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# Six Senses Phuket Raceweek 2012 announces the appointment of The Sponsorship Experts for a sixth successive year

Leading independent marketing consultants Paul Poole (South East Asia) Co., Ltd will once more represent the event's commercial sponsorship and partnership marketing after five hugely successful years

18<sup>th</sup> – 22<sup>nd</sup> July 2012

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Six Senses Phuket Raceweek takes place 18<sup>th</sup> – 22<sup>nd</sup> July 2012 at Evason Phuket & Bon Island and is now in its eighth year. The regatta has been voted **Best Asian Regatta 2011** making it only the second of Thailand's six regattas to win the prestigious award. Asia's fastest growing regatta has seen **unparalleled growth** in the past five years following a strategic alliance between rights holders, Image Asia Events Co., Ltd and Paul Poole (South East Asia) Co., Ltd. The Sponsorship Experts have brought to the regatta long standing brand partnerships which have raised the bar for sailing events in Asia.

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**Six Senses Phuket Raceweek** is one of the fastest growing and most highly regarded regattas in the Asian yachting calendar. Taking place on the idyllic waters off Phuket's South East coast it is also one of the world's most picturesque settings. Thanks to the strategic alliance between **Paul Poole (South East Asia) Co., Ltd** and **Image Asia Events Co., Ltd.**, 2011 has seen **Mount Gay Rum** launch in Thailand through Six Senses Phuket Raceweek; a great accolade to the event as the oldest brand of rum in the world sponsors 120 regattas throughout the globe.



The steady and visible growth in its eighth year history is a product of the outstanding front line work achieved by rights holders and organisers, **Image Asia Events Co., Ltd** and the behind-the-scenes accomplishments of **Paul Poole (South East Asia) Co., Ltd**, who have represented the commercial sponsorship and partnership marketing of the event since 2007 and have been instrumental in its commercial growth. Thailand's only regatta to guarantee broadcast on international television, Six Senses Phuket Raceweek is widely understood as Asia's premier regatta, for both competitors and sponsors, attracting the likes of **Six Senses Resorts & Spas, Franke, Mount Gay Rum, QBE Insurance** and many more. For the first time ever, Franke will be sponsoring Six Senses Phuket Raceweek in 2011; celebrating its 100<sup>th</sup> anniversary Franke has a history of supporting yacht racing and was recently Official Supplier to the Swiss Alinghi team (America's Cup).

The Sponsorship Experts have continued to deliver highly effective campaigns and brought world renowned brands to align themselves with the Phuket based event. The company has superb links within the Thai government through their dealings on numerous sport tourism events in the country and this has enabled the retained support from both the **Sports Authority of Thailand** and the **Tourism Authority of Thailand**. Attracting local and global supporters and sponsors alike, Six Senses Phuket Raceweek has developed relationships year on year, offering the best in marketing alignment with an event of this scale.

Six Senses Phuket Raceweek marks the opening leg of the Asian Yachting Grand Prix (AYGP), which sees the finest teams compete over the season in Hong Kong, Malaysia, Singapore and the Philippines, as well as Thailand. Six Senses Phuket Raceweek is organised by rights holders Image Asia Events Co., Ltd. who have drawn upon their vast experience with the Phuket King's Cup Regatta, Koh Samui Regatta and Phuket International Marine Expo (PIMEX) to create an event that perfectly showcases the region and the sport.

Image Asia Events Co., Ltd is a leading Phuket based publishing company whose interest in yachting became more than a hobby when the company launched Thailand's first-ever international boat show (PIMEX) in Phuket in December 2003. The only cruising guide to the waters stretching from Australia to India (Southeast Asia Pilot), also in 2003, and the island's first low season regatta (Phuket Raceweek) in July 2004. Image Asia Events Co., Ltd has driven the success of the event with a passion and commitment to deliver world class racing in the seas off Phuket. Doing so in the style that reflects the title sponsor **Six Senses Resorts & Spas** and host venue **Evason Phuket & Bon Island**, and other world-class brands that wish to associate themselves with the five day event.

Paul Poole (South East Asia) Co., Ltd. is an independent marketing consultancy based in Bangkok, Thailand, specialising in commercial sponsorship and partnership marketing, working with both rights holders and brands – acting as a catalyst by bringing them together and maximising their relationship. The company has worked on a host of major events in Asia and internationally. Six Senses Phuket Raceweek has seen the company's efforts repaid by continued support from the brands, sponsors and partners. This has contributed to more boats racing, more classes competing and increased visitor numbers.

**Six Senses Phuket Raceweek 2012** offers an incomparable platform for businesses and brands to align with a hugely popular sport. The raceweek continues to grow and both the 2012 & 2011 event's are expected to build on 2010 which saw 39 boats and approximately 400 participants entered with another 200 high profile individuals attending. It once again proved to be an awe-inspiring event, with world class sailing and nail-biting finishes on the last day. The regatta is held under the auspices of the Ao Chalong Yacht Club with the support of the Tourism Authority of Thailand, the Sports Authority of Thailand and the Yacht Racing Association of Thailand.

**IMAGE Asia Events Co., Ltd. Managing Director, Grenville Fordham** spoke of the strategic alliance:

*"It is with great pleasure that I can announce that the phenomenal marketing team from Paul Poole (South East Asia) Co., Ltd. will be once again providing invaluable marketing support that has seen the event grow in unprecedented proportions. After five years working with Paul and his team, the regatta has significantly benefited from the outstanding professional support network they provide. They are a critical part of the team that won 'Best Asian Regatta of the Year'. Not only do Paul Poole and the team attract the best sponsors but they ensure relationships are continuous and productive throughout, confirming brand alignments year on year."*

**Paul Poole (South East Asia) Co., Ltd., Managing Director, Paul Poole** added:

*"Six Senses Phuket Raceweek is one of the highlights of the Asian sailing calendar, winner of 'Best Asian Regatta of the Year' at this years Asia Boating Awards, and my own personal favourite. Over the past five-years we have shared a very close, open, and extremely productive working relationship with the team at IMAGE asia, which has resulted in 86% of all sponsorship opportunities being sold this year - testament to the relationship and of course the event's ability to consistently deliver a return on investment and return on objectives to its sponsors and partners on a yearly basis."*

## Editors Notes



Six Senses Phuket Raceweek, now in its eighth year, has been voted 'Best Asian Regatta of the Year' in the Asia Boating Awards 2011, which recognise the cream of Asia's marine industry across 23 categories, from boat builders to marinas to regattas.

The awards ceremony was held at the Gold Coast Yacht and Country Club in Hong Kong on May 6, 2011.

Phuket Raceweek is only the second of Thailand's six regattas to win this prestigious award. "We're delighted with the accolade, which reflects what our participants have been telling us for the past several years," said Grenville Fordham, MD of regatta rights owners and organisers IMAGE Asia.

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## Ends

### Websites



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• Commercial Sponsorship and Partnership Marketing



[www.phuketraceweek.com](http://www.phuketraceweek.com)

For:  
• Event Information



[www.image-asia.com](http://www.image-asia.com)

For:  
• Organiser Information