



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

MUAY THAI FIGHT SERIES THAILAND 2022

LIVE FROM BANGKOK - THE ORIGINAL FIGHT CAPITAL OF THE WORLD



WTF MUAY THAI FIGHT SERIES THAILAND 2022

Showcasing the magic of Muay Thai, the inaugural WTF MUAY THAI FIGHT SERIES THAILAND 2022 is set to take Bangkok by storm.

Featuring four weekends of magical and mesmerising Muay Thai matches between world-renowned international fighters as well as local talent across the year, the Series is billed as the highest-rated boxing TV show in Thailand with non-stop aggressive and real action.

Live from the 8,000 capacity Rajadamnern Stadium, the world-renowned Muay Thai institution, each of the four events will feature six professional fights.

Organised by WTF Media, one of Asia's largest sports fan engagement platforms WTF MUAY THAI FIGHT SERIES THAILAND 2022 will be live streamed to millions of fans through the WTF Media app.

The organisers are seeking both ALL Event Series and Event Specific commercial Sponsors and Partners.

INTEGRATE YOUR MARKETING WITH WTF MUAY THAI FIGHT SERIES THAILAND 2022



Organised by WTF Media
ONE OF ASIA'S LARGEST SPORTS FAN ENGAGEMENT PLATFORMS

www.wtfmedia.io





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WTF MUAY THAI FIGHT SERIES THAILAND 2022

QUICK FACTS & FIGURES

4 FIGHT WEEKEND EVENTS

*Spread across the weekend in
every quarter of 2022*

ACTIVITIES

*Welcome Party...
Weekend of Top Muay Thai Fight Cards...
After Party*

THE FIGHTERS...

*Starring a mixture of different level
fighters from international stars to
exciting to watch up and coming talent*

FIRST EVENT

March 2022

FEATURING

6 Fights per weekend

32,000 SPECTATORS

*8,000 at each event at the world-
renowned Rajadamnern Stadium*

LIVE STREAM

*WTF Media, one of Asia's largest
sports fan engagement platforms,
engaging millions of fans*

PLANNED TELEVISED COVERAGE

The Series is in discussions with a number of broadcasters across the globe, including: Australia, Burma, Brunei, Cambodia, Hong Kong, India, Indonesia, Japan, Laos, Malaysia, New Zealand, Philippines, Singapore, Thailand, UK & USA.

Channels include: BeIN Sports, CBS Sports, Eleven Sports Network, ESPN, Eurosport, Fox Sports, HBO, J-Sports, Sky Sports, Skynet Sports, True Sports and TVNZ Sports.

Subject to change





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PACKAGES

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with WTF MUAY THAI FIGHT SERIES THAILAND 2022...

WTF MUAY THAI FIGHT SERIES THAILAND 2022 - ALL EVENTS IN SERIES

TIER 1: TITLE SPONSOR - ALL EVENTS IN SERIES

- One Title Sponsor with naming rights to the SERIES and ALL Events

TIER 2: HOST SPONSOR & OFFICIAL PARTNERS - ALL EVENTS IN SERIES

- One Host Sponsor with hosting rights to the SERIES and ALL Events - SOLD
- Up to six Official Partners from non-competing categories for the SERIES & ALL Events

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS - ALL EVENTS IN SERIES

- Up to 10 Official Suppliers providing goods and services essential to the SERIES & ALL Events
- Up to 10 Media Partners providing advertising and guaranteed editorial essential to the SERIES & ALL Events

WTF MUAY THAI FIGHT SERIES THAILAND 2022 - SPECIFIC EVENTS IN SERIES

TIER 1: PRESENTING SPONSORS - SPECIFIC EVENTS IN SERIES

- Presenting Sponsors with naming rights to ONE or MORE Events

TIER 2: OFFICIAL PARTNERS - SPECIFIC EVENTS IN SERIES

- Up to six Official Partners from non-competing categories for ONE or MORE Events

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers providing goods and services essential to ONE or MORE Events
- Up to 10 Media Partners providing advertising and guaranteed editorial essential to ONE or MORE Events

TIER 4: FIGHT INDUSTRY PARTNERS - SPECIFIC EVENTS IN SERIES

- Packages for organisations operating in the fight industry including camps and gyms

TIER 4: ADVERTISING AND HOSPITALITY PACKAGES - SPECIFIC EVENTS IN SERIES

- Available on request

WHO SHOULD SPONSOR?

