



SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



THOUSANDS EXPECTED TO "RUN PARADISE" AT LAGUNA PHUKET MARATHON 2025

Saturday 14th – Sunday 15th June 2025 – Phuket, Thailand

The world-famous Laguna Phuket Marathon is set to celebrate its 19th year with over 8,000 runners from 50+ countries...

Sanctioned by the Association of International Marathons and Distance Races AIMS, Laguna Phuket International Marathon 2025 is a fun and family-oriented experience that supports local charities and is held over two days in June.

Having put Phuket on the map as a world-class sports tourism destination, Laguna Phuket International Marathon 2025 has grown to become the leading destination marathon in South East Asia.

In 2024, 6,720 athletes from around the world headed to Phuket to "Run Paradise".

SUNSET & SUNRISE STARTS

Saturday's races begin late afternoon with 'Sunset Starts'.
Sunday's races begin early morning with 'Sunrise Starts'.

Laguna Phuket Marathon 2025 features six events over five distances: 2KM Kids Run, 5KM and 10KM races on Saturday 14th; and the Half Marathon (21.0975KM), Marathon (42.195KM) and Marathon Relay (42.195KM) on Sunday 15th June.

Brought to you by GAA Events, with professional timing and results by Sportstats Asia, Laguna Phuket Marathon 2025 ensures the highest of international standards.

In recent years the Laguna Phuket International Marathon has raised money for Laguna Phuket's "Fully Booked" Mobile Learning Centre, One Million THB for the Baan Jao Krua School project in Phang-nga Province and for Laguna Phuket's Children First Fund (CFF) providing nutrition to Phuket orphanages.

2024 QUICK FACTS

PHUKET
14TH – 15TH JUNE

START AND FINISH
LAGUNA PHUKET

8,000 RUNNERS EXPECTED
THAI & INTERNATIONAL

50+
COUNTRIES

RACE CATEGORIES

MARATHON
MARATHON RELAY
HALF MARATHON
10KM RUN
5KM RUN
2KM KIDS RUN

70+ MILLION THB
PR VALUE

38K
FACEBOOK FOLLOWERS

3 DAYS ACTIVITIES

EXPO
PARTIES & VIP HOSPITALITY
AWARDS
PRESENTATIONS



SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



PARTICIPANTS

Laguna Phuket International Marathon 2025 is the leading destination marathon in South East Asia.

The focus of the event is not on breaking world records but in establishing a respected competition that exposes the true beauty of Phuket.

A fun and family-oriented affair offering race distances for all ages and physical abilities.

2024 COUNTRIES OF ORIGIN

NATIONALITY	2024
Thailand	4,265
Expats in Thailand	813
Singapore	309
Hong Kong	300
Malaysia	176
China	158
Other Countries	699
Total	6,720

2025 PARTICIPANT PREDICTION

EVENT	2025
Marathon	2,000
Half Marathon	2,800
10.5KM Run	2,000
5KM Run	1,000
2KM Kids Run	200
Total	8,000



2015 – 2024 PARTICIPANTS

	2015	2016	2017	2018	2019	2020	2022	2023	2024
Marathon	1,321	1,421	1,546	1,927	2,827	2,172	2,138	1,152	1,428
Half Marathon	1,407	1,769	2,190	2,997	4,456	3,082	2,834	2,271	2,497
10.5KM Run	1,378	1,410	1,387	1,990	2,668	1,504	1,385	1,155	1,352
5KM Run	756	1,018	1,204	1,620	1,576	943	978	899	1,024
2KM Kids Run	129	200	248	319	290	279	267	288	290
Relay (4 pax / team)				9	24	9	12	16	36
Pacer									93
Total	4,991	5,818	6,575	8,862	11,913	8,016	7,602	6,154	6,720



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CHARITY

Laguna Phuket International Marathon 2025 continues to build on the charitable success of the past marathons with runners encouraged to raise money for charity through the Laguna Phuket Foundation.

