



ALL THINGS 'GARDEN' IN THE HEART OF BANGKOK



## SAMA GARDEN

Opening in Q4 2023, **SAMA GARDEN** is a unique and spectacular natural attraction offering all things 'garden' in the heart of Bangkok.

Expected to attract over one million visitors per annum, **SAMA GARDEN** is for people who love gardens and passionate plant-lovers - offering a place for everything plantation-related, where visitors can take a rest and find inspiration.

**SAMA GARDEN** is open from 9:00am to 9:00pm offering... a day scene with family lifestyle activities and educational services as well as a night scene with a hang out area, music in the park, and variable show program.

The attraction includes...

## ZONES

### SEMI - OUTDOOR

Alfresco Dinning & Edible Plants - featuring fresh herbs and farm to table menu

Plants Area - featuring 5,000+ plants

Glass House - featuring Cactus & Succulent plants

Tea Salon - with special mix teas and oriental herbs in western style

SAMA Pavilion - a 50 seat auditorium featuring an amphitheatre and a 400 sqm events area

Mom & Kids

Services Counter

Delivery Services

Non-Plants - featuring lawn care, equipment & tools, digital gardening & gadgets

Terrarium - with water plants and our fish tank

### INDOOR - CONCOURSE

Big-flower Wall

Florist Set – Bouquet, Vase

Souvenir & Gifts

Florist & Grocery Store



BE PART OF THE **SAMA GARDEN** SUCCESS...





## QUICK FACTS

**UP TO 5,500**  
VISITOR CAPACITY PER DAY

**UP TO 990**  
VISITOR CAPACITY PER HOUR

ONE MILLION VISITORS  
EXPECTED PER ANNUM

**25 - 75**  
AGE APPEAL



**5,200 WEEKEND**  
VISITORS PER DAY

**2,000 WEEKDAY**  
VISITORS PER DAY

**2- 4 HOURS**  
AVERAGE DWEELL TIME



**MONTHLY EVENTS**  
UNIQUE MONTHLY EVENTS, INCLUDING:  
THE FREE FARMER'S MARKET; SWAP  
MARKET; MUSIC IN THE PARK; PLANT  
SHOWS; & PHOTOGRAPHY CONTESTS.

PLUS... DELICIOUS CUISINE,  
INCLUDING EDIBLE FLOWERS!



**SEMINARS & WORKSHOPS**  
EDUCATIONAL SERVICES WITH  
PLANTS, SOIL, WATER, AS WELL  
AS SUSTAINABILITY CONCEPTS -  
ALL ENABLING FAMILIES TO SPEND  
QUALITY TIME TOGETHER



**BRANDING OPPORTUNITIES**  
NAMING RIGHTS, DIGITAL &  
STATIC - INSIDE & OUTSIDE  
BUILDING, HANGING SIGNAGE,  
DIGITAL KIOSKS & POS & LED PANEL

**PROMOTIONAL & EXPERIENTIAL**  
DIGITAL & NON-DIGITAL  
ACTIVATION, MAILINGS,  
MAJOR DISPLAY AREAS,  
**POP-UP SHOPS**

**HOSPITALITY**  
A WIDE RANGE  
OF VIP & VVIP





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## COMMERCIAL PACKAGES

**SAMA GARDEN** has developed a comprehensive commercial sponsorship and partnership marketing programme.

### TIER 1 – NAMING RIGHTS SPONSOR

One Sponsor with **SAMA GARDEN** Naming Rights

### TIER 2 – MAIN PARTNERS

Up to nine Official Main Partners of **SAMA GARDEN**

### TIER 3 – OFFICIAL SUPPLIER PARTNERS

Up to ten Official Supplier Partners of **SAMA GARDEN**

## SPONSOR & PARTNER SECTORS

**SAMA GARDEN** offers a perfect fit for businesses from many sectors, including...

Agriculture / Horticulture Supply	Beverages inc Water	Energy	Film Industry	Government – Local / National	Landscaper	Manufacturing	Plants & Planting Equipment	Technology
								Telecommunications
Airline	Beverages – Local Brand	Environment	Floristry Business	Hotels	Legal	Not For Profit / NGO	Professional Services	Ticketing
Arts industry	Consumer Electronics gadget	Fashion & Clothing	Food	Hygiene Services	Luxury	Pharmaceuticals	Recruitment	Timing
Bangkok Based Business	Credit Cards	Finance	Garden Furniture	Insurance	Logistics Online	Payments	Retail	Travel
Banking	Engineering	Financial Services	Gardening Gadgets	Investment Finance	Lifestyle	Photography	Smart Garden Automation	Utilities – Energy & Water







