



TANN RACING CONNECT

JOIN OUR TEAM & INVEST IN THAILAND'S SUPERBIKE TALENT

TAN-RATCHADA NAKCHAROENSRI, THAILAND'S FASTEST FEMALE MOTORCYCLE RIDER

TANN RACING CONNECT 2022 - 2023

JOIN OUR SUPERBIKE TEAM

TANN RACING CONNECT, headed up by Thailand's fastest female motorcycle racer Tan-Ratchada Nakcharoensri, is seeking commercial Sponsors & Partners for its 2022 - 2023 Race Programme and Training Academy.

Tan-Ratchada became Thailand's first ever female motorcycle racer to compete at world-class level when she raced in the world's biggest championship the FIM Superbike World Championship 2019, Pirelli Thailand Round 2, in the Super Sport 600cc class.

In 2022 the team will compete in two championships covering eight race events throughout the year between March and November.

OUR REACH

TANN RACING CONNECT's reach is vast. Joining the team will help you engage a huge audience through a number of channels: B2C Marketing; B2B Marketing; Digital Promotions & Social Content.

OR BRIC SUPERBIKE CHAMPIONSHIP 2022	THE R2M THAILAND SUPERBIKE 2022
CIRCUIT CHANG INTERNATIONAL CIRCUIT, BURIRAM EVENTS X 4 TIMING - MAY - NOVEMBER SPECTATORS - 100,000+	CIRCUIT THAILAND CIRCUIT MOTORSPORT COMPLEX, NAKHORNCHAI SRI EVENTS X 4 TIMING - MARCH - SEPTEMBER SPECTATORS - 100,000+
SOCIAL MEDIA REACH TANN RATCHADA NAKCHAROENSRI & TEAM - 80,000+ CIRCUITS (BURIRAM & NAKHORNCHAI SRI) - 135,000+ FOLLOWERS CHAMPIONSHIPS (BRIC & R2M) - 120,000+ FOLLOWERS	
BROADCAST AND LIVE STREAMING OF THE EVENTS THOUSANDS REACHED ACROSS THE GLOBE THROUGH	

THE ACADEMY

TANN RACING CONNECT is also offering opportunities for Sponsors & Partners to develop Thailand's next generation of motorsport riders with plans to nurture junior athletes to participate in Championships across Asia including Japan, India, Australia and Taiwan.

TANN RACING CONNECT is seeking partners who share its long-term vision - an opportunity to be in at the beginning as they grow into one of the world's most successful Motorcycle racing teams.

MOTORCYCLE RACE EVENTS AT THAILAND'S LEADING CIRCUITS THROUGHOUT 2022 & 2023

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS
ORGANISED BY TANN RACING CONNECT - WWW.TANN-RACINGCONNECT.TEAM





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HOW CAN WE HELP YOUR BUSINESS?

- Your Brand -** be associated with a winning team and engage with thousands of fans at world class motorcycle events
- Your Values -** Speed, Endurance, Excitement, Adrenaline Rush, Racing, Competition, Technology, Engineering, Performance, Elite Sport, Festival, Equality, Youth, UN Global Goals
- Your Ambassadors -** Ambassadors for your business. Follow the riders and team journey, engage your staff, clients and customers with their story through presentations and public speaking
- Your Clients and Customers -** entertain and inspire at iconic circuits and events, and engage with competitions and VIP tickets
- Your Sales -** tap into the renowned events and enhance your sales and B2B development
- Your Staff -** inspire with riders and team member advice and leadership training, reward with ticketing
- UN Global Goals -** through equality, diversity and inclusivity TANN RACING CONNECT provides an ideal platform to support your UN Global Goals activity. Supporting Tan-Ratchada delivers against the following goals:
 SDG 3 - GOOD HEALTH & WELL BEING (PHYSICAL AND MENTAL HEALTH)
 SDG 5 - GENDER EQUALITY
 SDG 10 - REDUCED INEQUALITIES (DIVERSITY)

The paddock consists of a high number of high net worth individuals which gives the perfect opportunity to expand networks and business.

TEAM SPONSORS & PARTNERS

Current and previous Sponsors and Partners include...



FMSCT, BMW Thailand, PTT Lubricants, Pirelli, R2M Thailand Superbikes

TANN RACING CONNECT ASSOCIATIONS

THAILAND... SUPERBIKES... YOUTH... CELEBRITY...
EQUALITY... DIVERSITY... INCLUSIVITY... UN GLOBAL GOALS...
STAMINA... MOTIVATION...
INSPIRATIONAL... CONFIDENCE... FOCUSED... SELF ESTEEM...
LIFE... HEALTH... WELLNESS... SPORT...