Established in 2009, Laguna Phuket Foundation supports educational and social development of local communities, marine and natural environmental conservation, and emergency relief.

Laguna Phuket Foundation's initiatives include the Developing Sustainable Schools Programme, which consists of School Partnership Project, Survival Swim with Laguna Phuket, and Laguna Phuket's "Fully Booked!" Mobile Learning Centre.

Furthermore, the event is a platform to raise awareness and funds for "Children First Fund" (CFF), with an ideal of "Nourishing Hearts, Inspiring Dreams" to support the nutrition of needy children. CFF supports more than 400 orphans and underprivileged children in seven orphanages in Phuket.





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COURSE

Laguna Phuket International Marathon 2025 offers a mostly flat with a few rolling hills scenic course covering 42.195KM of the beautiful island of Phuket.

The race course is set against the magnificent backdrop of the lush greenery of Phuket's tropical forests, rubber and pineapple plantations, spectacular beaches, quaint local villages, beautiful cultural landmarks, and, of course, stunning Laguna Phuket.

Starting at Laguna Phuket the course heads North East to Baan Don and then North past Thalang onto Nai Yang Beach before turning back to Laguna passing Layan Beach along the way.

DISTANCE	START	TIME LIMIT
2 km Kids Run 300000 2 nu.	16.00 h 16.00 u.	30 mins 10.30 m. 30 นาที (06.30 น.)
10 km 10 nu.	17.00 h 17.00 u.	3 hrs 180 m. 3 ชั่วโมง (06.30 น.)
5 km 5 nu.	17.25 h 17.25 u.	2 hrs 35 mins 155 m. 2 ชม. 35 นาที (06.30 น.)

▶ 2 KM Kids Run 300000 2 nu.
▶ 5 KM 5 nu.
▶ 10 KM 10 nu.
Ⓜ Water Station
Ⓜ Toilet
⚡ Sport Drink

WWW.PHUKETMARATHON.COM | PHUKETMARATHON | #PHUKETMARATHON #LPM2025

DISTANCE	START	TIME LIMIT
Marathon 0150000	04:00 h 04.00 u.	3 hrs 37 mins 3 nu. 37 นาที 42.195 km (26.177 m.) 21.9 nu. (11.181 m.)
Marathon Relay 000000000	04:00 h 04.00 u.	5 hrs 20 mins 5 nu. 20 นาที 6 hrs 00 mins 6 nu. 00 นาที 6 hrs 29 mins 6 nu. 29 นาที 7 hrs 30 mins 7 nu. 30 นาที
Half Marathon 01000000	05:00 h 05.00 u.	4 hrs 4 nu. at the finish line (05:00 h) 4 ชั่วโมง (05:00 น.)

▶ Marathon 0150000
▶ Half Marathon 01000000
▶ Relay Team 000000000
Ⓜ Water Station
🥥 Fruits
🥥 Coconut Juice (Limited)
Ⓜ Toilet
⚡ Sport Drink

ELEVATION CHART - MARATHON (42.195 KM)
 ELEVATION CHART - HALF MARATHON (21.097 KM)

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CELEBRITY

Laguna Phuket International Marathon attracts a number of celebrity faces, all supporting the event's charity projects, including: Toon from the famous Thai rock band Bodyslam; Vanessa Muangkod, Miss Thailand World; Thai TV star Mario Maurer; Thai movie star Ananda Everingham; and contestants from the TV reality weight loss show Asia's Biggest Loser, including Garry Holden and Suthat (Tony) Charnvises, who set running the Half Marathon as one of their first fitness goals after finishing the show.

Plus a number of influencers, in 2024 influencers included: Khun Itthipol Samutthong (Pok), Running Influencer, Founder 42.195K; Khun Nirodha Ruencharoen, Earth Oscar; and Khun Chiaki Morikawa, Elite Runner from Japan.