## HOW SAMA GARDEN CAN HELP YOUR BUSINESS?

Association with **SAMA GARDEN** offers Sponsors & Partners numerous benefits including:

### YOUR BRAND

be associated with a unique and spectacular natural attraction offering all things 'garden' in the heart of Bangkok.

### YOUR VALUES

**SAMA GARDEN** is inclusive and diverse serving a wide range of customers and has something for everyone, whatever your age, gender, family size or sexual orientation.

### YOUR CLIENTS, CUSTOMERS & STAFF

throughout the year, Sponsors & Partners will have the opportunity to engage clients, customers, and staff at **SAMA GARDEN** through activation and education programs. CSR provides opportunities to market your brand and align yourself with sustainability.

### YOUR SALES

tap into the **SAMA GARDEN** commercial family and network of contacts to help enhance your sales and B2C, B2B development through its promotional programme.

### YOUR REPUTATION

**SAMA GARDEN** provides a perfect platform for marketing activity with this new sustainable attraction in Bangkok.

## RIGHTS

**SAMA GARDEN** offers Sponsors & Partners a wide range of rights and business benefits. These rights and benefits fall into the following categories...

- Title & Image Rights
- Branding Rights
- Promotion, Advertising & PR (Editorial) Rights (including Digital & Non-Digital Content)
- Data Rights
- Hospitality & Networking
- Experiential Rights
- Merchandising Rights





## EVENTS & WORKSHOPS

### EVENTS

With a ground floor 375 SQ. M event space, **SAMA GARDEN** hosts numerous events and activities throughout the year.

First class event facilities include: 50 seat auditorium for seminars and workshops, high-end lighting, sound systems, staging, F&B services and an organisation team.

### THEMED EVENTS

Six variable themed major events throughout the year, ranging from a few days to month-long promotions.

#### OTHER EVENTS

These are supported by...

- PLANT SHOWS
- PHOTOGRAPHY CONTESTS
- EDIBLE FLOWERS!
- HIGH TEA IN RESTAURANT & CAFE
- TASTING BOOTHS
- DEMONSTRATION STAGES
- FREE SAMPLING
- PRODUCT LAUNCHES
- SEMINARS

#### OFFSITE EVENTS

- ORGANIC FARMER SITE VISITS
- EXPERT KNOWLEDGE SHARING PROGRAMME
- GOVERNMENT UNITS COLLABORATION

#### PLUS

- CORPORATE EVENTS
- PRODUCT LAUNCHES
- WEDDINGS
- CAMPING IN TOWN

#### WORKSHOPS

**SAMA GARDEN** holds a number of Workshops throughout the year, including...

- ART & CRAFTS
- SUSTAINABILITY CONCEPT WORKSHOPS
- DIY GROUP CLASSES
- FLOWER CLASSES







## STRUCTURE

### SPREAD OVER 2 FLOORS

GROUND FLOOR WITH MEZZANINE WALKWAY... COVERING 4,000 SQ. M



#### OUTSIDE

LAKE VIEW  
PROMENADE  
ALFRESCO DINING  
NURSERY

#### SECOND FLOOR

CO-WORKING SPACE  
LIBRARY

#### INSIDE

GLASS COVERED ATRIUM  
CACTUS & SUCCULENT PLANT GLASS HOUSE  
EVENT SPACE  
CAFÉ / TEA SALON  
RESTAURANT  
SHOP

#### PET ZONE

PET SHOP & PET WELLNESS

## LOCATION



**SAMA GARDEN** is part of the BITEC BURI complex, which includes BITEC Live and BEAT Active.

Perfectly situated in the heart of Bangkok close to Debaratna Road and Sukhumvit Road, amidst the City's numerous attractions, world-class restaurants, famous entertainment areas and the region's finest 5-star hotels.

Just 14km from Suvarnabhumi International Airport and 160 metres from BTS Bangna station on the city's fast and efficient Skyline, sky train system.

