

TRI-FACTOR

SWIM / BIKE / RUN SERIES™

ASIA'S BIGGEST TRIATHLON SERIES

TRI-FACTOR SERIES – ASIAN CHAMPIONSHIP 2016 / 2017 **CHINA, HONG KONG, INDONESIA, JAPAN, KOREA, MALAYSIA, PHILIPPINES, SINGAPORE, THAILAND, VIETNAM**

TRI-Factor Series - Asian Championship 2016 / 2017 is a 4-leg mass participation sports series comprising individual swim, bike and run events and a finale triathlon in a number of countries throughout Asia.

Participants can take part in one or more events giving them the opportunity to swim, bike or run or do all three! - a revolutionary new triathlon concept, which makes it possible for athletes in various disciplines to complete a triathlon.

Founded in Singapore in 2009, the series will expand into China, Indonesia and Thailand in 2016 and other Asian markets in 2017 including Hong Kong, Japan, Korea, Malaysia, Philippines and Vietnam.

Organised by sports event specialist, Orange Room, the TRI-Factor Series - Asian Championship attracted over 11,000 participants across all 4 events in 2015 from countries including China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Philippines, Singapore, Taiwan, Thailand and Vietnam. Over 45,000 are expected to participate in 2016 events throughout Asia.

Each Series comprises one, two, three or four events in each country:

- TRI-Factor Swim
- TRI-Factor Swim & AquaRun Challenge
- TRI-Factor Bike
- TRI-Factor Bike & CycleRun Challenge
- TRI-Factor Run
- TRI-Factor Run & RunSwim Challenge
- TRI-Factor Triathlon
- TRI-Factor Triathlon Extended

BE PART OF THE TRI-FACTOR SERIES - ASIAN CHAMPIONSHIP 2016 / 2017 EXPERIENCE
BECOME A COMMERCIAL PARTNER



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PACKAGES

TRI-FACTOR SERIES ASIAN - CHAMPIONSHIP 2016 / 2017

Event & Country & Flexibility

Availability permitting, we are offering sponsorship packages for one or more of the 4 events in each Series in one or more countries and can build bespoke packages across a number of geographies in Asia.

TIER 1 - TITLE SPONSORS

Title Sponsors with naming rights to ALL four events in each Series in ALL countries

TIER 2 - TITLE SPONSORS

Title Sponsors with naming rights to ALL four events in each Series in one or more countries

TIER 3 - PRESENTING SPONSORS

Presenting Sponsors for ALL of the four events in each Series in one or more countries

TIER 4 - PRESENTING SPONSORS

Presenting Sponsors for one or more of the four events in each Series in one or more countries

TIER 5 - CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

Co-sponsors from non-competing categories
Official Suppliers providing essential goods & services
Media Partners



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WHY GET INVOLVED?

With the triathlon craze sweeping across Asia, the TRI-Factor Series - Asian Championship 2016 / 2017 provides a good platform for people wanting to stay fit and give the popular sport a try.

Association with TRI-Factor Series - Asian Championship 2016 / 2017 offers sponsors numerous benefits including:

Image Enhancement - supporting the emerging multi-sport movement

Brand Exposure - raising brand awareness of products and services and association with healthy lifestyle

Hospitality Opportunities - entertaining target audiences; internal and external

Integrated Marketing - year-long regional exposure via above and below the line promotional campaigns across Asia Pacific

Networking - with business leaders

Corporate Social Responsibility - be seen as a socially responsible and engaging organization

PR - year-round regional publicity exposure within traditional and social media

Social - direct brand association through a super-engaged Facebook community

Sales - showcase products and services to thousands of participants in each race - exposure to an average of 10,000 enthusiastic participants, at each event. Align with the target audience of high spenders and influential individuals

Experiential Marketing - direct engagement opportunities across all local market activations

Regional Reach - greater regional sales opportunities & outreach to athletes across the Asia Pacific region



THE REVOLUTIONARY NEW TRIATHLON CONCEPT

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THE FOUR-STEP CONCEPT

Many people think it is impossible to complete a triathlon without mastering all three disciplines of swimming, cycling and running.

Not so, say the organizers. TRI-Factor Series - Asian Championship 2016 / 2017 is different in that it operates as a progressive race for swimmers, cyclists, runners and triathletes to compete throughout the year.

The revolutionary 4-leg series kicks off with TRI-Factor Swim (mass swimming event), followed by TRI-Factor Bike (mass cycling event), TRI-Factor Run (mass run event) and ending in a finale TRI-Factor Triathlon.

