

Comprehensive Commercial Sponsorship and Partnership Opportunities Now Available

For Phuket Raceweek 2012

18th – 24th July, Phuket, Thailand



Phuket Raceweek 2012 is inviting businesses to align their marketing initiatives with the international action-packed regatta and the first event in the 2012/2013 Asian Yachting Grand Prix Circuit. Voted the Best Asian Regatta of The Year at the Asia Boating Awards in 2011. A number of commercial sponsorship and partnership packages are now available for Phuket Raceweek 2012; offering businesses an opportunity to link with the most exciting and fastest-growing regatta in Asia.

A number of commercial sponsorship and partnership packages are **now available! Please call + 66 2522 0605-7.** Tailored to suit differing needs, the packages will enable businesses to integrate their own marketing initiatives with Phuket Raceweek 2012. A number of branding opportunities are now available including **Title & Presenting Sponsors** with naming rights to the event, up to four **Host Sponsors**, up to six **Co-Sponsors** from non-competing categories, up to 10 **Official Suppliers**, up to 10 **Media Partners**, **Local Partners** and **Branded Boats**.

Now in its ninth year, Phuket Raceweek is fast becoming the destination regatta of Asia, 38 boats entered the event in 2011 with approximately 400 participants. The four days of thrilling racing during the 2011 regatta encompassed a range of classes including, IRC Racing; IRC Class 2; IRC Class 3; Multihulls; the breathtaking Firefly 850; the splendid Classic Class as well as a number of 5-star parties. Cemented its reputation as the sailors' regatta on the water, Phuket Raceweek 2012 is set to be the best regatta event and party scene in Asia.

Phuket Raceweek was voted Best Asian Regatta Of The Year at the Asia Boating Awards 2011, making it only the second of Thailand's six regattas to win the prestigious award. The growing popularity of sailing in Asia has ensured Phuket Raceweek has grown from strength to strength over the past five years making the regatta an ideal platform for companies to increase their brand awareness alongside a phenomenally successful event.

Phuket Raceweek 2012 offers huge opportunities for sponsors to network and entertain guests at a number of exclusive parties including an Opening Ceremony & Party a number of Prize-Giving events and the Grand Finale Prize-giving & Closing Party. Phuket Raceweek 2012 also presents sponsors with numerous benefits through networking with business leaders, entertaining target audiences and in addition offers huge PR opportunities.

Paul Poole (South East Asia) Co., Ltd. is an independent marketing consultancy based in Bangkok, Thailand. Specialising in commercial sponsorships and partnership marketing, working with both rights holders and brands – acting as a catalyst by bringing them together and maximising the relationship.

The consultancy has packaged, sold and managed sponsorship & partnership opportunities for a wide range of rights holders. Having worked with many of the world's leading brands to source and engage the right sponsorships & partnerships for them to maximise their potential.

A package of Comprehensive Commercial Sponsorship and Partnership programmes has been created by the consultancy especially for Phuket Raceweek 2012. The packages on offer suit differing needs and enable international and domestic companies the chance to integrate their marketing initiatives with Asia's most exciting & fastest growing regatta.

For a Commercial Sponsorship and Partnership Marketing Opportunities executive summary please contact Udornporn Phanjindawan +66 8 6382 9949 or udornporn@paulpoole.co.th

Contacts

For further information

Paul Poole (South East Asia) Co., Ltd.
198 Tanou Road, Bovornives,
Pranakorn,
Bangkok, 10200,
Thailand
Tel/Fax +66 8 6563 3196

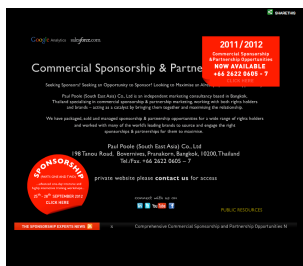
Paul Poole – Managing Director (English Speaking)
Email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

Udornporn Phanjindawan – Executive Marketing Assistant (Sponsorship) (Thai / English Speaking)
Email: udornporn@paulpoole.co.th
Tel. +66 8 6382 9949

Pantita Boonnark – Marketing Assistant (Sponsorship) (Thai / English Speaking)
Email: pantita@paulpoole.co.th
Tel. +66 8 9889 6660

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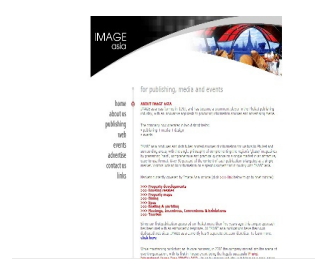
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