This location is unsurpassed for convenience and ease of access.





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## SAMA GARDEN VISITORS

### DEMOGRAPHICS

	PLANT LOVER	SENIOR	FAMILY	SOCIAL LIFE
AGE	29-35	60-75	30-40	25-35
GENDER	M	M or F	M or F	F
INCOME	30,000+	10,000	30,000+	15,000+
FAMILY INCOME	50,000+	30,000	80,000+	
REASON TO VISIT	Search for connection	Looking for hobbies	Family value time	Hangout

### ESTIMATED DISTANCE TRAVELED TO SAMA GARDEN

**BY CAR** UP TO 14KM **BY BTS SKY TRAIN** UP TO 30KM

Source: Apple Research







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## WHY GET INVOLVED?

### BRAND EXPOSURE

The opportunity to integrate with **SAMA GARDEN**.

### ONSITE INTERNAL SIGNAGE / BRANDING

Throughout **SAMA GARDEN** and at special events and workshops...

INDOOR STATIC SIGNAGE	INDOOR DIGITAL SIGNAGE	OUTDOOR	STAFF UNIFORMS
Hanging Signage x 7 On Walls / Tables	Information Kiosks LED signs	Screen Advertising Near Lake / Lotus Pond	Apron

### BRANDING ALLOCATION

As a guide, total branding area available to **SAMA GARDEN**

Sponsors & Partners will be allocated in the following ratios:

Tier 1 Naming Sponsor: 40%

Tier 2 Main Partners: 40% - shared between Tier 2 Main Partners

Tier 3 Official Supplier: 20% - shared between Tier 3 Official Supplier



## PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS

Inclusion in **SAMA GARDEN** digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials. This covers:

### DIGITAL & SOCIAL

Inclusion in any official social and digital media opportunities. Including **SAMA GARDEN** Facebook, Twitter, Instagram, YouTube and other digital channels.

Social plans are to target 100 Key Opinion Formers and generate up to 5.8 million social followers for **SAMA GARDEN** on Facebook, Instagram, Twitter, YouTube, Line@, and TikTok.

Over 2,000 views per day expected through **SAMA GARDEN** website.



samagardenthailand.com



samagardenth



samagarden.thaland



samagarden





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## WHY GET INVOLVED?

### PR & CONTENT

Inclusion in editorial campaign running throughout the year. The PR campaign ensures wide coverage and will feature:

- Launch PR campaign in Q4 2023 - 80+ articles expected

### PLUS

- Features on **SAMA GARDEN**
- Online campaign of editorial, blogging and social media
- International and local news channels
- Inclusion in Line API – webs Apps – Membership / Rewards / E-coupon / E-card

### ADVERTISING

- Online campaign of advertising, editorial, blogging and social media

### DATA

- Access to **SAMA GARDEN** attendee data and promotion to **SAMA GARDEN** databases
- Lines OA / EDMS campaign targeting **SAMA GARDEN** visitors

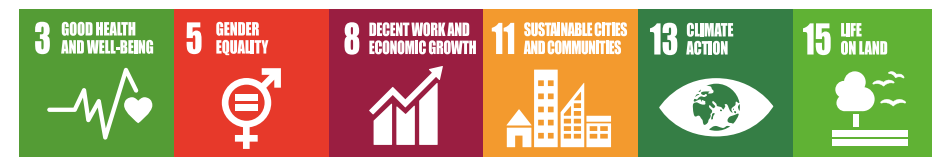
### COLLATERALS & PUBLICATIONS

- Sponsors & Partners will be included in all collaterals, where relevant – including Flyers and Brochures. Distribution 200,000

## UN GLOBAL GOALS

An association with **SAMA GARDEN** offers a platform to promote diversity and inclusion and other CSR activity, linking in with the UN Sustainable Development Goals (UN SDGs).

