

TRIFACTOR

DESTINATION TRI SERIES ASIA 2023 / 2024

Asia's Biggest DESTINATION TRI Series... The Sporting Practice



TRIFACTOR ASIA DESTINATION TRI SERIES 2023 / 2024

TRIFACTOR ASIA 2023 / 2024 is Asia's biggest triathlon series, a 35-event mass participation sports series comprising individual swim, bike and run events.

Run across seven countries, with a season completion World Championship at Quzhou in the Republic of China, the series is expected to attract over 35,000 International participants from Asia, Europe, the Americas, Africa and Oceania.

Participants can take part in one or more events giving them the opportunity to swim, bike or run or do all three! - a revolutionary new triathlon concept, which makes it possible for athletes in various disciplines to complete a triathlon.

Founded in Singapore in 2009, the Asia series is spearhead by international sports specialists from the Orange Room.

TRIFACTOR ASIA continues to grow from strength to strength with 2023 / 2024 promising to be the biggest and best ever as triathlon remains one of Asia's fastest growing sports.



Be part of TRIFACTOR ASIA 2023 / 2024... Become A Commercial Partner

WHAT ARE YOU LIVING FOR?

TRIFACTOR

DESTINATION TRI SERIES ASIA 2023 / 2024

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TRIFACTOR ASIA DESTINATION TRI SERIES 2023 / 2024

TRIFACTOR ASIA 2023 / 2024 - QUICK FACTS

| | | | |
|--|--|---|--|
| <p>7 COUNTRIES CHINA, INDONESIA, MALAYSIA, PHILIPPINES, SINGAPORE, THAILAND, VIETNAM</p> | <p>HUGE APPEAL TO AUDIENCES ACROSS THE POPULAR SPORTS OF RUNNING, CYCLING, SWIMMING AND TRIATHLON</p> | <p>TRIFACTOR CARE PROGRAMME OFFICIAL ESG TRIFACTOR INITIATIVE TO EMPOWER MORE THAN 10,000 YOUTHS THROUGH SWIM - BIKE - RUN</p> | <p>35 EVENTS MORE THAN 35,000 PARTICIPANTS EXPECTED</p> |
| <p>ACCESSIBLE TO ALL TRIFACTOR UNDERSTANDS THE VALUE OF FUN AND CAMARADERIE, MAKING FITNESS GOALS INCLUSIVE FOR THE WHOLE FAMILY, FROM TRIFACTOR KIDS TO EXPERIENCED ATHLETES</p> | <p>867+ MILLION REACH THROUGH DIGITAL & SOCIAL CHANNELS</p> | <p>FINALE WORLD CHAMPIONSHIP IN QUZHOU, CHINA</p> | <p>MY TRIFECTA CHALLENGE REVOLUTIONARY NEW TRIATHLON CONCEPT, MAKING IT POSSIBLE FOR ATHLETES IN VARIOUS DISCIPLINES TO COMPLETE A TRIATHLON THROUGH THE ACCUMULATION OF POINTS</p> |

TRIFACTOR TO DATE - QUICK FACTS

| | | | |
|---|--|--|--|
| <p>AWARD WINNING BEST INAUGURAL TRIATHLON RACE IN ASIA - SHORT COURSE BEST FAMILY FRIENDLY RACE IN ASIA - SHORT COURSE ASIATRI AWARDS 2018</p> | <p>10,000+ PARTICIPANTS TO DATE 100+ RACES TO DATE 1.3 BILLION HOUSEHOLDS REACHED</p> | <p>2009 FOUNDED TRIFACTOR ASIA 2022 10 EVENTS 4 COUNTRIES</p> | <p>200+ CLUBS & ASSOCIATIONS HAVE PARTICIPATED IN TRIFACTOR</p> |
|---|--|--|--|