2025 RACE SCHEDULE

Date	Timing	Activity
Friday 13 th June	10:00 – 18:00	Race Pack Collection & Expo
	13:00 – 14:30	Press Conference at Laguna Grove
Saturday 14 th June	10:00 – 18:00	Race Pack Collection & Expo
	16:00	2KM Kids Run Start
	17:00	10KM Start
	17:25	5KM Start
	17:35	First 10KM Finisher
	17:40	First 5KM Finisher
	18:00	Awards Presentation 10KM – overall and age group winners
	18:30	Awards Presentation 5KM – age group winners
	19:30	Race Finish
	17:00 – 20:00	Pasta Party, Angsana Laguna Phuket
	Sunday 15 th June	03:00
04:00		Marathon & Marathon Relay Start
05:00		Half Marathon Start
06:20		First Finisher Half Marathon
06:35		First Finisher Marathon
06:00 – 12:00		Expo
07:37		Cut Off Marathon & Relay Runners at 21.1KM
08:00		Awards Presentation Half Marathon – Age Group Winners
08:20		Awards Presentation Half Marathon – Overall Winners
09:00		Cut Off Half Marathon Runners at Finish Line
09:00		Awards Presentation Marathon – Age Group Winners
09:20		Awards Presentation Marathon & Relay – Overall Winners
09:20		Cut Off Marathon & Relay Runners at 31KM
10:00		Cut Off Marathon & Relay Runners at 31.4KM
10:29		Cut Off Marathon & Relay Runners at 38.3KM
11:30		Cut Off Marathon & Relay Runners at Finish Line
11:30		Race Finish





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2025 RACE CATEGORIES

Marathon			Half Marathon		10.5KM Run		5KM Run		2KM Kids Run	
Male	Female	Relay	Male	Female	Male	Female	Male	Female	Male	Female
18-29 yrs	18-29 yrs	Open	16-29 yrs	16-29 yrs	13-19 yrs	13-19 yrs	Open from 13 yrs and Over	Open from 13 yrs and Over	Open 12 yrs and below	Open 12 yrs and below
30-39 yrs	30-39 yrs		30-39 yrs	30-39 yrs	20-29 yrs	20-29 yrs				
40-49 yrs	40-49 yrs		40-49 yrs	40-49 yrs	30-39 yrs	30-39 yrs				
50-59 yrs	50-59 yrs		50-59 yrs	50-59 yrs	40-49 yrs	40-49 yrs				
60-69 yrs	60-69 yrs		60 yrs & Over	60 yrs & Over	50-59 yrs	50-59 yrs				
70 yrs & Over	70 yrs & Over		70 yrs & Over	70 yrs & Over	60 yrs & Over	60 yrs & Over				

Age groups are based on year of birth. A runner's age is determined by 2025 minus birth year.

2024 EVENT WINNERS

Men's Marathon – The Philippines's Arlan Jr. Arbois won the marathon crown in a time of 2:34:47h. The course record is 2:33:48h set by Russia's Vsevolod Khudyakov in 2012.

Women's Marathon – The Philippines's Maricar Camacho took the crown with a time of 3:16:47h.

Half Marathon – The men's race was won by the Poland's Krzysztof Hadas in 1:13.53h and the women's by the Philippines's Christine Hallasgo in 1:23:36h.

10.5KM Run – The men's race was won by Poland's Krzysztof Hadas in 0:33:18h and the women's by Australia's Siena Milgate in 0:41:04h.