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PACKAGES - HOW CAN YOU GET INVOLVED?

TANN RACING CONNECT has a comprehensive commercial sponsorship and partnership marketing programme, offering a number of packages, which appeal to many different levels of supporter.

In 2022, this will include the team's participation in the two superbike championships...

ALL EVENTS

TIER 1 - TANN RACING CONNECT TEAM TITLE SPONSOR - ALL EVENTS

1 x Title Sponsor with naming rights to TANN RACING CONNECT, at all race events

TIER 2 - OFFICIAL TANN RACING CONNECT TEAM PARTNERS - ALL EVENTS

6 x Official Partners from non-competing categories, at all race events

TIER 3: OFFICIAL TANN RACING CONNECT TEAM SUPPLIER PARTNERS - ALL EVENTS

Up to 10 x Official Supplier Partners from different industries providing essential supplies and support, at all race events

TIER 3: OFFICIAL TANN RACING CONNECT MEDIA PARTNERS - ALL EVENTS

Up to 10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social, at all race events

RACING EVENT SPECIFIC

TIER 1: TANN RACING CONNECT TEAM PRESENTING SPONSORS - RACING EVENT SPECIFIC

Presenting Sponsors with naming rights to TANN RACING CONNECT at one or more specific racing events

TIER 2: OFFICIAL TANN RACING CONNECT TEAM RACE PARTNERS - RACING EVENT SPECIFIC

Up to 6 x Official Race Partners from non-competing categories at one or more specific racing events

TIER 3: OFFICIAL TANN RACING CONNECT RACE TEAM SUPPLIER PARTNERS - RACING EVENT SPECIFIC

Up to 10 x Official Race Supplier Partners from different industries providing essential supplies and support at one or more specific racing events

TIER 3: OFFICIAL TANN RACING CONNECT RACE MEDIA PARTNERS - EVENT SPECIFIC

Up to 10 x Official Media Partners - providing media coverage across TV / Radio / Press / Online / Social at one or more specific racing events

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RACING SCHEDULE

TANN RACING CONNECT will compete in two championships in 2022 with more planned for 2023.

PTT BRIC SUPERBIKES 2022

Chang International Circuit Buriram

- Round 1: 6th - 8th May 2022
- Round 2: 29th - 31st July 2022
- Round 3: 2nd - 4th September 2022
- Round 4: 3rd - 6th November 2022

CHANG INTERNATIONAL CIRCUIT

Also known as Buriram International Circuit, this motorsport race track is located in Isan district, Buriram. In 2014 the circuit was certified by the FIA as an international standard track Grade 1 (FIA Grade 1), which can be used as a Formula One race track.

<https://www.bric.co.th/>



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RACING SCHEDULE

R2M THAILAND SUPERBIKE 2022

Thailand Circuit Nakhon Chai Sri

R2M Thailand Superbikes 2022 is endorsed by the Motorcycle Racing Association of Thailand (MSAT) and internationally by the International Motorcycle Federation (FIM).

Riders and teams collect points for the Thailand Championship in the FMSCT All Thailand Superbikes Championship 2022.

Round 1: 5th - 6th March 2022 - FIM International Meeting Number: TBA.
Round 2: 7th - 8th May 2022 - FIM International Meeting Number: TBA.
Round 3: 2nd - 3rd July 2022 - FIM International Meeting Number: TBA.
Round 4: 3rd - 4th September 2022 - FIM International Meeting Number: TBA.

THAILAND INTERNATIONAL CIRCUIT

The Thailand International Circuit is a motorsport complex for professional and amateur racers. The circuit boasts a full range of motorsports and event management services and is situated a short, 45 minute drive from Bangkok.

<https://r2m.asia/superbikes>

CLASS & STATUS

Each round of the Championship is packed with action and includes a number of classes.

Team Tann Connect will be racing in the Superbikes PowerGirls 1000.