TRI-FACTOR SERIES CHAMPION

Points are awarded to each participant according to their rank in each race and the race category participated. The participant with the highest TRI-Factor points will be crowned as the TRI-Factor Series Champion in each country!

The TRI-Factor Series Champion of each category will be announced at the end of the TRI-Factor Series - Asian Championship 2017 and will walk away with fantastic prizes and the title as TRI-Factor Series - Asian Champion 2016 / 2017!



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PLANNED SCHEDULE

TRI-FACTOR SERIES - ASIAN CHAMPIONSHIP 2016

DATE	VENUE
Q2 2016	Singapore
Q2 2016	Thailand
Q3 2016	China (Shanghai/Hainan)
Q4 2016	Indonesia

* Subject to change

TRI-FACTOR SERIES - ASIAN CHAMPIONSHIP 2017

DATE	VENUE
Q1 2017	Thailand
Q2 2017	Singapore
Q2 2017	Malaysia
Q2 2017	China (Shanghai and Hainan)
Q3 2017	Tri Special Edition Japan/Korea
Q4 2017	Indonesia
Q4 2017	Hong Kong
Q4 2017	Tri Champions of Champions - Vietnam

* Subject to change



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GROW STRONGER LIVE BETTER

With the growing affluent society, the organisers believe that everyone deserves an opportunity to grow stronger and live better. Completing a triathlon can do just that!

There is a triathlon myth amongst many that it is impossible to complete a triathlon if they do not excel in all three sports.

TRI-Factor Series – Asian Championship 2016 / 2017 was inspired to break this myth, transforming mindsets from “Impossible” to “I’m Possible”.

The 4-leg progressive platform provides an opportunity for all different profile of athletes, with varying capabilities and experience to have a go in any of the four races that they are most comfortable with.

QUICK FACTS

- Fastest Growing Triathlon community with more than 45,000 participants and 11,000 super-engaged community within Asia
- TRI-Factor Series embodies “Prestige”, “Status” and “Influence”
- Revolutionary series concept providing a progressive platform for swimmers, cyclist, runners and triathletes to race throughout the year
- Inaugural TRI-Factor Series 2009 in Singapore
- Growing Popularity of Triathlon & multi-sport events within various part of Asia
- Good calendar of sporting events within the region to provide opportunities for all athletes to boost professionalism

PREVIOUS SPONSORS

- | | |
|----------------------------------|---|
| Hewlett Packard | - Title Sponsor |
| SingTel | - Title Sponsor |
| Pokka | - Title Sponsor |
| Oakley | - Official Eyewear |
| Timex | - Official Timer |
| Compressport | - Official Compression Wear |
| TYR | - Official Swim Wear |
| National Sports SG | - Official Cycling Apparel |
| Cannasia | - Official Bike & Mechanic |
| Pere Ocean | - Official Mineral Water |
| The Swimming Room Pte Ltd | - Official Swim Training Partner |
| TRI-Edge | - Official Cycling & Triathlon Training Partner |
| Pro-Tec Athletics | - Official Injury Prevention Gear |
| Kärcher | - Official Cleaning System |



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TRI-FACTOR SWIM & AQUARUN CHALLENGE

The first leg of the TRI-Factor Series is the TRI-Factor Swim & AquaRun Challenge, which will take place in Singapore in May 2016 at Tanjong Beach, Sentosa Island.

The race offers distances for all levels of participants including:

CATEGORY	AGE CATEGORY
TRI-Factor Swim: 200m (Non-competitive)	6+
TRI-Factor Swim: 200m (Competitive)	10-12 13-15
TRI-Factor Swim: 750m	13+
TRI-Factor Swim: 1500m	16+
TRI-Factor Swim: 3000m	16+
TRI-Factor Swim: 3000m Relay (4)	16+
Freshmen AquaRun Challenge (Swim/Run/Swim) 200m + 2km + 200m	13+
Sprint AquaRun Challenge (Swim/Run/Swim) 750m + 4km + 400m	16+
Sprint Relay AquaRun Challenge (Swim/Run/Swim) 750m + 4km + 400m (2-3)	16+

TRI-FACTOR BIKE & CYCLERUN CHALLENGE

The TRI-Factor Bike is a cycl-fest is the second leg of the Series and offers some great two-wheel action. The race offers distances for all levels of participants including:

CATEGORY	AGE CATEGORY
TRI-Factor Bike: 5km (Non-competitive)	6+
TRI-Factor Bike: 5km (Competitive)	10-12 13-15
TRI-Factor Bike: 21km	13+
TRI-Factor Bike: 35km	16+
TRI-Factor Bike: 56km	16+
TRI-Factor Bike: 56km Relay (4)	16+
Freshmen CycleRun Challenge (Bike/Run/Bike) 14km, + 2km + 14km	13+
Sprint CycleRun Challenge (Bike/Run/Bike) 21km + 5km + 21km	16+
Sprint Relay CycleRun Challenge (Bike/Run/Bike) 21km + 5km + 14km (2-3)	16+





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TRI-FACTOR RUN & RUNSWIM CHALLENGE

TRI-Factor Run offers distances for everyone, including:

CATEGORY	AGE CATEGORY
TRI-Factor Run: 1km (Non-competitive)	6+
TRI-Factor Run: 1km (Competitive)	10-12 13-15
TRI-Factor Run: 6km	13+
TRI-Factor Run: 12km	16+
TRI-Factor Run: 24km	16+
TRI-Factor Run: 24km Relay (4)	16+
Freshmen RunSwim Challenge (Run/Swim/Run) 3km + 200m + 3km	13+
Sprint RunSwim Challenge (Run/Swim/Run) 6km + 500m + 6km	16+
Sprint Relay RunSwim Challenge (Run/Swim/Run) 6km + 500m + 6km (2-3)	16+

TRI-FACTOR TRIATHLON

TRI-Factor Triathlon has varying levels catering to participants from all walks of life because the organisers believe that a triathlon should be accessible to all.

CATEGORY	AGE CATEGORY
TRI-Factor Triathlon: Kids / Mini 100m / 6km / 1km (Non-competitive)	6+
TRI-Factor Triathlon: Kids / Mini 100m / 6km / 1km (Competitive)	10-12 13-15
TRI-Factor Triathlon: Freshmen Distance 200m / 12km / 2km	13+
TRI-Factor Triathlon: Sprint Distance 750m / 18km / 5km	16+
TRI-Factor Triathlon: Standard Distance 1500m / 36km / 10km	16+
TRI-Factor Triathlon: Freshmen Team 200m / 12km / 2km (3 per team)	13+
TRI-Factor Triathlon: Sprint Relay 750m / 18km / 5km (2-3)	16+
TRI-Factor Triathlon: Standard Relay 1500m / 36km / 10km (2-3)	16+



ORGANISED BY ORANGE ROOM PTE LTD.
MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. – THE SPONSORSHIP EXPERTS

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PARTICIPANTS

TRI-Factor Series - Asian Championship 2016 / 2017 caters to participants from all walks of life because the organisers believe that a triathlon should be accessible to all. Participants include amateurs and professionals, youth, corporations, sports clubs and everything in between.

TRI-Factor Series - Asian Championship 2016 / 2017 is a progressive platform helping sporting enthusiasts to complete their first triathlon and is open to all from age 6 upwards.

INDIVIDUALS & TEAMS

TRI-Factor Series - Asian Championship 2016 / 2017 attracts a mixture of participants – who are Knowledgeable, Successful, Sophisticated and Affluent...

Participants include:

- Individual men & women who want to keep fit
- Youths keen on a good challenge
- Working executives who love an active lifestyle & consider themselves trendsetters
- Friends who do team sports together
- Regional Sporting Clubs

TRI-Factor Participant Profile

- Self-confident & determined
- Willing to challenge themselves on new grounds
- Looking for prestige and recognition
- Mid to high disposable income
- Well travelled

CORPORATES

The TRI-Factor Triathlon Corporate Challenge provides a platform for corporations to instill a healthy work-life balance among their employees.

In 2015 more than 80 companies were represented with Major turnouts from Hewlett Packard Singapore and NIKE.

With the ever-growing sport of Triathlon, TRI-Factor Series - Asian Championship 2016 / 2017 is ideal for corporations to reward their employees while championing the cause for a healthy lifestyle.