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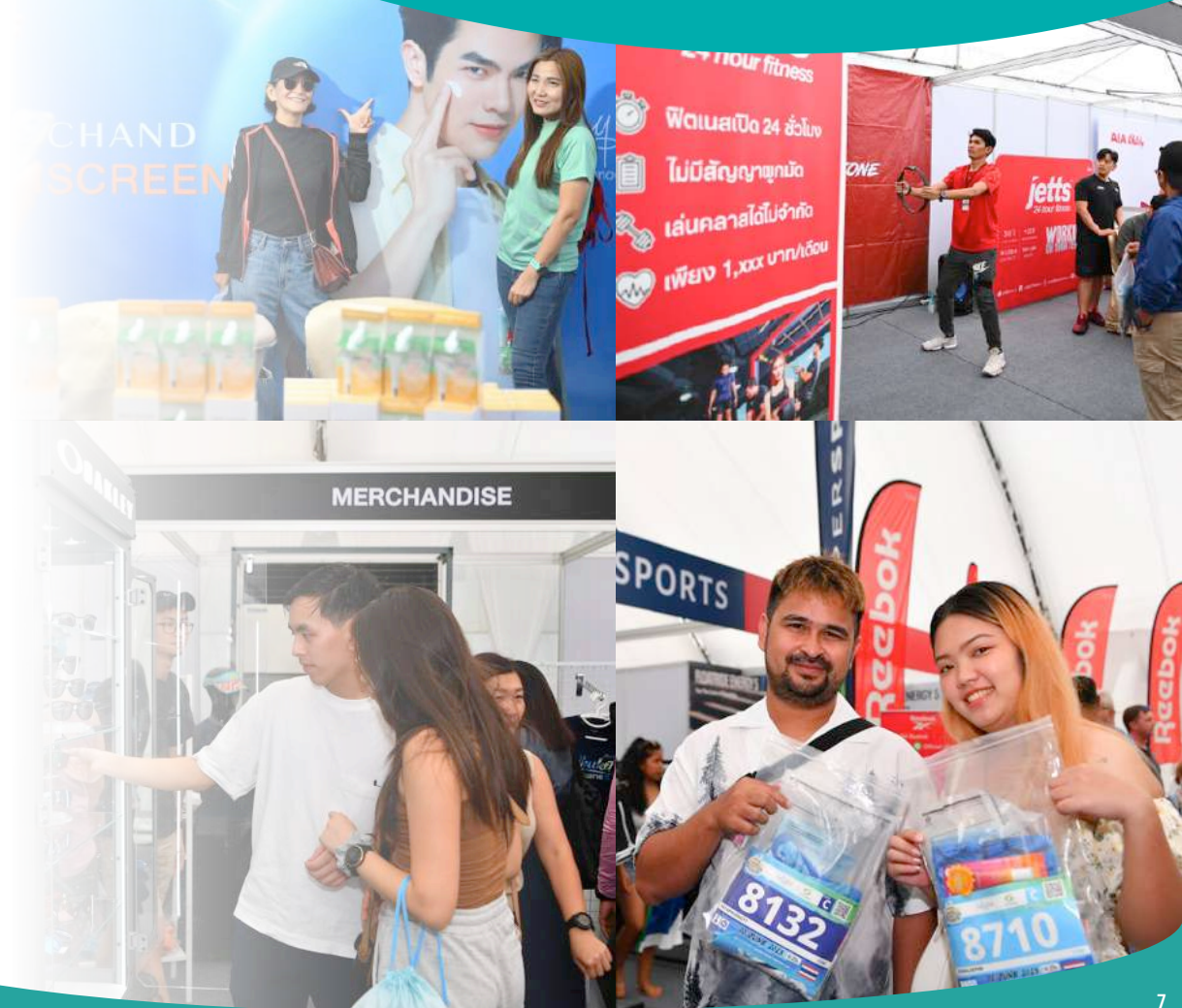


EXPO

The Expo features a multitude of exhibitors showcasing, demonstrating and selling everything from running shoes, apparel, running watches, sports gels, energy drinks and eyewear. All will be under one roof.

The 3-day Expo will be held at Laguna Phuket, on:
Friday 13th June 2025 10:00 to 18:00
Saturday 14th June 2025 10:00 to 18:00
Sunday, 15th June 2025 06:00 to 12:00

The Expo includes a number of activities and is an ideal platform for sponsors to promote their products and services through trade booths and sampling activity.





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PASTA PARTY

Laguna Phuket International Marathon 2025 pre-race Pasta Party is a celebratory ritual that offers runners the opportunity to sample some of the hospitality Laguna Phuket has to offer.

