



CREATING AN ENVIRONMENT WHERE CHAMPIONS ARE INEVITABLE

British International School, Phuket

Set amongst the foothills in the scenic heart of Phuket, the British International School, Phuket (BISP) is an award-winning English-medium, co-educational, day & boarding school, achieving consistently high results in academic tables alongside an internationally renowned stable of Sporting Academies.

BISP's High Performance Sporting Academies offer older pupils some of the best facilities of any school in South East Asia - enabling the pursuit of professional careers in golf, tennis, swimming and football.

Alongside the Sporting Academies, the Art & Design Academy and the Business Academy ensure a fully rounded educational experience - whilst a host of other organised extra-curricular activities provide access to everything from trapeze to recycling clubs.

BISP is offering opportunities for businesses to share in their success and become part of the experience through a comprehensive commercial sponsorship and partnership marketing programme.

KEY FACTS

- A purpose-built school built on 111 rai (44 acres) offering both high quality boarding accommodation and world-class facilities that enable students to excel in their academic studies whilst also honing skills within High Performance Academies in Sports, Business and Arts
- An international student population of 840 day and boarding students from over 50 different countries
- Pre-school, Primary and Secondary school education of the highest international standard - with key stages 1, 2 & 3 based upon the National Curriculum of England and Wales; followed by two-year IGCSE programme in Years 10 and 11; and the IB Diploma programme in Years 12 and 13
- Over 100 fully qualified, full-time teachers drawn from 16 different countries including the UK, US, Canada, France and Australia, alongside 40 Thai teaching assistants in the Early Years, Primary and Secondary sections
- BISP results speak for themselves - students gaining entry to over 120 leading universities worldwide across the last five years, including top institutions in the UK, US, Canada and Australia

Be Part Of The British International School, Phuket Experience...
Become A Commercial Partner



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SPONSORSHIP PACKAGES

We have developed packages to suit differing levels of needs:

TIER 1

Official Sponsors

Naming Rights To Academies & Major Facilities

- High Performance Sports Academies - Swim; Tennis; Football; Golf
- Art & Design Academy
- Business Academy

Other Major Facilities - Football Stadium, BISP Ice Arena, Arts Centre, Golf Centre, Tennis Centre, Gym / Strength & Conditioning Programme, Sports Hall / Indoor Arena

TIER 2

Official Suppliers

- From different industries that can provide supplies - all from non-competing categories

Media Partners

- Providing media support

TIER 3

Special Event Partners

- Packages for special events held at BISP - each academic, arts and sports academy/facility holding a signature event/ events each year, e.g. Football Academy Soccer Sevens

Other Opportunities

Scholarship Programme

- Opportunities to support students through sponsorship of scholarships within each of the academic, arts and sports academy/facilities - these can also be added to other packages

Meetings, Incentives, Conferences & Exhibitions (MICE)

- Packages for MICE held at BISP





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WHY GET INVOLVED WITH BISP?

Sponsors will benefit from a partnership in many ways, including:

Brand Exposure & Image Enhancement - National, Regional & International Media - linking in with BISP's brand, Academies, Major Facilities and the high profile Special Events

Supporting the Future of the Arts, Business and Sport - through the support of the many Academies, Major Facilities and Special Events at BISP

Networking & Hospitality - using the venue and events to entertain business audiences including customers, suppliers and employees

Experiential Marketing - sampling of products at the venue and events

Corporate Social Responsibility - helping to promote arts, business and sport by providing a positive role model for young people

World Class Teaching & Coaching - BISP's Academies and Major Facilities are staffed by over 100 fully qualified, full-time staff drawn from 16 different countries, including the UK, US, Canada, France and Australia, offering the best advice and guidance

World Class Venues - BISP offers a remarkable range of international calibre venues





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SPORTS ACADEMIES

Working with outstanding teachers, Loughborough University graduate interns and exceptional coaches, BISP has developed a unique curriculum, embedding its Sports Academy structure into the students' everyday experiences. There are four main Sport Academies... Football, Tennis, Swimming and Golf.

