce joint branded merchandise. Logos on specially produced “SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name]” merchandise	Additional	Additional	Additional

Thailand's Premier Running Series



LOCAL PARTNER PACKAGES

RIGHTS	DETAILS
Title	Right to title for advertising & PR use: "[LOCAL PARTNER NAME] Local Partner SUPERSPORTS 10 MILE RUN SERIES 2024 THAILAND presented by [Presenting Sponsor Name] BANGKOK 26 TH MAY" – using Bangkok event as an example
Digital	Branding on website, social sites and all site communications including e-newsletters – event specific
Experiential	9m ² area to promote your brand at Expo Sampling, Sales of Products & Services
Hospitality & Ticketing	VIP Passes to event x 2 Free Race entry for promotional purposes x 5



Thailand's Premier Running Series



ORGANISERS



www.gaa-events.com

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.

Go To Race is GAA Events platform for online registration of sport events all over Asia offering safe, quick and easy online registration for numerous events in Asia.

SUPERSPORTS



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 80 Supersports Stores across Thailand, and over a hundred franchise stores and small format multi brand stores.

The flagship Supersports store is located in CentralWorld Bangkok, and Central Plaza Westgate in Bang Yai.

CENTRALWORLD

centralwOrld

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.



Thailand's Premier Running Series



CONTACT

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

Udomporn Phanjindawan -

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

CRC SPORTS CO., LTD.

Head Office
919 / 555 Room 1-6, 10, 13 FL.
South Tower Building
Silom Road
Silom, Bangrak
Bangkok 10500
Thailand
Tel.: +66 2101 7300
www.supersports10mile.com

Kulticha Pruksanubai (Ling) -

GM Marketing (Thai / English Speaking)
email: prkulticha@crcsports.co.th
Tel: +66 2101 7300 ext. 7928 / +66 8 1492 4665

Thanachai Yoosomboon (Onk) -

Marketing Division Manager (Thai / English Speaking)
email: yothanachai@crcsports.co.th
Tel: +66 8 4758 5828