PREMIER CLASS - SuperBikes 1000 / #SB1000 Technical Regulations

- R2M SuperBikes 1000 Professional SB-1000: National Championship (Ages: 18-60)
- R2M SuperBikes 1000 Master Cup: Club Championship (Ages: 40-60)

AMATEUR CLASS - SuperStock 1000 / #ST1000 Technical Regulations

- R2M SuperStocks 1000 Professional ST-1000: National Championship (Ages: 16-60)
- R2M SuperStocks 1000 Nakhornchaisri Novice Cup: Club Meeting (Ages: 18-60)

WOMEN CLASS - SuperBikes PowerGirls 1000 / #ST1000 Technical Regulations

- R2M SuperBikes 1000 PowerGirls Professional: National Championship (Ages: 16-60)

PROFESSIONAL CLASS - SuperSports 600 / #SS600 Technical Regulations

- R2M SuperSports 600 Professional SS-600: National Championship (Ages: 16-60)
- R2M SuperSport 600 Junior SS-J: National Championship (Ages: 16-23)

MOTORSPORT START-UP - SportProduction 650 / #SP650 Technical Regulations

- R2M SportProduction 650 Amateur Class: Club Meeting (Ages: 16-60)

MAINSTREAM CLASS - SportBikes 400 / #SS400 & #SP400 Technical Regulations

- R2M SportBikes Professional 400SS-1: National Championship (Ages: 15-50)
- R2M SportBikes Amateur 400SS-2: Club Meeting (Ages: 19-60)
- R2M SportBikes Amateur 400SP-2: Club Meeting (Ages: 19-60)
- R2M SportBikes Junior 400SP-J: National Championship (Ages: 14-20)
- R2M SportBikes PowerGirls Amateur 400SS: Club Meeting (Ages: 21-50)

ROOKIES CUP - SportBikes 200 / #SS200 & #SP200 Technical Regulations

- R2M SportBikes Amateur 200SS: Club Meeting (Ages: 18-40)
- R2M SportBikes Junior 200SP: Club Meeting (Ages: 13-17)
- R2M SportBikes PowerGirls Amateur 200SP Club Meeting (Ages: 13-30)

R2M Academy & GPX Junior Cup - SportBikes 200 / Controlled Technical Regulations

- GPX Junior Cup: Club Meeting, Road to FIM Future Stars (Ages: 10-15)



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RIDERS

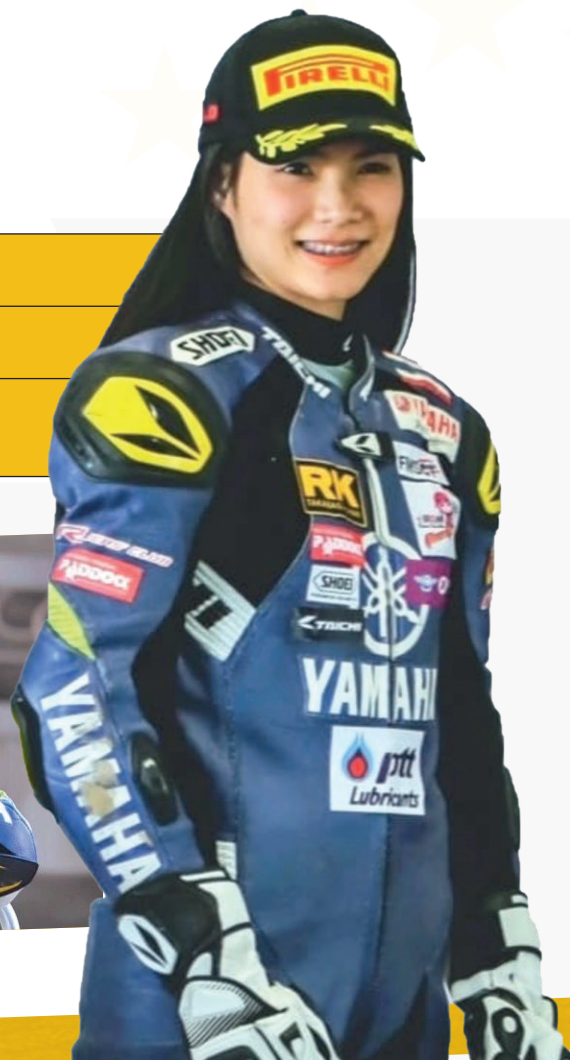
Meet the Team...

TANN-RATCHADA NAKCHAROENSRI

Thai Female Superbike Champion & Founder and Rider at TANN RACING CONNECT

**4 x R2M Superbikes PowerGirls 1000
Professional WS-1 Thailand Superbike Champion**

**Age 32
Height 169cm
Weight 52 kg**



JUNIOR TEAM

In 2022, TANN RACING CONNECT's very own Junior Team, nurtured through the TANN RACING CONNECT Academy will race in Junior's tournaments across Asia.