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PACKAGES

ALL EVENTS

TIER 1 - TITLE SPONSOR – ALL EVENTS

One Title Sponsor with naming rights to all TRIFACTOR ASIA 2023 / 2024 events

TIER 2 - CO-SPONSORS – ALL EVENTS

Co-sponsors from non-competing categories for all TRIFACTOR ASIA 2023 / 2024 events

TIER 3 - OFFICIAL SUPPLIERS & MEDIA PARTNERS – ALL EVENTS

Official Suppliers providing goods & services that are essential for all TRIFACTOR ASIA 2023 / 2024 events

Media Partners for all TRIFACTOR ASIA 2023 / 2024 events

EVENT SPECIFIC

TIER 1 - PRESENTING SPONSOR – SPECIFIC EVENTS

Presenting Sponsor for one or more TRIFACTOR ASIA 2023 / 2024 specific events

TIER 2 CO-SPONSORS – SPECIFIC EVENTS

Co-sponsors from non-competing categories for one or more TRIFACTOR ASIA 2023 / 2024 specific events

TIER 3 - OFFICIAL SUPPLIERS & MEDIA PARTNERS – SPECIFIC EVENTS

Official Suppliers providing goods & services that are essential for one or more TRIFACTOR ASIA 2023 / 2024 specific events

Media Partners for one or more TRIFACTOR ASIA 2023 / 2024 specific events



WHAT ARE YOU LIVING FOR?

TRIFACTOR**DESTINATION TRI SERIES ASIA 2023 / 2024***Asia's Biggest DESTINATION TRI Series... The Sporting Practice***TRIFACTOR ASIA 2023 SCHEDULE**

| DATE | FORMAT | COUNTRY | CITY / VENUE | PARTICIPANTS |
|--------------|-----------------------------------|-------------|----------------|--------------|
| 2023 | | | | |
| 14 January | Lite - Aquathlon | Singapore | Sentosa | 500 |
| 12 February | Triathlon | Philippines | Subic Bay | 500 |
| 16 April | Triathlon | Singapore | East Coast | 1,200 |
| 6 May | Lite - Kids | Singapore | East Coast | 500 |
| 28 May | Cycle + Cycle Run | Singapore | Nicoll Highway | 1,500 |
| 18 June | Kids | Singapore | Sports Hub | 1,200 |
| 9 July | Duathlon | Philippines | Clark | 500 |
| 29 / 30 July | Triathlon + Kids + Multi Festival | Singapore | East Coast | 2,000 |
| 24 September | Sus - Run | Singapore | Marina Barrage | 10,000 |
| 31 September | Lite - Run | Singapore | One North | 1,000 |
| 14 October | Triathlon | Vietnam | Binh Thuan | 1,000 |
| 21 October | Triathlon | Indonesia | Bintan | 800 |
| 22 October | Cycle | Indonesia | Bintan | 1,000 |
| 28 October | Swim + Aquathlon | Thailand | Pattaya | 1,000 |
| 28 October | Lite - Run | Singapore | Bedok | 1,000 |
| 29 October | Triathlon | China | Anhui | 1,000 |
| 11 November | Lite - Kids | Singapore | One North | 1,000 |

Subject To Change

**WHAT ARE YOU LIVING FOR?**

TRIFACTOR**DESTINATION TRI SERIES ASIA 2023 / 2024***Asia's Biggest DESTINATION TRI Series... The Sporting Practice***TRIFACTOR ASIA 2024 SCHEDULE**