WTF MUAY THAI FIGHT SERIES THAILAND 2022 is a perfect match for businesses in the following sectors...

| | | | |
|----------------|--------------------|-----------------------|--------------------|
| Airlines | Financial Services | Professional Services | Vegan & Vegetarian |
| Alcohol | Fashion | Property | Watches |
| Apparel | Health & Fitness | Security | Web-based Services |
| Communications | Hotels | Sports Tourism | And More... |
| Energy Drinks | Insurance | Technology | |



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Marketing Support By Paul Poole
(South East Asia) Co., Ltd. - The Sponsorship Experts



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WHY GET INVOLVED?

Association with WTF MUAY THAI FIGHT SERIES THAILAND 2022 offers Sponsors and Partners numerous benefits including:



IMAGE ENHANCEMENT - with this high profile SERIES



BRAND EXPOSURE - raising brand awareness of products and services and association with these leading events



HOSPITALITY OPPORTUNITIES - entertaining target audiences both internal and external through unforgettable professional events



EXPERIENTIAL MARKETING - exposure to over 32,000 spectators - 8,000 at each, event plus millions through Live Stream



INTEGRATED MARKETING - worldwide media exposure



NETWORKING - with business leaders

Companies associating with WTF MUAY THAI FIGHT SERIES THAILAND 2022 tie in with the following values: Major Events; Excitement; Competition; Professionalism; and Action Packed Sport.

RIGHTS ON OFFER

Sponsorship packages include a range of benefits, including:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- new client acquisition
- publicity through a global marketing campaign
- access to a highly exclusive network
- promoting sponsors as industry leaders
- enhancing corporate image and brand exposure
- adding value to a brand's marketing campaign
- generating direct access to target markets

A company's participation in WTF MUAY THAI FIGHT SERIES THAILAND 2022 not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as an industry leader.





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THE SERIES

VENUE - RAJADAMNERN STADIUM

Rajadamnern Stadium is a world-renowned boxing stadium and an institution of Muay Thai in Thailand.

The Bangkok sporting arena has an 8,000 capacity and is one of only two main stadiums for modern Muay Thai.

The stadium format ensures there is noise and boxing vibes all around with yells and cheers from the crowd for their favourite fighters as they take the ring for a heart-thumping battle.

All fights are guaranteed to be real, authentic, and exciting.

EVENT FIGHT CARD

Four events throughout the year... Event 1 is confirmed for March 2022, with the remaining three events currently being finalised.

| DATE | FIGHT CARD |
|-------------------------|------------------------------|
| EVENT 1 - March 2022 | SOR SOMMAI VS. JIT MUANGNONT |
| EVENT 2 - May 2022 | TBC |
| EVENT 3 - August 2022 | TBC |
| EVENT 4 - November 2022 | TBC |

Series website : <https://wtfmedia.io>
Subject to change, 2022 events calendar to be announced

EVENT MANAGEMENT

Organisers provide a full logistics and management service, including:

FRONT OF HOUSE

| | |
|-----------------|--|
| Fighters | All fight card sourcing, administration, fighter transport and accommodation |
| Ring Announcers | Experienced Bangkok-based announcers - in English and Thai |
| Officials | Highly experienced and independent team of Muay Thai referees, judges and cut men, will provide all required ring-side and in-ring officiating |

BEHIND THE SCENES

| | |
|----------------------|--|
| PR & Marketing | To drive ticket sales and live stream viewers |
| Production Crew | Event set-up, manage all fighter logistics and staff |
| Film Crew | HD cameras, jib crane and live switching. Post-editing of fights |
| Line-Production Crew | Running the event. Includes producers, assistants and runners |
| Medical Team | Pre-fight blood work and general medical check-ups. A ring side medical team and ambulances will also be available during the event |
| Management | Organisers will manage all logistical arrangements for the event, including all transport & accommodation arrangements for all fighters, staff, media and VIPs |