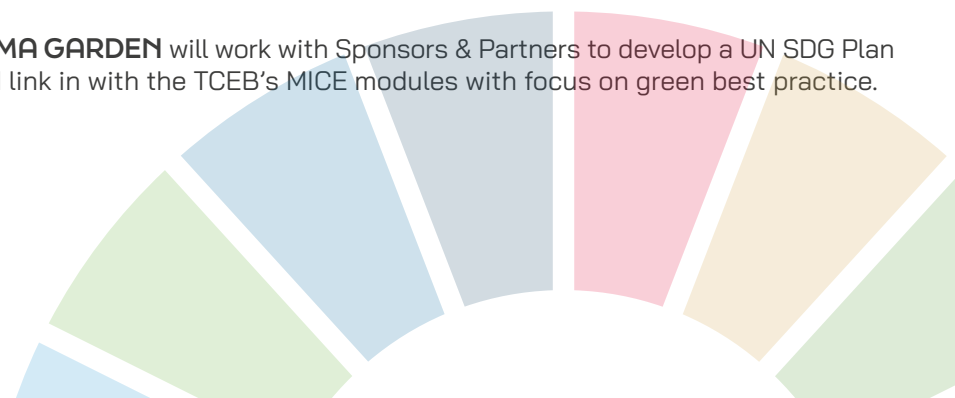
There are several SDGs that **SAMA GARDEN** naturally aligns with. These include:



For example, **SAMA GARDEN** Sponsors & Partners will have access to:

- Volunteer programmes so their employees can get involved
- A series of visits from **SAMA GARDEN** ambassadors to schools
- Use **SAMA GARDEN** key staff to inspire health and wellness in the workplace

**SAMA GARDEN** will work with Sponsors & Partners to develop a UN SDG Plan and link in with the TCEB's MICE modules with focus on green best practice.







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## WHY GET INVOLVED?

### HOSPITALITY, NETWORKING & TICKETING RIGHTS

#### HOSPITALITY AREAS

- Access to **SAMA GARDEN** private area FOR PR

#### PRIORITY ACCESS TO EVENT TICKETS

- Priority access to **SAMA GARDEN** event tickets where applicable / open to public for sale
- Logos on reverse of **SAMA GARDEN** event tickets

#### MARKETING CLUB

- Access to any **SAMA GARDEN** PROGRAM

#### OTHER SPONSORS & PARTNERS

- Access to **SAMA GARDEN** Sponsors & Partners, where applicable e.g. Hotel Partners

#### NETWORKING

- **SAMA GARDEN** branded networking line
- Access to **SAMA GARDEN** databases

#### MICE

- **SAMA GARDEN** is part of the BITEC BURI - Bangkok and Thailand's leading venue for MICE - a cutting edge venue for Thailand and the Thai capital

#### SAMA GARDEN

- Sponsors & Partners can integrate their sponsorship with a wide array of MICE opportunities at BITEC BURI

### EXPERIENTIAL RIGHTS

The following experiential rights are available to Sponsors & Partners:

- Area/s in **SAMA GARDEN** to display, promote and sell products and services
- Usage of **SAMA GARDEN** for corporate days
- Opportunity to set up Pop-up experiences
- Right to conduct venue tours
- Lobby presence e.g. brand vending machines, ATM, where relevant

### MERCHANDISING RIGHTS

We offer our Sponsors & Partners the opportunity to produce joint branded merchandise. For example, **SAMA GARDEN** Umbrellas.

### MANAGEMENT & REPORTING

Provision of account manager to manage sponsorship and provision of an annual report on sponsorship effectiveness.