| DATE | FORMAT | COUNTRY | CITY / VENUE | PARTICIPANTS |
|-----------------|-----------------------------------|-------------|----------------|--------------|
| 2024 | | | | |
| 25 February | Triathlon | Philippines | Subic Bay | 1,000 |
| 9 / 10 March | Kids | Singapore | Downtown East | 5,000 |
| 18 March | Swim + Aquathlon | Thailand | Phuket | 1,500 |
| 13 April | Triathlon | Vietnam | Binh Thuan | 1,000 |
| 20 April | Cycle + Multi Festival | Philippines | Cebu | 5,000 |
| 27 / 28 April | Cycle + CycleRun + Multi Festival | Indonesia | Bintan | 1,500 |
| 5 May | Kids | China | Shanghai | 2,000 |
| 25 / 26 May | Cycle + CycleRun + Multi Festival | Malaysia | Johor | 2,500 |
| 8 June | Sus - Run | Malaysia | Sarawak | 4,000 |
| 15 June | Triathlon | Indonesia | Bintan | 1,500 |
| 7 July | Sus - Run | Singapore | Marina Barrage | 10,000 |
| 14 July | Duathlon | Philippines | Clark | 1,000 |
| 27 / 28 July | Triathlon + Kids + Multi Festival | Singapore | East Coast | 2,000 |
| 18 August | Triathlon + Kids + Multi Festival | Indonesia | Bintan | 1,500 |
| 7 September | Triathlon | Indonesia | Belitung | 1,000 |
| 14 September | Triathlon + Multi Festival | Singapore | East Coast | 2,000 |
| 5 October | Triathlon + Kids + Multi Festival | Indonesia | Jakarta | 4,000 |
| 5 October | Swim + Aquathlon | Thailand | Pattaya | 1,500 |
| 19 / 20 October | World Championship | China | Quzhou | 2,000 |

Subject To Change

TRIFACTOR ASIA WORLD CHAMPIONSHIPS 2024 IN CHINA

Following TRIFACTOR ASIA 2023 / 2004 a season completion World Championship will be held in the Quzhou, Republic of China.

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PARTICIPANTS

TRIFACTOR ASIA participants come from all walks of life – driven by the organisers' philosophy that triathlon should be accessible to all.

Participants include amateurs and professionals, youth, corporations, sports clubs and everything in between. The event will attract domestic and international tourists, athletes as well as local people.

Events typically attract:

MALE/FEMALE
30/70 SPLIT

AGE 6-9 - 3% 16-44 - 78%
10-15 - 4% 45+ - 15%

INDIVIDUALS & TEAMS

The events attracts three core audiences – who are Knowledgeable, Influential Successful, Sophisticated and Affluent...

PRIMARY AUDIENCE ENDURANCE ATHLETES & FANS

- 25 - 50
- UNIVERSITY EDUCATED
- WHITE COLLAR PROFESSION
- HIGH DISPOSABLE INCOME
- REGULAR TRAVELLERS TO COMPETE AND ALSO TO WATCH HIGH PROFILE EVENTS
- HIGHLY ASPIRATIONAL AND SEEKING FITNESS AND HEALTHY LIFESTYLE BENEFITS

SECONDARY AUDIENCE EARLY-STAGE SWIM-BIKE-RUN ADOPTERS

- ATHLETES WHO ARE SEEKING AN ACTIVE AND HEALTHY LIFESTYLE
- LOOKING FOR ASPIRATIONAL AND EXPERIENTIAL EVENTS FOR MOTIVATION AND CONNECTION
- MOTIVATED THROUGH PASSION AND LIFESTYLE

TOTAL ADDRESSABLE MARKET - FITNESS, HEALTH AUDIENCE

- TRILLION DOLLAR GLOBAL INDUSTRY
- HEALTH & WELLNESS MARKET DOMINATED BY BEAUTY AND ANTI-AGING PRODUCT SALES AT \$679 BILLION FOLLOWED BY FITNESS AND MIND + BODY EXERCISE AT \$390 BILLION

CORPORATES

TRIFACTOR ASIA 2023 / 2024 provides a platform for corporations to instil a healthy work-life balance among their employees.

Previous events have seen hundreds of companies represented with major turnouts from Hewlett Packard Singapore and NIKE – an ideal way for corporations to reward their employees while championing the cause for a healthy lifestyle.

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THE SPORTING PRACTICE

TRIFACTOR is not just an event but a SPORTING PRACTICE that empowers our communities to fulfil their fullest body-mind potential through advancements of tech & science.

TRIFACTOR educates participants to understand their own bodies.