[www.wtfmedia.io](https://wtfmedia.io)



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THE SERIES

EVENT 1 - SOR SOMMAI VS. JIT MUANGNONT MARCH 2022

Fighters from two of Thailand's most powerful and respected Muay Thai camps...

| | SOR. SOMMAI | JIT MUANGNONT |
|---------|---|--|
| FIGHT 1 | SEKSAN AOR KWANMUANG RAJADAMNERN CHAMPION 135 lbs DIVISION (Current) AGE: 29 / Weight Division: 135 lbs Style: Aggressive | RODTANG JITMUANGNONT ONE CHAMPIONSHIP MUAY THAI CHAMPION 130lbs DIVISION (Current) AGE: 24 / Weight Division: 135 lbs Style: Aggressive |
| FIGHT 2 | KAONAR PK SANCHAI AGE: 29 / Weight Division: 138 lbs Style : Technique | NEUNGLANLEK JITMUANGNONT BEST FIGHTER OF THE YEAR 2019 FROM SIAM SPORT AGE: 25 / Weight Division: 140 lbs Style: Knee Boxer |
| FIGHT 3 | YODLEKPETCH AOR ATCHARIYA RAJADAMNERN CHAMPION 135 lbs DIVISION (Former) AGE: 26 / Weight Division: 138 lbs Style: Aggressive | PETCHMAHACHON JITMUANGNONT AGE: 29 / Weight Division: 138 lbs Style: Aggressive |
| FIGHT 4 | PETCHSUKHUMVIT BOY BANGNA AGE: 22 / Weight Division: 130 lbs Style: Aggressive, Knee Boxer | CHORFAH TOR. SANGTIENNOI AGE: 27 / Weight Division: 130 lbs Style: Aggressive |
| FIGHT 5 | PETCHSOMMAI SOR. SOMMAI RAJADAMNERN CHAMPION 112 lbs DIVISION (Former) AGE: 23 / Weight Division: 115lbs Style : Technique | PETCHSOMJIT JITMUANGNONT RAJADAMNERN CHAMPION 112 lbs DIVISION (Current) AGE: 23 / Weight Division: 115lbs Style : Technique |
| FIGHT 6 | PETCHAOUTHONG AOR. KWANMUANG BEST FIGHTER OF THE YEAR 2017 FROM SIAM SPORTS AGE: 25 / Weight Division: 130 lbs Style : Technique | KIEOWPAYAK JITMUANGNONT BEST FIGHTER OF THE YEAR 2019 FROM SPORTS AUTHORITY OF THAILAND AGE: 22 / Weight Division: 130 lbs Style : Technique |

The fight cards will feature a mixture of different level fighters from international stars to up and coming fighters who will be exciting to watch. The Muay Thai fighters fall into the following categories:

INTERNATIONAL STARS

That headline the cards

CHAMPIONSHIP LEVEL FIGHTERS

Famous names inside Thailand

RAJADAMNERN FIGHTERS

Make for exciting fights



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MUAY THAI IN THAILAND

1,000s OF GYMS

As of 2020 there are thousands of Muay Thai gyms in Thailand and more than 3,800 overseas

COMBAT SPORT

Muay Thai sometimes referred to as “Thai boxing”, is a combat sport that uses stand-up striking along with various clinching techniques

ART OF EIGHT LIMBS

Muay Thai is characterised by the combined use of fists, elbows, knees and shins

SANCTIONED

The professional league is governed by The Professional Boxing Association of Thailand (PBAT), sanctioned by The Sports Authority of Thailand (SAT)

HISTORY

Muay Thai can be traced back to the 16th Century Siam Kingdom as a peace-time martial art practiced by the soldiers of King Naresuan

GLOBAL SPORT

Muay Thai was included in the International World Games Association (IWGA) and was represented in the official programme of The World Games 2017 in Wrocław, Poland



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MAIN BENEFITS



BRAND EXPOSURE

The opportunity to integrate with WTF MUAY THAI FIGHT SERIES THAILAND 2022.