Details currently being finalised.



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WHY GET INVOLVED?

An association with TANN RACING CONNECT allows Sponsors and Partners the opportunity to promote their products and services in a unique setting, tapping into the emotions of the fans and creating loyalty towards the brand.

Sports sponsorship presents a positive perception for a business. Staff working for the sponsoring business develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.

Brands associating with motorsport link in to the core values, which include: team spirit, speed, technology, family fun, energy, power, stamina, motivation, sport.

Sponsors benefit from a partnership in many ways, including:

Ad BRAND EXPOSURE

The opportunity to integrate with motorsport - linking in with the TANN RACING CONNECT brand and its team and riders who serve and act as role models.

The bike and rider overalls plus all support team clothing are available for advertising banners and logos. The amount of space allocated to each business partner will reflect the level of funding provided. In general the advertising offering will be developed holistically so as to achieve an attractive cohesive design.

BIKE & RIDER BRANDING

BIKES
 RIDER SUIT
 HELMUT

EVENT BRANDING - Paddock & GRID

BANNERS / BUNTINGS / SELECTED SIGNAGE
 APPAREL – STAFF / TEAM UNIFORMS
 TEAM TRUCK
 WELCOME BOARDS IN PADDOCK HOSPITALITY AREA
 TEAM STORE
 MEDIA / PRESS CONFERENCE ROOMS BACKDROP IN PADDOCK
 MERCHANDISE E.G. POLO SHIRTS & CAPS

BROADCAST

INCLUSION IN ANY RACE BROADCAST
 OR STREAMED LIVE ACROSS THAILAND,
 THE CONTINENT & AROUND THE WORLD



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WHY GET INVOLVED?



MEDIA & PR & PROMOTIONAL CAMPAIGN

MARKETING TO A MOTORSPORT AUDIENCE

TANN RACING CONNECT provides an excellent channel for businesses to associate with and target motorsport fans through one of the world's most popular sports.

RIDERS & TEAM ACCESS

Access to Riders and Team who can give talks; give their name to campaigns; and endorse products and offer promotions.

Ambassador - to promote products and services. Tan-Ratchada Nakcharoensri is an excellent public speaker, is media trained to a high standard and has hours of TV, press & radio experience.

Events can be arranged where Tan-Ratchada can be seen in a more relaxed atmosphere than is possible at the race events. These tailored events include: attending conferences and company events; meet & greets; talks; signing autographs; and photo opportunities.

PRESS, PR & PROMOTIONS

TANN RACING CONNECT is hot news with editorial coverage including Press, TV, Online and Radio.

CONTENT ACCESS

Rights to use all TANN RACING CONNECT footage and images for marketing and promotional purposes.

PRINT

Brand exposure on all TANN RACING CONNECT printed materials and marketing collaterals – with opportunities for advertising.

PROMOTION MATERIAL

Distribution of Sponsor promotional materials at TANN RACING CONNECT functions throughout the season and display of Sponsor supplied banners.



DIGITAL & SOCIAL RIGHTS

SOCIAL & ONLINE MEDIA

Inclusion is TANN RACING CONNECT social media programme. Our reach is wide and includes:

TANN RATCHADA NAKCHAROENSRI

FACEBOOK TEAM PAGE - <https://www.facebook.com/TannRatchadaNakcharoensri/> - 52,500 FOLLOWERS

FACEBOOK PERSONAL PAGE - <https://www.facebook.com/Ratchada46/> - 15,183 FOLLOWERS

INSTAGRAM PERSONAL - https://www.instagram.com/ratchada_nakcharoensri/ - 11,300 FOLLOWERS

INSTAGRAM TEAM - <https://www.instagram.com/ratchada46/> - 1,138 FOLLOWERS

BRIC SUPERBIKE EVENT – CHANG INTERNATIONAL CIRCUIT

FACEBOOK BRIC SUPERBIKE EVENT - <https://www.facebook.com/BRICSUPERBIKE/> - 63,770 FOLLOWERS

FACEBOOK CHANG INTERNATIONAL CIRCUIT - <https://www.facebook.com/ChangCircuitOfficial/> - 123,843 FOLLOWERS

WEBSITE - <https://www.bric.co.th/>

R2M THAILAND SUPERBIKES – THAILAND CIRCUIT

FACEBOOK SUPERBIKE EVENT PAGE - <https://www.facebook.com/R2Masia/> - 54,000 FOLLOWERS

FACEBOOK THAILAND CIRCUIT PAGE - <https://www.facebook.com/ThailandCircuitNakhornchaisri/> - 10,840 FOLLOWERS

WEBSITE - <https://thailandcircuit.racing/> and <https://r2m.asia/>

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WHY GET INVOLVED?