At its core TRIFACTOR is fitness, health and wellness rolled into one. It's about:

- EXPERIENCING LIVING
- PEAK PERFORMANCE
- OPTIMISING YOUR BODY'S FULLEST POTENTIAL WITH EASE & CONFIDENCE
- MAKING SPORT A FUN CHALLENGE

| | | | |
|-------------------------------|---------------------------------|----------------------------|--------------------------------|
| RUN DOMINANT EVENT | BIKE DOMINANT EVENT | TRIATHLON EVENT | SWIM DOMINANT EVENT |
| KIDS EVENT | TRIFACTOR LIFE EVENT | COMMUNITY EVENT | CHARITY EVENT |

TRIFACTOR CHAMPIONS

TRIFACTOR ASIA 2023 / 2024 participants are awarded points according to their rank in each race and the race category they entered. The participant with the highest TRIFACTOR points will be crowned as the TRIFACTOR Country Champion 2023 / 2024.

The Champions of each category across all 15 countries will be announced at the end of the TRIFACTOR ASIA season and will walk away with fantastic prizes and will compete in the World Championship for the title as TRIFACTOR World Champion.

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BRAND AMBASSADORS

Sponsors, Partners & Suppliers will have access to TRIFACTOR ASIA 2023 / 2024 brand ambassadors.

This association can be used to develop exclusive content for event exploitation campaigns, including, for example:

- Content for Digital Outreach - using triathletes as 'incredible' stories and inspirational role models
- Motivational Speaking - inspire your staff and engage your customers with appearances from brand ambassadors

AMBASSADORS

4 in Singapore, 4 in Vietnam, 4 in Malaysia, 4 in Indonesia, 4 in Thailand, 4 in Philippines, 2 in China / Hong Kong



PAST SPONSORS



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WHY GET INVOLVED?

HOW TRIFACTOR ASIA CAN HELP YOUR BUSINESS

TRIFACTOR ASIA 2023 / 2024 offers Sponsors, Partners & Suppliers numerous benefits, including:

YOUR BRAND

be associated with one of Asia's fastest growing sports. Drive awareness of your brand globally, through TRIFACTOR ASIA 2023 / 2024 digital properties and audience demographics.

YOUR VALUES

drive trust and positive sentiment for your brand through engaging content that authentically integrates your product and delivers association with Asia's biggest triathlon series.

YOUR CLIENTS AND CUSTOMERS

providing key customers, clients, internal stakeholders and new business prospects with a once in a lifetime experience at TRIFACTOR ASIA 2023 / 2024 events.

YOUR SALES

use the TRIFACTOR ASIA 2023 / 2024 platform to help drive new revenues, increase transactions with engaged customers and develop brand loyalty. Tapping into the TRIFACTOR ASIA 2023 / 2024 commercial family and network of contacts can help enhance your sales.

YOUR DATA

gathering digital audience insights to inform impactful future partnership and marketing content.

YOUR AMBASSADORS

follow triathletes journeys, engage your staff, clients and customers with their story and the story of TRIFACTOR ASIA 2023 / 2024.

YOUR STAFF

inspire with triathletes' advice and leadership training and involve through volunteering.

YOUR REPUTATION

TRIFACTOR ASIA 2023 / 2024 provides an ideal platform for marketing activity.

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WHY GET INVOLVED?

BRAND EXPOSURE

EVENT BRANDING

SIGNAGE AT EVENTS, START & FINISH AREAS, A BOARDS, FLAGS & BANNERS, VIDEO SCREENS

MEDIA AREAS

AT PRESS AREA, PRESS CONFERENCES & PRESS INTERVIEW BACKDROPS

SPONSORS VILLAGE

DISPLAY AREA TO PROMOTE & SELL PRODUCTS & SERVICES

PARTICIPANTS

LOGO ON PARTICIPANTS BIBS & VOLUNTEER UNIFORM

EVENT PROMOTIONAL CAMPAIGN

INCLUSION IN MARKETING COLLATERALS – RACE GUIDES, CERTIFICATES

TICKET BRANDING

LOGO ON REVERSE OF ANY TICKETS

PROMOTION & PR RIGHTS

PROMOTIONAL CAMPAIGN

TRIFACTOR ASIA 2023 / 2024 will be supported by an all-encompassing promotional campaign running in the build-up to, during and post event. It covers:

PR & CONTENT

The PR campaign ensures wide coverage both during and after the event and will feature:

- Features on the event
- Online campaign of advertising, editorial, blogging and social media
- International and local news

ADVERTISING

A paid-for media campaign will include executions in television, print, radio and internet media. The campaign aims to achieve the maximum regional and national impact in the lead up to and during each TRIFACTOR ASIA 2023 / 2024 event.

ONLINE SPECIFIC – TRIFACTOR ASIA 2023 / 2024 marketing team will work closely with leading international industry web portals to reach subscribers and visitors through web advertising and targeted email campaigns.

OUTDOOR SPECIFIC – the event will be supported by an outdoor poster campaign, including billboard and bus stops.

Details of Advertising campaign currently being finalised.

OFFICIAL PROGRAMMES

Sponsors, Partners & Suppliers will be included in the Official TRIFACTOR ASIA 2023 / 2024 Programme.

YOUR OWN CAMPAIGN

As well as the organiser PR and advertising campaigns, all Sponsors, Partners & Suppliers will have rights to create their own campaigns and associate with TRIFACTOR ASIA 2023 / 2024 through this PR and advertising activity.

Sponsors, Partners & Suppliers can create content through, for example: Q&As with triathletes / officials; Fun Challenges; Celebrity and expert speaker features; Sponsor Village highlights; Onsite promotions; Press conferences; and Charity links.

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WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS

Inclusion in TRIFACTOR ASIA 2023 / 2024 digital and social campaign.

Official Website + 16 Official Social Media Channels



facebook.com/TRIFACTOR.Series/



instagram.com/TRIFACTOR_series/

| CHANNEL | COUNTRY | REACH | INFO |
|---------------------|-------------------------|---------------------|---|
| EXTREME | INTERNATIONAL | 100 MILLION | Sport, entertainment & lifestyle platform |
| QIY | CHINA | 565 MILLION | Chinese online video platform |
| ENDURANCE SPORTS TV | INTERNATIONAL | N/A | Digital TV platform |
| KAYO | AUSTRALIA | 624,000 | OTT service |
| RAKUTEN TV | INTERNATIONAL | 30 MILLION | Video on demand streaming service |
| PLEX | CANADA, MEXICO, USA | N/A | Global streaming service |
| SPARK NZ | NEW ZEALAND | N/A | NZ digital platform |
| ROKU | USA | 30.5 MILLION | Streaming service |
| LG CHANNELS | USA | 45 MILLION | Free smart TV video service |
| SAMSUNG TV+ | USA | 19 MILLION | Free smart TV video service |
| WAIPU TV | GERMANY | 452,500 | Internet TV and video on demand platform |
| FETCH | AUSTRALIA & NEW ZEALAND | 760,000 | IPTV service |
| STIRR | USA | N/A | Ad supported streaming service |
| CAFFEINE | USA | N/A | Social broadcasting platform |
| XUMO | USA | 35 MILLION | OTT service |
| TIVIBU | TURKEY | 7 MILLION | Turkish internet TV platform |
| D-SMART | TURKEY | 1 MILLION | Turkish digital platform |
| TV+ | TURKEY | 33 MILLION | Turkish digital platform |
| TOTAL REACH | | 867+ MILLION | |

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WHY GET INVOLVED?

COMMUNITY & SOCIAL RESPONSIBILITY RIGHTS

TRIFACTOR CARE PROGRAMME

Opportunity to integrate with TRIFACTOR ASIA's ESG initiative to empower more than 10,000 youths in need to be active through swim – bike – run.