Signage and logos: at venue – entrance hall, on canvas, on corner pads; side bars, ring entrance, screens during event, officials / staff shirts; on round plates; on girls; in pre and post event literature including posters, newsletters and website.

EVENT NAMING RIGHTS
VENUE BRANDING
FIGHTER & OFFICIALS BRANDING
EXHIBITOR PRESENCE
PRESENCE ON WTF APP



MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

WTF MUAY THAI FIGHT SERIES THAILAND 2022 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Fighters; Event Highlights; Onsite Promotion; and Press Conferences.

The PR campaign ensures wide coverage both during and after the event, featuring:

- Media engagement and editorial in lifestyle and sport magazines
- Features on the topics at the event
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels



MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.



ADVERTISING

A media-wide advertising campaign will begin before the event, focusing on industry, news, lifestyle and business publications enhanced with editorial content.

WTF MUAY THAI FIGHT SERIES THAILAND 2022 will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, the event is widely promoted across both international and local stages.

In addition to print and online coverage, direct mails, e-newsletters and the promotion of the event's news via social media are all used to deliver the event's message to the target audience.





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MAIN BENEFITS



DIGITAL & SOCIAL RIGHTS

Exposure through...

Rajadamnern Stadium social platforms



INSTAGRAM

https://www.instagram.com/rajadamnern_stadium/
52,000 FOLLOWERS



FACEBOOK

<https://www.facebook.com/rajadamnern>
254,000 FOLLOWERS

WTF social and digital platforms...



WEB & APP

<https://www.wtfmedia.io>

Android App

<https://play.google.com/store/apps/details?id=io.sports.wtfmedia>

iOS App

<https://apps.apple.com/th/app/wtf-media/id1562501846>

1 Million + Downloads



FACEBOOK

<https://www.facebook.com/WTFMEDIOfficial/>



INSTAGRAM

<https://www.instagram.com/wtfmediaofficial/>



EXPERIENTIAL RIGHTS

WTF MUAY THAI FIGHT SERIES THAILAND 2022 is a major opportunity to target 32,000 spectators - 8,000 at each of the four events and those watching via Live Stream.



HOSPITALITY & NETWORKING RIGHTS

WTF MUAY THAI FIGHT SERIES THAILAND 2022 offers a plethora of fantastic opportunities to entertain customers, clients and executives in Bangkok. This is an excellent way to do and promote your business through a number of opportunities including:

- Welcome Party
- After Party



MERCHANDISING RIGHTS

We offer our Sponsors, Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, WTF MUAY THAI FIGHT SERIES THAILAND 2022 Goodie Bags.