The Pasta Party brings together runners, families, and friends on the eve of the Marathon offering a five-star buffet meal that will get the taste buds excited at Laguna Phuket. As well as a carbo-loading exercise, the Pasta Party is a chance for fellow runners to meet and share interesting stories.

Tickets to the Pasta Party are included in the overseas entry fees for Marathon and Half Marathon runners. All other runners and any non-running companions may purchase tickets online during the registration process.

Saturday 14th June 17:00 – 20:00





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PREVIOUS SPONSORS

Laguna Phuket International Marathon 2024 sponsors, included:



Official Suppliers





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OFFICIAL HOTEL

Laguna Phuket is Asia's finest destination resort – a collection of deluxe hotels and villas including: Angsana Laguna Phuket; Cassia Phuket; Banyan Tree Phuket; SAii Laguna Phuket; Dusit Thani Laguna Phuket; and Homm Suites Laguna.

All hotels and villas share 1,000 acres of tropical parkland and three kilometres of beach frontage with: the Laguna Golf Phuket and Canal Shopping Village.

www.lagunaphuket.com





SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



PACKAGES

We have developed packages to suit differing levels of needs:

TIER 1: TITLE & PRESENTING SPONSOR

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 2: CO-SPONSORS, OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to six Official Co-sponsors from non-competing categories
- Up to 10 Official Suppliers providing goods and services that are essential to the event
- Up to 10 Official Media Partners

TIER 3: LOCAL PARTNERS

- Packages for Phuket businesses



TITLE RIGHTS	TIER 1 TITLE SPONSOR AND PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIER / OFFICIAL MEDIA PARTNER
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "[Title Sponsor Name] Laguna Phuket International Marathon 2025 presented by [Presenting Sponsor Name]" for PR & advertising use	Yes	-	-
Rights to title [Sponsor Name] Official Co-sponsor / Official Supplier / Official Media Partner [Title Sponsor Name] Laguna Phuket International Marathon 2025 presented by [Presenting Sponsor Name] for PR and advertising use	-	Yes	Yes
Category Exclusivity	Yes	Yes	-
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
Right to use Laguna Phuket International Marathon 2025 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
BRANDING RIGHTS *			
Race Day			
Logo on start & finish Gate	Centre Left & Right Top Column	Left & Right Top Column	Yes
Logos on awards presentation stage backdrop	Dominant	Yes	Yes
Banner (0.80m x 2.40 m) along the start & finish chute	X 20	X9	X 6
Logo on finish line tape	Yes	Yes	-
Verbal mentioning of sponsor name during race by MC	X 50	X 20	X 10
Logo on participant singlet (minimum 9,000 produced)	Yes	-	-
Pasta Party			
Logo on pasta party Backdrop	Dominant	Yes	Yes
Press Conference			
Logo on press conference stage backdrop	Dominant	Yes	Yes
Representative to speak at Press Conference	Yes	-	-
MERCHANDISE RIGHTS			
Insertion of promotional material or product sample into race pack	Yes	Yes	yes
Logo on pasta party tickets	Yes	Yes	-
Use of backside of pasta party tickets for advertising purposes (at sponsors cost)	Yes	-	-
Logo on VIP, Media and Staff passes	Yes	Yes	-
HOSPITALITY & NETWORKING RIGHTS			
Complementary race entries	80 entries total Marathon: 15 entries Half Marathon: 15 entries 10 KM: 30 entries 5KM: 20 entries	20 entries total Marathon: 5 entries Half Marathon: 5 entries 10 KM: 5 entries 5KM: 5 entries	4 entries total of any race distance
Complementary pasta party tickets	X 25	X12	X 4
Complementary VIP tent access on race day	X 25	X12	X 4
Complementary room nights at Laguna Phuket incl. daily buffet breakfast at host hotel	5 rooms for 2 nights	3 rooms for 2 nights each	1 room for 2 nights
Opportunity to host a seminar or staff incentive programme at a Laguna Phuket Hotel (at sponsors expense)	Yes	Yes	Yes
Provision of staff hospitality tent at start & finish area	Yes	-	-