EXPERIENTIAL MARKETING

Experiential Display Booths – within the exclusive TANN RACING CONNECT controlled areas.
Sampling of products to fans at TANN RACING CONNECT events or via online and social media.
Distribution in TANN RACING CONNECT STORE at race events.



HOSPITALITY & NETWORKING

Sponsors and Partners can use their association to entertain business audiences including customers, suppliers and employees.

TANN RACING CONNECT will make time during the weekend race events to entertain guests, show them the bike/s and explain everything that is happening. In this way, business partners and those they invite can feel closely involved in the team and share in the celebration of its success.

At every race weekend TANN RACING CONNECT offers premium trackside hospitality, tailored to client needs, which can include:

- Invitation with directions, tickets and meeting point
- Welcome from representative with overview of days activities and timetable
- Hospitality area - morning Coffee, lunch with wine, afternoon tea and all-day bar
- Guided tour Pits & Paddock / Meet and greet with race team
- Grid walks
- Rider talks
- Souvenir programmes / Grandstand seating (where applicable)



TRACK DAYS

TANN RACING CONNECT creates tailored Track Day events for clients...
At TANN RACING CONNECT'S home – Thailand International Circuit
Up to 30 client's customers, employees
Hot laps and rider experience for all guests

Typical Track Day Itinerary will cover: Registration; Scrutineering; Riders Briefing; Circuit Lapping; Lunch; Circuit Lapping; Awards, Prizes & Drinks.



OFF-TRACK DAYS

Events can be arranged where riders and bikes can be seen in a more relaxed atmosphere than is possible at the circuit.

If businesses are interested in running hospitality evenings for clients or staff at tracks, TANN RACING CONNECT would be pleased to be involved to offer advice, do demonstration laps and help in any way they can.



MERCHANDISING

The opportunity to produce joint branded merchandise e.g. polo shirts, caps, jackets, sunglasses, beer holders, etc.



OTHER PROMOTIONAL OPPORTUNITIES

TANN RACING CONNECT is pleased to discuss any other requirements of business partners to maximise exposure of products and services.

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INVENTORY OF RIGHTS – TANN RACING CONNECT ALL EVENTS

	PARTNER LEVEL		
	TIER 1 TANN RACING CONNECT TEAM TITLE SPONSOR	TIER 2 OFFICIAL TANN RACING CONNECT TEAM PARTNER	TIER 3 OFFICIAL TANN RACING CONNECT TEAM SUPPLIER PARTNER / MEDIA PARTNER
TANN RACING CONNECT 2022 – 2023 ALL EVENTS			
CATEGORY EXCLUSIVITY & TITLE RIGHTS – ALL EVENTS			
Right to title [TITLE SPONSOR NAME] TANN RACING CONNECT - for advertising & PR use	Yes		
Right to title OFFICIAL TEAM PARTNER [TITLE SPONSOR NAME] TANN RACING CONNECT - for advertising & PR use		Yes	
Right to title OFFICIAL TEAM SUPPLIER TANN RACING CONNECT - for advertising & PR use			Yes
Right to title OFFICIAL TEAM MEDIA PARTNER TANN RACING CONNECT - for advertising & PR use			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for TANN RACING CONNECT and sole provider of timing services to the team – using Timing as an example	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS – ALL EVENTS			
LOGOS & IMAGES			
Right to use a TANN RACING CONNECT Composite (lock-up) Logo on all internal and external marketing	Official Team Title Sponsor Logo	Official Team Partner Logo	Official Team Supplier / Media Partner Logo
Right to use TANN RACING CONNECT image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes
BRANDING: BIKES & RIDERS – ALL EVENTS			
Logo placements on all TANN RACING CONNECT Bikes *	40% of available branded area (32% TOTAL)	Share of 50% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%
On rider helmets and suits *	40% of available branded area (32% TOTAL)	Share of 50% of available branded area – no greater than 20%	Share of 10% of available branded area – no greater than 5%
EVENT BRANDING: PADDOCK & GRID – ALL EVENTS			
Logo on banners / bunting / selected signage	Prominent	Less Prominent	Less Prominent
Apparel - Staff / Team uniforms			
Team truck			
Welcome boards in paddock hospitality area			
Logo in and distribution of products in Team Store			
Logo on media conference rooms backdrop in paddock			
Logo on TANN RACING CONNECT merchandise e.g. polo shirts & caps			