TRIFACTOR

CARE PROGRAMME

Opportunity to integrate with TRIFACTOR ASIA's ESG initiative to empower more than 10,000 youths in need to be active through *swim – bike – run*.

HOSPITALITY & NETWORKING RIGHTS

SPONSOR VILLAGE

TRIFACTOR ASIA 2023 / 2024 has a Festival Village, available for all Sponsors, Partners, Suppliers and Media to network and entertain their customers, clients, suppliers, staff and other audiences.

EVENTS & TICKETS

Sponsors, Partners & Suppliers are invited free of charge to any official functions, receptions and other events and occasions hosted in connection with TRIFACTOR ASIA 2023 / 2024.

Sponsors, Partners & Suppliers will be allocated tickets all official events and functions.

EXPERIENTIAL RIGHTS

With over 35,000 participants expected across 35 events across seven countries, TRIFACTOR ASIA 2023 / 2024 offers a fantastic opportunity for Sponsors, Partners & Suppliers to promote their products and services through experiential marketing at the events through the calendar year.

MERCHANDISING RIGHTS

We offer our Sponsors, Partners & Suppliers the opportunity to produce joint branded merchandise. This could be used as giveaways through media and presence marketing promotions.

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INVENTORY – ALL EVENTS

TRIFACTOR ASIA 2023 / 2024 – ALL EVENTS

| | PARTNER LEVEL | | |
|---|----------------------------|-------------------------|--|
| | TIER 1 TITLE SPONSOR | TIER 2 CO-SPONSORS | TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS |
| CATEGORY EXCLUSIVITY & TITLE RIGHTS | | | |
| Right to title [TITLE SPONSOR NAME] TRIFACTOR ASIA 2023 / 2024 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] for advertising & PR use | Yes | | |
| Right to title use [CO-SPONSOR NAME] [TITLE SPONSOR NAME] TRIFACTOR ASIA 2023 / 2024 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] for advertising & PR | | Yes | |
| Right to title [OFFICIAL SUPPLIER / MEDIA PARTNER NAME] [TITLE SPONSOR NAME] TRIFACTOR ASIA 2023 / 2024 presented by [EVENT SPECIFIC PRESENTING SPONSOR NAME] | | | Yes |
| Category Exclusivity. For example, right to market themselves as Official Timing Partner for TRIFACTOR ASIA 2023 / 2024 presented by and sole provider of timing services to the event | Yes | Yes | |
| BRANDING & INTELLECTUAL PROPERTY RIGHTS – ALL EVENTS | | | |
| LOGOS & IMAGES | | | |
| Right to use a TRIFACTOR ASIA 2023 / 2024 Composite (lock-up) Logo on all internal and external marketing | Yes | Yes | Yes |
| Right to use TRIFACTOR ASIA image bank – moving and photographic images – in all internal and external marketing | Yes | Yes | Yes |
| BRANDING - EVENT | | | |
| Logo on Start Gate/Line | Centre Top | Left & Right Top Column | Yes |
| Logo on Start Gate/Line | Centre Top | Left & Right Top Column | Yes |
| Logos on Stage Backdrop | Dominant | Yes | Yes |
| For Bike & Run & Triathlon Street Banners (1.20 m x 1.50 m) some along Transition Areas, Start Straight / Finish Straight For Swim and Triathlon – Race Marker Buoys, Swim Entrance & Exit, Transition Areas | Dominant | Yes | Yes |
| Advertising Boards | Dominant | Yes | Yes |
| Branding Banners / Flags | Dominant | Yes | Yes |
| Verbal mention of Sponsor name during race by MC | Yes | Yes | Yes |
| Logo on Officials | Yes | | |
| BRANDING - HOSPITALITY | | | |
| Any Parties | Dominant | Yes | Yes |
| At Sponsor Village at each event | Dominant | Yes | Yes |
| BRANDING - PARTICIPANTS, MEDALS & TROPHIES | | | |
| Logo on Participant T-shirt or Singlet | Yes | | |
| Logo on Finisher Medals | Yes | | |
| Logo on Trophies | Yes | | |
| Logo on Tickets | Yes | | |
| Logo on VIP, Media and Staff passes (Participant Finisher Certificate) | Yes | | |