TITLE RIGHTS	TIER 1 TITLE SPONSOR AND PRESENTING SPONSOR	TIER 2 CO-SPONSOR	TIER 3 OFFICIAL SUPPLIER / OFFICIAL MEDIA PARTNER
EXPERIENTIAL RIGHTS			
Display space at 3-day Expo attended by 10,000 runners and their families	27 m2	18 m2	9 m2
PROMOTIONAL RIGHTS			
Promotional Materials			
Logo categorised by sponsor level on event promotional flyers	Yes	Yes	Yes
Advertising in Media Partner Publications			
Logo categorised by sponsor level on advertising artwork	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Logo on emails, website, and all site communications including e-newsletters regularly to database of 170,000 contacts	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Logo inclusion in any APP produced	Yes Prominent	1Yes Less Prominent	Yes Less Prominent
Short feature on sponsor in athlete newsletter sent to athlete database of 170,000 contacts	Yes	18 m ²	9 m ²
MEDIA & PR RIGHTS			
Inclusion in and exposure through PR campaign	Yes	Yes	Limited
Company profile included in media kit	Yes	Yes	-
TV Production			
30 minute TV highlight show production for local & international distribution	Yes	Yes	Yes
Sponsor branding to be featured in programme	Yes	Yes	Limited
Mentioning of sponsor	Yes	-	-
Media Partner Advertising			
Advertising in media partner publications – size dependent on sponsorship level	Yes	Yes	Yes

* Title Sponsor will receive double the branding space of Presenting Sponsor

LOCAL PARTNERS

We have opportunities for Local Partners, which offer branding and hospitality benefits...

TITLE RIGHTS	
Rights to title (sponsor name) "Official Local Partner Laguna Phuket International Marathon 2025" for PR and advertising use.	Yes
EVENT BRANDING	
Banner (0.80 m x 2.40.m) along the start & finish chute	X 2
HOSPITALITY	
Complementary pasta party tickets	X 2
Complementary VIP tent access on race day	X 2



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BENEFITS

Association with Laguna Phuket International Marathon 2025 offers sponsors numerous benefits including:

- **Image Enhancement** - with the leading destination marathon in South East Asia
- **Brand Exposure** - raising brand awareness of products and services and association with healthy lifestyle
- **Hospitality Opportunities** - entertaining target audiences; internal and external
- **Integrated Marketing** - Worldwide media exposure
- **Networking** - with business leaders

Companies associating with Laguna Phuket International Marathon 2025 tie in with the following values: Party; Fun; Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.

PROMOTIONAL PLAN

Laguna Phuket International Marathon 2025 will be promoted through pre-event press conferences in Bangkok and Phuket, by international travel partners as well as a comprehensive digital marketing campaign that includes social media posts (Facebook and Instagram), social media advertising and regular newsletters to the event's database of 170,000 contacts.

During event week, the event will host a media programme for a total of 40 selected local media, international media and social media influencers covering the event for a range of media outlets.





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MEDIA PARTNERSHIPS

The event will again seek media partnerships with a maximum of 10 media partners. Previous media partners included: 91.5FM Phuket Island Radio; Action Asia; Asia Runner; Esquire; Live 89.5; MTV; Newspaper Direct; Phuket Gazette; Phuket News; PGTV; The Nation; Run Singapore; and True Visions.

SOCIAL MEDIA

The event has run social media activities since 2011 with great success, most notably on Facebook, YouTube and Instagram, which allows for extra exposure of sponsors. Social media activities will be further increased in 2025 with the event's online community growing considerably.



38K+ Followers



2,200+ Followers



The social media strategy for 2025 is to increase the reach of posts by creating interesting content as well as increasing awareness of the event by running targeted advertising campaigns on social media.