## SPONSOR INVENTORIES SAMA GARDEN

	TIER 1	TIER 2	TIER 3
	NAMING SPONSOR X 1	MAIN PARTNER [ZONE NAMING RIGHTS] x 5	OFFICIAL SUPPLIER PARTNER X 10
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Right to title "[Brand Name] SAMA GARDEN" for advertising & PR use	Yes		
Right to title "Main Partner SAMA GARDEN" for advertising & PR use		Yes	
Right to title "Official Supplier SAMA GARDEN" for advertising & PR use			Yes
Opportunity to supply products or services exclusively to be used by SAMA GARDEN	Yes	Yes	Yes
Protection against Ambush Marketing, provided by SAMA GARDEN	Yes	Yes	
BRANDING & INTELLECTUAL PROPERTY RIGHTS			
LOGO & IMAGE RIGHTS			
Right to use SAMA GARDEN Composite (lock-up) Logo on all internal /external marketing	Yes	Yes	
Right to commercial use of the SAMA GARDEN content - including images, video – supplied by SAMA GARDEN	Yes	Yes	Yes
BRAND EXPOSURE – GENERAL			
Total branding area available will be allocated in the following ratios: Tier 1 Sponsor: 40% Tier 2 Main Partners: 40% - shared between Tier 2 Main Partner Tier 3 Official Supplier: 20% - shared between Tier 3 Official Supplier	Yes	Yes	Yes
BRAND EXPOSURE: ONSITE (INTERNAL) SIGNAGE INSIDE BUILDINGS & SPACES - INCLUDES DIGITAL SCREENS			
80% : 20% split between Sponsors of SAMA GARDEN and Sponsors of Events held at SAMA GARDEN			
AROUND BUILDING – Indoor Static Signage - Hanging Signage x 7 On Walls / Tables Indoor Digital Signage - Information Kiosks, LED signs Outdoor - Screen advertising near Lake / Lotus Pond	Yes	Yes	Yes
SAMA GARDEN On Site Events	Yes	Yes	
SAMA GARDEN Poster Sites – Directory Poster Sign, Restrooms	Yes	Yes	Yes
SAMA GARDEN Car Park branding	Yes		
SAMA GARDEN Staff Uniforms	Yes		
SAMA GARDEN websites (either developed of to be developed)	Yes	Yes	Yes
Logo presence at SAMA GARDEN Main Press Centre and other Media specific venues	Yes	Yes	
Logo on SAMA GARDEN interview media backdrop boards – all interviews to take place in front of media backdrop boards	Yes	Yes	
Rights to hold own SAMA GARDEN related Press Conferences	Yes	Yes	





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	TIER 1	TIER 2	TIER 3
	NAMING SPONSOR X 1	MAIN PARTNER [ZONE NAMING RIGHTS] x 5	OFFICIAL SUPPLIER PARTNER X 10
PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL & NON-DIGITAL CONTENT)			
Inclusion in SAMA GARDEN digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials e.g. Flyers, Brochures	Yes 50%	Yes Share of 50%	
Inclusion in any official social and digital media opportunities. Including SAMA GARDEN Facebook, Twitter, Instagram, YouTube and other digital channels	Yes	Yes	
Inclusion SAMA GARDEN PR / Editorial Campaigns running throughout the year	Yes	Yes	
Logo on SAMA GARDEN Event Tickets (reverse)	Yes	Yes	
DATA RIGHTS			
Access to SAMA GARDEN attendee data and promotion to SAMA GARDEN databases	Yes	Yes	
Inclusion in SAMA GARDEN e Newsletter mailings	Yes	Yes	
EDMs to SAMA GARDEN database – estimated 200,000 annually	Yes	Yes	
HOSPITALITY, NETWORKING & TICKETING RIGHTS			
Access to SAMA GARDEN private area / suite / box – any VIP Hospitality	Yes	Yes	
Access to any SAMA GARDEN Marketing Club	Yes	Yes	
Priority Access to SAMA GARDEN Event tickets where applicable / open to public for sale	Yes	Yes	
Access to SAMA GARDEN Sponsors & Partners, where applicable e.g. Hotel Partners	Yes	Yes	
SAMA GARDEN branded Networking Line/ access to SAMA GARDEN database	Yes	Yes	
EXPERIENTIAL RIGHTS			
Area in SAMA GARDEN for Sponsors to display, promote and sell products and services	Yes	Yes	
Usage of SAMA GARDEN event space for corporate days	Yes	Yes	
Right to conduct venue tours	Yes	Yes	
Lobby presence e.g. brand vending machine, ATM, etc, where relevant	Yes	Yes	Yes
Pop-Up Experience – opportunity to set up. To be agreed with SAMA GARDEN at Sponsor's cost	Yes	Yes	
MERCHANDISING RIGHTS			
Right to produce joint branded SAMA GARDEN premium merchandise / souvenirs	Yes		
ACCOUNT MANAGEMENT & REPORTING RIGHTS			
Provision of account manager to manage sponsorship	Yes	Yes	
Annual report on sponsorship effectiveness	Yes	Yes	



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## BHIRAJ BURI GROUP

**SAMA GARDEN** is a member of BHIRAJ BURI Group, with over 30 years of success in office building, exhibition, event venues and convention centres.

BHIRAJ BURI Group properties are distinguished by contemporary architectural excellence whilst addressing the sustainable growth of the community and landscape.

## CONTACT

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