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| | TIER 1 TITLE SPONSOR | TIER 2 CO-SPONSORS | TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS |
| BROADCAST RIGHTS – ALL EVENTS | | | |
| In camera branding featured on broadcast & streamed event coverage | Yes | Yes | Yes |
| Promotions as part of any stream coverage | Yes | Yes | Yes |
| MEDIA & PR RIGHTS – ALL EVENTS | | | |
| Right to use TRIFACTOR ASIA 2023 / 2024 association in all promotional campaigns covering any PR and advertising | Yes | Yes | Yes |
| Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote TRIFACTOR ASIA 2023 / 2024 produced by the organisers | Yes | Yes | |
| A press conference to launch the Sponsorship - at sponsor's own cost | Yes | Yes | |
| Press Conference - Logo on Stage Backdrop (When applicable only) | 50% | Share 40% | Share 10% |
| PROMOTIONAL CAMPAIGN – ALL EVENTS | | | |
| Inclusion in all promotional campaigns - level dependent on tier | Yes | Yes | Yes |
| Inclusion in advertising campaign – TV, print, radio and online | Yes | Yes | Yes |
| Inclusion in outdoor media including: Billboards and Bus Stops | Yes | Yes | Yes |
| Inclusion in PR campaign | Yes | Yes | Yes |
| Advertising in any Official Programme produced | Yes | Yes | Yes |
| Opportunity to create your own campaign | Yes | Yes | Yes |
| DIGITAL & SOCIAL PROGRAMME – ALL EVENTS | | | |
| Inclusion in TRIFACTOR ASIA 2023 / 2024 digital and social campaign. Official Website + Official Social Media Channels | Yes Prominent | Yes Less Prominent | Yes Less Prominent |
| Branding on TRIFACTOR ASIA 2023 / 2024 emails, website, and all site communications including e newsletters | Yes Prominent | Yes Less Prominent | Yes Less Prominent |
| EXPERIENTIAL – ALL EVENTS | | | |
| Booth at TRIFACTOR ASIA 2023 / 2024 Sponsor Village | 9m x 9m | 6m x 6m | 3m x 3m |
| Sampling | Yes | Yes | Yes |
| Insertion of promotional material or product sample into Goodie Bag | Yes | Yes | Yes |
| Inclusion in TRIFACTOR ASIA 2023 / 2024 experiential activity | Yes | Yes | Yes |
| HOSPITALITY & TICKETING – ALL EVENTS | | | |
| VIP Passes to TRIFACTOR ASIA 2023 / 2024 – no. dependent on Tier | Yes | Yes | Yes |
| Free TRIFACTOR ASIA 2023 / 2024 race entry for promotional purposes | 80 | 20 | 10 |
| Tickets to event for promotional use – no. dependent on Tier | Yes | Yes | Yes |
| MERCHANDISING PROGRAMME – ALL EVENTS | | | |
| Opportunity to produce joint branded merchandise. Logos on specially produced TRIFACTOR ASIA 2023 / 2024 merchandise | Additional | Additional | Additional |

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| BRANDING & INTELLECTUAL PROPERTY RIGHTS – EVENT SPECIFIC | | | |
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| Branding Banners / Flags | Dominant | Yes | Yes |
| Verbal mention of Sponsor name during race by MC | Yes | Yes | Yes |
| Logo on Officials | Yes | | |
| BRANDING - HOSPITALITY | | | |
| Any Parties | Dominant | Yes | Yes |
| At Sponsor Village at each specific event | Dominant | Yes | Yes |
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| Logo on Trophies | Yes | | |
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Asia's Biggest DESTINATION TRI Series... The Sporting Practice