The vision for the BISP Sports Academies is to develop and produce world-class athletes who can compete at the highest level.

Each Sports Academy has coaches with outstanding experience in working with high performance team (HPT) level sportsmen and sportswomen.

Each Sports Academy has its own unique dimensions and specialist demands that will enable students to maximise performance - working in partnership with high performing clubs both locally and internationally in order to create pathways into professional sport or University/College scholarships.

The Sports Academies' programmes are based on a pyramid structure:

- at its base each focuses on the fundamental skills needed to access each of the sports. These skills are built upon through both the PE curriculum and extra-curricular programmes as athletes move from participation to elite performance
- at the elite level, students work together daily with their Academy Coach to develop the individual's maximum potential. It is here students have opportunities to compete against other high level institutes and professional sporting clubs
- students in the HPT (elite) section of the structure focus on the latest training methods, nutrition and recovery as well as receiving world-class coaching. Mental aspects of each of the sports, as well as the social-emotional skills needed to succeed, are also be covered





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SWIM ACADEMY

The BISP JSA Swim Academy is one of the best in Asia producing 18 National Records and five qualifiers for the 2014 FINA World Swimming Championship in Doha, in its first year!

The Swim Academy boasts two outdoor swimming pools; an Olympic sized 50-metre pool and a 25-metre pool. These are used for all student lessons, as well as being training centres for the Flying Fish Swim Club, an extensive swimming programme organised by the school's professionally coached swim team.

At the top end, the Swim Academy focuses on nurturing talent and instilling an ethic of hard work in our student-athletes, in a bid to create an environment where 'Champions' are inevitable.

Training practices provide a perfect balance of swimming and dry land training, utilising the latest practices in swim programme design, with a coaching staff dedicated to working individually with the athletes across a wide range of goals and objectives.

Swim Academy Head Coach, Simon Jones, MSc., is a leading swim coach who has worked extensively with all ranges of swimming abilities, though most notably at the age group and senior international level in both the UK and Asia.

He currently works with 15 International Age Group Swimmers, including three Youth Olympic Games athletes, 1 Asian Games finalist and 2 World Championship qualifiers.

A strong believer in leadership and character development, Simon's senior swimmers have gone on to both UK and US Collegiate levels excelling in both academic and sporting disciplines.





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TENNIS ACADEMY

The vision of the BISP RPT Tennis Academy is to produce outstanding young tennis players from within the school through a coordinated curriculum in and out of hours, with access to world-class coaching and teaching under professional coach, Lee Austrin.

The Tennis Academy has six courts - 3 covered and 3 uncovered and follows the Spanish methodology of coaching, arguably the most successful system in the world.

Top players are entered into tournaments and receive Thai ranking points to ensure national recognition. The school attracts top juniors from around the world with its outstanding opportunities to work alongside Registro Profesional de Tenis (RPT) qualified coaches.

The very best prospects have the chance to attend top training camps in Spain as part of tennis exchange programmes.

The RPT utilises the school facilities to host training courses for its advanced coaches. This places BISP at the heart of all new innovations and technologies in RPT tennis advancement.

Student access to the tennis courts is a priority, and tennis is taught on the mainstream curriculum as well as for the academy. When the academy players are being coached, the covered tennis courts will not be made available, although the outside courts may be used. The Tennis Academy is headed up by Briton Lee Austrin, who represented his county, region and country as a junior, playing in many competitions both within the UK and across Europe.

At the age of 20 he moved to Newport Beach in Southern California to compete in the US Money Tour and Futures events. Here he gained world ranking points and regularly competed against players ranked inside the top 300 in the world.

The Tennis Academy is also home to the BISP Tennis Club, a community facility available to parents of students studying at BISP, who want to enjoy competitive and social games.





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FOOTBALL ACADEMY

The BISP Cruzeiro Football Academy is a joint programme run by BISP and Brazilian champion side Cruzeiro Esporte Clube and is overseen by the expert technical guidance of the former U20 youth coach for Brazil's famous club Cruzeiro EC, this year's national Brazilian champions.