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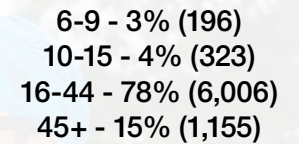
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2015 PARTICIPANTS

TOTAL REGISTRANTS



AGE



Over 20 countries represented with the top 7 countries:

- Singapore: 61%
- United Kingdom: 8.2%
- Australia: 5%
- Philippines: 4.2%
- Malaysia: 3.1%
- France: 2.3%
- United States: 2.3%



Over 20 countries represented with the top 7 countries:

- Singapore: 71%
- United Kingdom: 7%
- Australia: 4.1%
- Philippines: 4.1%
- Malaysia: 2.9%
- France: 1.9%
- United States: 1.2%



Over 20 countries represented with the top 7 countries:

- Singapore: 67%
- Malaysia: 4.8%
- United Kingdom: 4.5%
- Australia: 3.5%
- Philippines: 3.4%
- France: 1.1%
- United States: 1%



Over 20 countries represented with the top 7 countries:

- Singapore: 57%
- United Kingdom: 8%
- Australia: 4.8%
- France: 2.7%
- Philippines: 2.7%
- Malaysia: 2.3%
- United States: 1.8%

INVENTORY

TRI-FACTOR SERIES - ASIAN CHAMPIONSHIP 2016 / 2017

CATEGORY EXCLUSIVITY & TITLE RIGHTS

	PARTNER LEVEL		
	TIERS 1 & 2 TITLE SPONSOR	TIER 3 & 4 PRESENTING SPONSORS	TIER 5 CO-SPONSORS OFFICIAL SUPPLIERS MEDIA PARTNERS
Right to title for advertising & PR use - using TRI-Factor Series 2016 in Singapore as an example: [TITLE SPONSOR NAME] TRI-Factor Swim & AquaRun Challenge 2016 presented by [PRESENTING SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Bike & CycleRun Challenge 2016 presented by [PRESENTING SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Run & RunSwim Challenge 2016 presented by [PRESENTING SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Triathlon 2016 presented by [PRESENTING SPONSOR NAME]	Yes		
Right to title for advertising & PR use - using TRI-Factor Swim & AquaRun Challenge Singapore as an example: [CO-SPONSOR NAME] [TITLE SPONSOR NAME] TRI-Factor Swim & AquaRun Challenge 2016 presented by [PRESENTING SPONSOR NAME]		Yes	
Right to title for advertising & PR use - using TRI-Factor Swim & AquaRun Challenge Singapore 2016 as an example: [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] TRI-Factor Swim & AquaRun Challenge 2016 presented by [PRESENTING SPONSOR NAME]			Yes
Category Exclusivity - using TRI-Factor Swim & AquaRun Challenge Singapore 2016 as an example: Right to market themselves as Official Timing Partner for TRI-Factor Swim & AquaRun Challenge 2016 and sole provider of timing services to the event	Yes	Yes	

BRANDING & INTELLECTUAL PROPERTY RIGHTS

LOGOS & IMAGES

Right to use a Series or event Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use TRI-Factor Series image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes

BRANDING - EVENT

Logo on Start Gate/Line	Centre Top	Left & Right Top Column	Yes
Logo on Finish Gate/Line	Centre Top	Left & Right Top Column	Yes
Logos on Stage Backdrop	Dominant	Yes	Yes
For Bike & Run & Triathlon Street Banners (1.20 m x 1.50 m) some along Transition Areas, Start Straight / Finish Straight For Swim and Triathlon - Race Marker Buoys, Swim Entrance & Exit, Transition Areas	Dominant	Yes	Yes
Advertising Boards	Dominant	Yes	Yes
Branding Banners	Dominant	Yes	Yes
Verbal mentioning of sponsor name during race by MC	Yes	Yes	Yes
Logo on Officials	Dominant	Yes	

BRANDING

Any Parties	Dominant	Yes	Yes
Any Sponsor Race Expo	Dominant	Yes	Yes

BRANDING - PARTICIPANTS, MEDALS & TROPHIES

Logo on Participant T-shirt or Singlet	Yes	Yes	
Logo on Finisher Medals	Yes	Yes	
Logo on Trophies	Yes	Yes	
Logo on Tickets	Yes	Yes	
Logo on VIP, Media and Staff passes	Yes	Yes	

BROADCAST RIGHTS

Press Conference - Logo on Stage Backdrop	50%	Share 40%	Share 10%
Branding / Advertisements as part of any internet stream (for example Livestream feed)	50% of branded area	Share of 40% of branded area - no greater than 20%	Share of 10% of branded area - no greater than 5%
Promotions as part of internet stream coverage	Yes	Yes	Yes