INVENTORY – SPECIFIC EVENTS

TRIFACTOR ASIA 2023 / 2024 – SPECIFIC EVENTS

| | PARTNER LEVEL | | |
|---|---------------------------------|-----------------------|--|
| | TIER 1 PRESENTING SPONSOR | TIER 2 CO-SPONSORS | TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS |
| MEDIA & PR RIGHTS – EVENT SPECIFIC | | | |
| Right to use TRIFACTOR ASIA 2023 / 2024 association in event specific promotional campaigns covering any PR and advertising | Yes | Yes | Yes |
| Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote TRIFACTOR ASIA 2023 / 2024 produced by the organisers | Yes | Yes | |
| A press conference to launch the Sponsorship - at sponsor's own cost | Yes | Yes | Yes |
| Press Conference - Logo on Stage Backdrop (When applicable only) | 50% | Share 40% | Share 10% |
| PROMOTIONAL CAMPAIGN – EVENT SPECIFIC | | | |
| Inclusion in event specific promotional campaigns - level dependent on tier | Yes | Yes | Yes |
| Inclusion in advertising campaign – TV, print, radio and online | Yes | Yes | Yes |
| Inclusion in outdoor media including: Billboards and Bus Stops | Yes | Yes | Yes |
| Inclusion in PR campaign | Yes | Yes | Yes |
| Advertising in any Official Programme produced | Yes | Yes | Yes |
| Opportunity to create your own campaign | Yes | Yes | Yes |
| DIGITAL & SOCIAL PROGRAMME – EVENT SPECIFIC | | | |
| Inclusion in TRIFACTOR ASIA 2023 / 2024 digital and social campaign. Official Website + Official Social Media Channels | Yes Prominent | Yes Less Prominent | Yes Less Prominent |
| Branding on TRIFACTOR ASIA 2023 / 2024 emails, website, and event specific site communications including e newsletters | Yes Prominent | Yes Less Prominent | Yes Less Prominent |
| EXPERIENTIAL – EVENT SPECIFIC | | | |
| Booth at TRIFACTOR ASIA 2023 / 2024 Sponsor Village | 9m x 9m | 6m x 6m | 3m x 3m |
| Sampling | Yes | Yes | Yes |
| Insertion of promotional material or product sample into Goodie Bag | Yes | Yes | Yes |
| Inclusion in TRIFACTOR ASIA 2023 / 2024 experiential activity | Yes | Yes | Yes |
| HOSPITALITY & TICKETING – EVENT SPECIFIC | | | |
| VIP Passes to TRIFACTOR ASIA 2023 / 2024 – no. dependent on Tier | Yes | Yes | Yes |
| Free TRIFACTOR ASIA 2023 / 2024 race entry for promotional purposes | 80 | 20 | 10 |
| Tickets to event for promotional use – no. dependent on Tier | Yes | Yes | Yes |
| MERCHANDISING PROGRAMME – EVENT SPECIFIC | | | |
| Opportunity to produce joint branded merchandise. Logos on specially produced TRIFACTOR ASIA 2023 / 2024 merchandise | Additional | Additional | Additional |

TRIFACTOR

DESTINATION TRI SERIES ASIA 2023 / 2024

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ORGANISERS

Headquartered in Singapore, Orange Room Pte Ltd is a leading Asia Pacific Sports Marketing Agency, specialising in professional mass participation sporting and entertainment events.

The company brings events to life through its motto Energize, Execute & Engage!

The board of directors is a group with diverse sporting backgrounds and a common passion in sports.

Orange Room has successfully worked with more than 100 global and local brands within Asia Pacific to activate their sports marketing campaigns effectively and was awarded Singapore Excellence Award 2013, 2014, Singapore Distinction Award 2015, Singapore Leading Enterprise 2018, Singapore Prestige Class 2018, Singapore Quality Service Brand 2018, Top Business and Service 2018 and Top Leading Entrepreneurs 2018.

The company has successfully executed more than 80 marketing campaigns through owned and other events in the last 15 years.

<http://orangeroom.com.sg/>

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WHAT ARE YOU LIVING FOR?