TRAVEL PARTNERS

The event has partnerships with the overseas travel agents in Japan, Australia, Germany, Denmark, Sweden, USA and China.



ONLINE PROMOTION

Activity includes: regular email blasts to database of 150,000 runners; inclusion in SAT and TAT websites and newsletters; link on Laguna Phuket website; event date on Laguna Phuket's events calendar; event date on AIMS and other running websites.

PR SUPPORT

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national newspapers, Asian regional and TV, radio and magazines. Press releases will also be issued through a variety of regional and international running websites.

All sponsors, suppliers and local partners will have rights to associate with Laguna Phuket International Marathon 2025 for PR and advertising activity.





SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



MEDIA VALUE 2024

70,013,537 THB
TOTAL PR VALUE OF MEDIA CLIPPINGS

47,377,050 THB
BROADCAST VALUE

22,636,487 THB
PRINT / ONLINE / SOCIAL MEDIA VALUE

217
MEDIA PLACEMENTS

51%

TOP TIER MEDIA PLACEMENTS

INCLUDING: BANGKOK POST, CHANNEL 3, CHANNEL 5, CHANNEL 7, DAILY NEWS, KHAO SOD, MATICHON, MCOT, MGR ONLINE, NATION THAILAND, NBT NEWS, PHUKET ANDAMAN NEWS, PHUKET INDEX, PHUKET HOT NEWS, PHUKET PRICE, PPTV, SIAM SPORT, THAI PBS NEWS, THAI RATH, TNN 16 NEWS AND THAI POST.

ECONOMIC IMPACT 2024

 **2,924**
JOBS CREATED

ECONOMIC OUTPUT
503+ MILLION THB 

 **GDP CONTRIBUTION**
291+ MILLION THB

TAX GENERATION
38+ MILLION THB 





SOUTH EAST ASIA'S LEADING DESTINATION MARATHON



HOSPITALITY

Laguna Phuket International Marathon 2025 offers a plethora of fantastic opportunities to entertain customers, clients and executives at one of Thailand's most beautiful resorts - Laguna Phuket, official hotel and title sponsor.

With a number of parties plus a wealth of relaxation and recreation activities this is an excellent way to do and promote your business.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages.

MERCHANDISING

We offer our sponsor, supporters, suppliers and local partners the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions. For example: Laguna Phuket International Marathon 2025 Race Packs.

EXPERIENTIAL MARKETING

Phuket traditionally attracts thousands of visitors in June and with its huge opportunities for sponsors to promote their products and services.

The visitors provide sponsors with a mixture of: high net worth individuals from media celebrities to business entrepreneurs from all industries; as well as tourists.





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ORGANISERS

GAA Events is a professional event organiser providing an array of management services for sport events and athletes, with a focus on running and multi-sport events.

With the rapid growth of sport events in Thailand and Asia, GAA Events has positioned itself as the leading sport event management company in Thailand and across Asia, with the aim of providing its clients, partners and athletes with exceptional service and international standard event execution.

Go To Race is GAA Events platform for online registration of sport events all over Asia offering safe, quick and easy online registration for numerous events.

www.gaa-events.com



LAGUNA PHUKET

A premier destination resort in Phuket, Laguna Phuket is a holiday paradise spanning 1,000 acres of lush tropical parkland with 3km of pristine Bangtao beachfront on Phuket's central west coast.

Featuring more than 1,400 guest rooms across 7 deluxe hotels, Laguna Phuket's facilities and a wide range of activities for the whole family throughout the beautiful lagoons, tropical parkland and pristine beach include an award-winning 18-hole golf course, tranquil spas, restaurants, bars, boutique shopping, private charter and join-in luxury tours, daily activities at all Laguna Phuket hotels, canoeing, sailing, and (of course) azure waters of the Andaman Sea.

www.lagunaphuket.com





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Go To Race
Online registration for Laguna Phuket
International Marathon 2025 is available at
www.gotorace.com