MEDIA & PR RIGHTS

Right to use TRI-Factor Swim & AquaRun Challenge 2016 association (for example) in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote TRI-Factor Swim & AquaRun Challenge 2016 (for example) produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	

PROMOTIONAL CAMPAIGN

Inclusion in promotional campaign - level dependent on tier	Yes	Yes	Yes
Branding & joint sponsorship activation including: Sponsor engagement opportunities; Retail outlet displays; In-store displays; Shelf banners; Exhibition booths; Product promotions	Yes	Yes	Yes
Outdoor media including: Billboards and Bus Stop Advertisements - level dependent on tier	Yes	Yes	Yes
Inclusion in PR campaign - as above	Yes	Yes	Yes
Inclusion in Digital & Social Programme as below	Yes	Yes	Yes
Opportunity to be involved in Strategic Partnerships Programme	Additional	Additional	
Advertising in any Official e-race booklet produced	2 x A6	1 x A6	1 x A6

DIGITAL & SOCIAL PROGRAMME

Branding on TRI-Factor Swim & AquaRun Challenge 2016 (for example) emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts and FB online contest	Yes	Yes	
Logo inclusion in any APP produced by TRI-Factor Series	Yes Prominent	Yes Less Prominent	Yes Less Prominent

EXPERIENTIAL

Booth at TRI-Factor Swim & AquaRun Challenge 2016 (for example)	9m x 9m	6m x 6m	3m x 3m
Sampling	Yes	Yes	Yes
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Inclusion in Shopping Mall and Roadshow activity	Yes	Yes	Yes

HOSPITALITY & TICKETING

VIP Passes to event - no. dependent on Tier	Yes	Yes	Yes
Free race entry for promotional purposes	80	20	15
Tickets to event for promotional use - no. dependent on Tier	Yes	Yes	Yes

MERCHANDISING PROGRAMME

Opportunity to produce joint branded merchandise. Logos on specially produced TRI-Factor Swim & AquaRun Challenge 2016 (for example) merchandise	Additional	Additional	Additional
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PROMOTIONAL CAMPAIGN

Each event is supported by a promotional campaign, covering:

BRANDING & JOINT SPONSORSHIP ACTIVATION

- Sponsor engagement opportunities
- Retail outlet displays
- In-store displays
- Shelf banners
- Exhibition booths
- Product promotions

OUTDOOR EXPOSURE

- Billboards
- Bus Stop Advertisements

PUBLIC RELATIONS

PR opportunity for Sponsors to associate with a number of high profile events across a number of geographies. The PR campaign covers Print, Radio and Online media and includes:

- Event-centric stories
- Human-interest stories
- Regional and local media launch

Previous coverage has included:

- TV - Channel 5, Channel News Asia and Channel 8
- Printed Media - TODAY Newspaper and The Straits Times

TRI-FACTOR SERIES APP

TRI-Factor Series App will provide additional mileage for Sponsors in terms of brand awareness and sales generation. It will feature:

- Personal records and points
- TF Points leaderboard
- Special deals from sponsors for all uses
- Real time notifications on event news
- Users will be able to share event moments with the in-app photo gallery

ONLINE & SOCIAL MEDIA

Presence via Facebook, Instagram, Websites & Blogs

STRATEGIC PARTNERSHIPS

TRI-Factor Series - Asian Championship 2016 / 2017 offers a number of channels for brands to get involved with including:

- Regional Athletes Program
- Professional Athlete Clinic
- Training Clinics to engage new athletes

As well as access to: Media Partnerships and Strategic Databases

EXPERIENTIAL MARKETING

Excellent on-site branding for Sponsors products at Shopping Malls
Roving Roadshows at multiple malls, city and suburbs showcasing sponsors products

CSR ENGAGEMENT

The TRI-Factor team believes that every one deserves a chance to do what they love. "Disability is not inability"

The TRI-Factor Series has worked with many organisations to promote the sport and provide an opportunity for special needs athletes to compete in events including: Special Olympics Singapore; SportCares; and HRS Hand Cycling Association



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ORGANISERS

Headquartered in Singapore, Orange Room Pte Ltd. specialises in professional sporting events within Asia Pacific marketplace.

The board of directors is a group with diverse sporting backgrounds and a common passion in sports.

Orange Room has worked with more than 100 global and local brands within Asia Pacific and was awarded Singapore Excellence Award 2013, 2014 and Singapore Distinction Award 2015 for outstanding Performance.

The company has successfully executed more than 80 events in the last 5 years.

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