*80% of branded area will be available for ALL EVENT Sponsors and 20% for SPECIFIC EVENT Sponsors

INVENTORY OF RIGHTS – TANN RACING CONNECT ALL EVENTS

	PARTNER LEVEL		
	TIER 1 TANN RACING CONNECT TEAM TITLE SPONSOR	TIER 2 OFFICIAL TANN RACING CONNECT TEAM PARTNER	TIER 3 OFFICIAL TANN RACING CONNECT TEAM SUPPLIER PARTNER / MEDIA PARTNER
BROADCAST – ALL EVENTS			
Inclusion in any race broadcast or streamed live across Thailand, the continent & around the world	Prominent	Less Prominent	Less Prominent
MEDIA & PR RIGHTS – ALL EVENTS			
Right to use association with TANN RACING CONNECT in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any TV, print, radio, online or social media advertisements or PR activity to promote TANN RACING CONNECT produced by the team	Prominent	Less Prominent	Less Prominent
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	
PROMOTIONAL CAMPAIGN – ALL EVENTS			
Access to team officials as well as riders to give talks; give their name to campaigns; and endorse products and offer promotions	Yes	Yes	Yes
Inclusion in team promotional campaign	Prominent	Less Prominent	Less Prominent
Brand exposure on all TANN RACING CONNECT printed materials and marketing collaterals	Prominent	Less Prominent	Less Prominent
DIGITAL & SOCIAL PROGRAMME – ALL EVENTS			
Branding on TANN RACING CONNECT emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Q&As & FB posts	Prominent	Less Prominent	Less Prominent
EXPERIENTIAL MARKETING – ALL EVENTS			
Experiential Display Booths – within exclusive TANN RACING CONNECT controlled areas	Yes	Yes	Yes
Sampling of products to fans from TANN RACING CONNECT events or via online and social media	Yes	Yes	Yes
Distribution in TANN RACING CONNECT STORE at race events	Yes	Yes	Yes
HOSPITALITY & NETWORKING – ALL EVENTS			
VIP passes to team hospitality suit	x 10	x 5	x 2
Accreditation passes	x 10	x 5	x 2
Grid walk passes	x 10	x 5	x 2
Premium hospitality – meet team, tour of paddock, be a part of the race experience	x 10	x 5	x 2
Track Days for up to 30 guests	Additional	Additional	Additional
Off-Track Days	Additional	Additional	Additional
MERCHANDISING PROGRAMME – ALL EVENTS			
Opportunity to produce joint branded merchandise	Additional	Additional	Additional

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INVENTORY OF RIGHTS – TANN RACING CONNECT SPECIFIC EVENTS

TANN RACING CONNECT 2022 – 2023 SPECIFIC EVENTS

CATEGORY EXCLUSIVITY & TITLE RIGHTS – SPECIFIC EVENTS

	TIER 1 TANN RACING CONNECT SPECIFIC EVENT TEAM PRESENT- ING SPONSOR	TIER 2 OFFICIAL TANN RACING CONNECT SPECIFIC EVENT TEAM PARTNER	TIER 3 OFFICIAL TANN RACING CONNECT SPECIFIC EVENT TEAM SUPPLIER PARTNER / SPECIFIC EVENT MEDIA PARTNER
Right to title [PRESENTING SPONSOR NAME] EVENT NAME (e.g. R2M THAILAND SUPERBIKE ROUND 1) TANN RACING CONNECT PRESENTING SPONSOR - for advertising & PR use	Yes		
Right to title OFFICIAL TEAM PARTNER EVENT NAME (e.g. R2M THAILAND SUPERBIKE ROUND 1) TANN RACING CONNECT - for advertising & PR use		Yes	
Right to title OFFICIAL TEAM SUPPLIER EVENT NAME (e.g. R2M THAILAND SUPERBIKE ROUND 1) TANN RACING CONNECT - for advertising & PR use			Yes
Right to title OFFICIAL TEAM MEDIA PARTNER EVENT NAME (e.g. R2M THAILAND SUPERBIKE ROUND 1) TANN RACING CONNECT - for advertising & PR use			Yes
Category Exclusivity – for example right to market themselves as Official Timing Partner for TANN RACING CONNECT at a Specific Event (e.g. R2M THAILAND SUPERBIKE ROUND 1) - and sole provider of timing services to the team at that specific event- using Timing as an example	Yes	Yes	Yes