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

| RIGHTS INVENTORY – ALL EVENTS IN SERIES | PARTNER LEVEL | | | |
|---|-----------------------------|--------------------|--|---|
| | TIER 1 | TIER 2 | | TIER 3 |
| | TITLE & PRESENTING SPONSORS | HOST SPONSORS SOLD | OFFICIAL PARTNERS | OFFICIAL SUPPLIERS / MEDIA PARTNERS |
| CATEGORY EXCLUSIVITY & TITLE RIGHTS - ALL EVENTS | | | | |
| Rights to title "[Title Sponsor Name] WTF MUAY THAI FIGHT SERIES THAILAND 2022 in association with [Event Specific Presenting Sponsor Name]" for PR and advertising use | Yes | | | |
| Rights to title "[Host Sponsor Name] Official Host Partner [Title Sponsor Name] WTF MUAY THAI FIGHT SERIES THAILAND 2022 in association with [Event Specific Presenting Sponsor Name]" for PR and advertising use | | Yes | | |
| Rights to title "[Partner Name] Official Partner of [Title Sponsor Name] WTF MUAY THAI FIGHT SERIES THAILAND 2022 in association with [Event Specific Presenting Sponsor Name]" for PR and advertising use | | | Yes | |
| Rights to title "[Supplier Name / Media Name] Official Supplier / Official Media Partner [Title Sponsor Name] WTF MUAY THAI FIGHT SERIES THAILAND 2022 in association with [Event Specific Presenting Sponsor Name]" for PR and advertising use | | | | Yes |
| Category Exclusivity | Yes | Yes | Yes | Yes |
| INTELLECTUAL PROPERTY & BRANDING RIGHTS - ALL EVENTS | | | | |
| LOGOS & IMAGES | | | | |
| Right to use WTF MUAY THAI FIGHT SERIES THAILAND 2022 Composite (lock-up) Logo on all internal and external marketing | Yes | Yes | Yes | Yes |
| BRANDING - VENUE | | | | |
| NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS AND PARTNERS | 50% of branded area | | Share of 40% of branded area - no greater than 20% | Share of 10% of branded area - no greater than 5% |
| Prize Giving & Individual Fight Sponsorship | Yes | | Yes | |
| Logo printed on Canvas (centre of floor) fight ring | Yes | | | |
| Logo printed on Canvas (edge of floor) fight ring | | | Yes | |
| Logo on ring vertical posts | | | Yes | |
| Logo on horizontal crossbars on top of ring | | | | Yes |
| Logo on door padding of ring exit / entrance | Yes | | | |
| Logo in entrance hall of Stadium (roll up banner) | Yes | | Yes | |
| Logo included in Fight Graphics shown on Stadium screens during the event | Yes | | Yes | Yes |
| Logo on background sponsor wall where fighters are photographed by media and fans | Yes | | Yes | |
| Mention by announcer during the event that your company is a Sponsor / Partner | Yes | | Yes | Yes |
| Mention by ring announcer that your company is the Title Sponsor | Yes | | | |
| Logo on "Round Plates" - between rounds | Yes | | | |
| Logo in separation areas between ring and audience | Yes | | Yes | Yes |
| BRANDING - FIGHTERS & OFFICIALS | | | | |
| Logo on referee and organisers' t-shirts | Yes | | | |
| Logo on outfit of ring girls Ad Space: Shorts, Sports Bra, Accessories | Yes | | | |

| RIGHTS INVENTORY – ALL EVENTS IN SERIES | PARTNER LEVEL | | | |
|--|-----------------------------|--------------------|-------------------|-------------------------------------|
| | TIER 1 | TIER 2 | | TIER 3 |
| | TITLE & PRESENTING SPONSORS | HOST SPONSORS SOLD | OFFICIAL PARTNERS | OFFICIAL SUPPLIERS / MEDIA PARTNERS |
| LIVE STREAM OF MATCHES | | | | |
| Logo part of live stream coverage of matches on https://www.wtfmedia.io | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| WELCOME PARTY / AFTER PARTY | | | | |
| Top-level logo inclusion on media wall on the red carpet | Yes | Yes | Yes | |
| MEDIA, PROMOTION & PR RIGHTS - ALL EVENTS | | | | |
| Logo on literature pre / post events, website, stationery etc. | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| Programme advertisement, if applicable | Full Page | Full Page | 1/2 Page | 1/4 Page |
| Brand name mention and logo in WTF MUAY THAI FIGHT SERIES THAILAND 2022 press information and advertisements and any promotional marketing / sales materials | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| Logo on advertising in Media Partner publications - size dependent on sponsorship level | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| Representative to speak at press conferences | Yes | Yes | | |
| Logo on tickets | Yes | Yes | | |
| DIGITAL & SOCIAL RIGHTS - ALL EVENTS | | | | |
| Branding on event emails, website, and all site communications including e newsletters | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| Part of digital engagement programme Twitter, Instagram & FB posts | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| Top-level corporate placement on event page on https://www.wtfmedia.io | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| Logo inclusion in corporate sponsor page on https://www.wtfmedia.io | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| Promotional campaign run across WTF platform | Yes Prominent | Less Prominent | Less Prominent | Less Prominent |
| EXPERIENTIAL RIGHTS - ALL EVENTS | | | | |
| Opportunity for brand activations during the event | Yes | | Yes | Yes |
| Promotional literature at the event | Yes | | Yes | Yes |
| Sampling | Yes | | Yes | Yes |
| HOSPITALITY & NETWORKING RIGHTS - ALL EVENTS | | | | |
| VIP area access | 12 Guests | | 6 Guests | 3 Guests |
| Tickets to Welcome Party / After Party | 12 Guests | | 6 Guests | 3 Guests |
| MERCHANDISING RIGHTS - ALL EVENTS | | | | |
| Logo on any WTF MUAY THAI FIGHT SERIES THAILAND 2022 T-shirt produced | Yes | Yes | | |
| Insertion of promotional material or product sample into goodie bag | Yes | Yes | Yes | Yes |
| Logo on VIP, media & staff passes | Yes | Yes | | |

COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

| RIGHTS INVENTORY – SPECIFIC EVENTS IN SERIES | PARTNER LEVEL | | |
|--|---|--|---|
| | TIER 1 | TIER 2 | TIER 3 |
| | EVENT SPECIFIC PRESENTING SPONSOR | EVENT SPECIFIC OFFICIAL PARTNERS | EVENT SPECIFIC OFFICIAL SUPPLIERS / MEDIA PARTNERS |
| CATEGORY EXCLUSIVITY & TITLE RIGHTS - SPECIFIC EVENTS | | | |
| Rights to title "[Title Sponsor Name] WTF MUAY THAI FIGHT SERIES THAILAND 2022 Round 1/2/3/4 in association with [Event Specific Presenting Sponsor Name]" for PR and advertising use | Yes | | |
| Rights to title "[Event Specific Official Partner Name] Official Partner of [Title Sponsor Name] WTF MUAY THAI FIGHT SERIES THAILAND 2022 Round 1/2/3/4 in association with [Event Specific Presenting Sponsor Name]" for PR and advertising use | | Yes | |
| Rights to title "[Event Specific Official Supplier Name / Official Media Name] Official Supplier / Official Media Partner [Title Sponsor Name] WTF MUAY THAI FIGHT SERIES THAILAND 2022 Round 1/2/3/4 in association with [Event Specific Presenting Sponsor Name]" for PR and advertising use | | | Yes |
| Category Exclusivity | Yes | Yes | Yes |
| INTELLECTUAL PROPERTY & BRANDING RIGHTS - SPECIFIC EVENTS | | | |
| LOGOS & IMAGES | | | |
| Right to use WTF MUAY THAI FIGHT SERIES THAILAND 2022 Composite (lock-up) Logo on all internal and external marketing | Yes | Yes | Yes |
| BRANDING - VENUE | | | |
| NB TOTAL BRANDING AREA IS SHARED 50 / 50 BETWEEN ALL EVENT AND EVENT SPECIFIC SPONSORS AND PARTNERS | 50% of branded area | Share of 40% of branded area - no greater than 20% | Share of 10% of branded area - no greater than 5% |
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| Mention by announcer during the event that your company is a Sponsor / Partner | Yes | Yes | Yes |
| Mention by ring announcer that your company is the Title Sponsor | Yes | | |
| Logo on "Round Plates" - between rounds | Yes | | |
| Logo in separation areas between ring and audience | Yes | Yes | Yes |
| BRANDING - FIGHTERS & OFFICIALS | | | |
| Logo on referee and organisers' t-shirts | Yes | | |
| Logo on outfit of ring girls Ad Space: Shorts, Sports Bra, Accessories | Yes | | |
| LIVE STREAM OF MATCHES | | | |
| Logo part of live stream coverage of matches on https://www.wtfmedia.io | Yes Prominent | Less Prominent | Less Prominent |
| WELCOME PARTY / AFTER PARTY | | | |
| Top-level logo inclusion on media wall on the red carpet | Yes | Yes | |