BRANDING & INTELLECTUAL PROPERTY RIGHTS – SPECIFIC EVENTS

LOGOS & IMAGES

Right to use a TANN RACING CONNECT Composite (lock-up) Logo on all internal and external marketing	Official Team Title Sponsor Logo	Official Team Partner Logo	Official Team Supplier / Media Partner Logo
Right to use TANN RACING CONNECT image bank – moving and photographic images – in all internal and external marketing	Yes	Yes	Yes

BRANDING: BIKES / RIDERS – SPECIFIC EVENTS

Logo placements on all TANN RACING CONNECT Bikes *	100% of available branded area (20% TOTAL)		
On rider helmets and suits *	100% of available branded area (20% TOTAL)		

EVENT BRANDING: PADDOCK & GRID – SPECIFIC EVENTS

Logo on banners / buntings / selected signage	Prominent	Less Prominent	Less Prominent
Apparel - Staff / Team uniforms			
Team truck			
Welcome boards in paddock hospitality area			
Logo in and distribution of products in Team Store			
Logo on media conference rooms backdrop in paddock			
Logo on TANN RACING CONNECT merchandise e.g. polo shirts & caps			

*80% of branded area will be available for ALL EVENT Sponsors and 20% for SPECIFIC EVENT Sponsors

INVENTORY OF RIGHTS – TANN RACING CONNECT SPECIFIC EVENTS

BROADCAST – SPECIFIC EVENTS

Inclusion in any race broadcast or streamed live across Thailand, the continent & around the world	Prominent	Less Prominent	Less Prominent
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MEDIA & PR RIGHTS – SPECIFIC EVENTS

Right to use association with TANN RACING CONNECT in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any TV, print, radio, online or social media advertisements or PR activity to promote TANN RACING CONNECT produced by the team	Prominent	Less Prominent	Less Prominent
A press conference to launch the Sponsorship - at sponsor's own expense	Yes	Yes	

PROMOTIONAL CAMPAIGN – SPECIFIC EVENTS

Access to team officials as well as riders to give talks; give their name to campaigns; and endorse products and offer promotions	Yes	Yes	Yes
Inclusion in team promotional campaign	Prominent	Less Prominent	Less Prominent
Brand exposure on all TANN RACING CONNECT printed materials and marketing collaterals	Prominent	Less Prominent	Less Prominent

DIGITAL & SOCIAL PROGRAMME – SPECIFIC EVENTS

Branding on TANN RACING CONNECT emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Q&As & FB posts	Prominent	Less Prominent	Less Prominent

EXPERIENTIAL MARKETING – SPECIFIC EVENTS

Experiential Display Booths – within exclusive TANN RACING CONNECT controlled areas	Yes	Yes	Yes
Sampling of products to fans from TANN RACING CONNECT events or via online and social media	Yes	Yes	Yes
Distribution in TANN RACING CONNECT STORE at race events	Yes	Yes	Yes

HOSPITALITY & NETWORKING – SPECIFIC EVENTS

VIP passes to team hospitality suit	x 10	x 5	x 2
Accreditation passes	x 10	x 5	x 2
Grid walk passes	x 10	x 5	x 2
Premium hospitality – meet team, tour of paddock, be a part of the race experience	x 10	x 5	x 2
Track Days for up to 30 guests	Additional	Additional	Additional
Off-Track Days	Additional	Additional	Additional

MERCHANDISING PROGRAMME – SPECIFIC EVENTS

Opportunity to produce joint branded merchandise	Additional	Additional	Additional
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MOTORCYCLE RACE EVENTS AT THAILAND'S LEADING CIRCUITS THROUGHOUT 2022 & 2023

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TANN RACING CONNECT

JOIN OUR TEAM & INVEST IN THAILAND'S SUPERBIKE TALENT

TAN-RATCHADA NAKCHAROENSRI, THAILAND'S FASTEST FEMALE MOTORCYCLE RIDER

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