| RIGHTS INVENTORY – SPECIFIC EVENTS IN SERIES | PARTNER LEVEL | | |
|--|---|--|---|
| | TIER 1 | TIER 2 | TIER 3 |
| | EVENT SPECIFIC PRESENTING SPONSOR | EVENT SPECIFIC OFFICIAL PARTNERS | EVENT SPECIFIC OFFICIAL SUPPLIERS / MEDIA PARTNERS |
| MEDIA, PROMOTION & PR RIGHTS - SPECIFIC EVENTS | | | |
| Logo on literature pre / post events, website, stationery etc. | Yes Prominent | Less Prominent | Less Prominent |
| Programme advertisement, if applicable | Full Page | 1/2 Page | 1/4 Page |
| Brand name mention and logo in WTF MUAY THAI FIGHT SERIES THAILAND 2022 press information and advertisements and any promotional marketing / sales materials | Yes Prominent | Less Prominent | Less Prominent |
| Logo on advertising in Media Partner publications - size dependent on sponsorship level | Yes Prominent | Less Prominent | Less Prominent |
| Representative to speak at press conferences | Yes | | |
| Logo on tickets | Yes | | |
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| Branding on event emails, website, and all site communications including e newsletters | Yes Prominent | Less Prominent | Less Prominent |
| Part of digital engagement programme Twitter, Instagram & FB posts | Yes Prominent | Less Prominent | Less Prominent |
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| Logo inclusion in corporate sponsor page on https://www.wtfmedia.io | Yes Prominent | Less Prominent | Less Prominent |
| Promotional campaign run across WTF platform | Yes Prominent | Less Prominent | Less Prominent |
| EXPERIENTIAL RIGHTS - SPECIFIC EVENTS | | | |
| Opportunity for brand activations during the Specific event | Yes | Yes | Yes |
| Promotional literature at the Specific Event | Yes | Yes | Yes |
| Sampling | Yes | Yes | Yes |
| HOSPITALITY & NETWORKING RIGHTS - SPECIFIC EVENTS | | | |
| VIP area access at the Specific Event | 12 Guests | 6 Guests | 3 Guests |
| Tickets to Welcome Party / After Party at the Specific Event | 12 Guests | 6 Guests | 3 Guests |
| MERCHANDISING RIGHTS - SPECIFIC EVENTS | | | |
| Logo on any WTF MUAY THAI FIGHT SERIES THAILAND 2022 T-shirt produced | Yes | | |
| Insertion of promotional material or product sample into goodie bag | Yes | Yes | Yes |
| Logo on VIP, media & staff passes | Yes | | |

FIGHT INDUSTRY PARTNERS

Packages for organisations operating in the fight industry, including camps and gyms.

- Use of the event's name / logo in your own publicity (e.g. "Official Fight Industry Supporter of...")
- Company name / link on event website Sponsors' page
- Logo in event programme sponsors' page
- 2 x VIP Passes to all parties
- Promotional literature at event
- Logo on stage / interview area backdrop(s)



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

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LIVE FROM BANGKOK - THE ORIGINAL FIGHT CAPITAL OF THE WORLD



ABOUT WTF

WTF MUAY THAI FIGHT SERIES THAILAND 2022 is organised by Thai based Win Trade Fantasy (WTF) Media, one of Asia's largest sports fan engagement platforms, engaging millions of fans.

Cofounded by Manit Parikh, Vinit Bhatia and Yash Kadakia, WTF Media features a variety of disciplines and playing modes including Cricket, Football, NFL, NBA and MLB. The WTF Media app offers a perfect platform for sports fans to engage in their preferred sports, create teams, interact with other fans and try their knowledge.

Launched in 2020, the app makes every sports fan more skilful by letting them use their sports knowledge by turning it into a rewarding endeavour. Fans can create their own team made up of real-life players from upcoming matches, score points based on their on-field performance and compete with other fans.

WTF Media is a 'one-stop shop' for consuming and playing all sports related games and media (news, videos & podcasts) along with real-time analytics. WTF Media is the only Sports Centric Media Tech platform in the world where fans can consume, communicate and transact on all professional sports related media with the option to create custom content for their pages.

WTF Media is where users become fans and transform to being journalists airing their views, opinions & strategy on a passion-based community.



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