As part of Cruzeiro's group of international academies, talented BISP students, including those on scholarships, have the unique opportunity to learn the Brazilian way of playing under Brazilian Head Coach Jonathas.

Following a university degree in Physical Education, Jonathas has 12 years of professional experience in football, in particular in fitness and performance analysis, technical observation and coordination. He has extensive knowledge of methods of sports training and practice, with particular experience in periodic planning and structuring teams.

Jonathas was the International Programme's Head Coach at Cruzeiro EC; the U14 Assistant Coach and Technical Observer; the U10-U17 Football Coach; the U6-U12 Futsal Coach. He is an official scout for Cruzeiro and led the Cruzeiro U20 team to national honours.

The sprawling BISP campus can house either three 11-a-side or eleven 7-a-side football pitches, giving BISP one of the largest school capacities in Asia. As well as being available to all students, these pitches are the training ground for the BISP Cruzeiro Football Academy sides.

The number of football pitches also allows BISP to hold the annual BISP Soccer Sevens each November; Asia's largest such tournament featuring 120 teams from 35 international schools, some 1,350 competitors from 8 different countries. BISP were champions in 2014.





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GOLF ACADEMY

The BISP Golf Academy integrates the complete range of golfing skills for all levels, from primary school to senior school and elite golfers.

Headed up by Oliver Bates, a British professional who turned pro in 1998 and came to Asia to play and coach in 2001.

Formally coaching at Loch Palm, director of the Phunaka Academy and the Blue Canyon in Phuket, where he was also director of golf, Oliver has established himself as one of Asia's finest teachers and has worked with players both on the professional Asian and European tours.

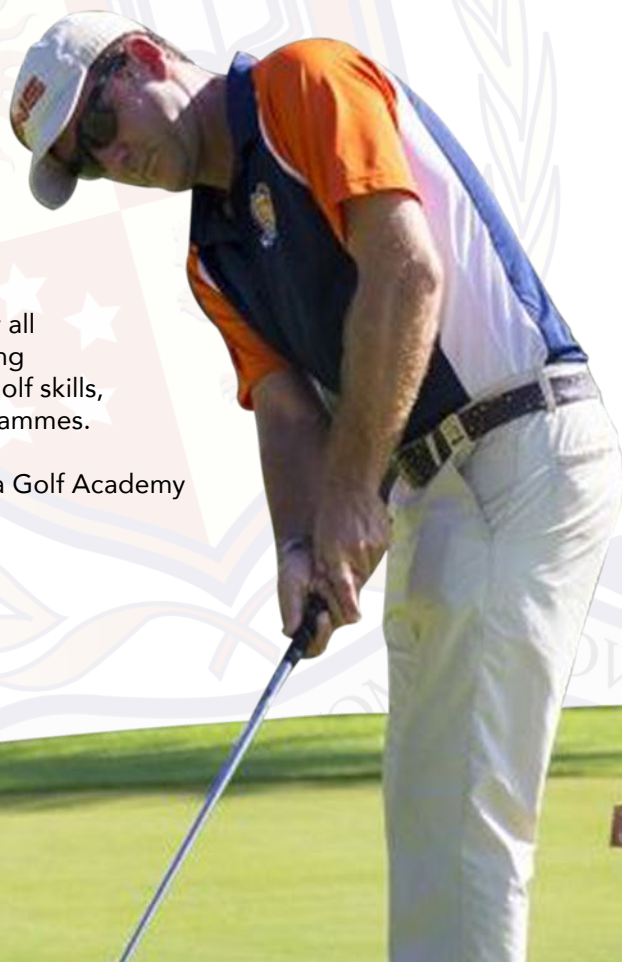
Under Oliver's tutelage, BISP is building a dedicated golf centre on site, with driving range, bunkers and greens, providing students with the opportunity to improve their skills in all areas of the sport.

The vision of the BISP Golf Academy is to build and refine all students' golfing skills through technical, mental, tactical and physical strategies.

The golf programme creates the full golfing experience preparing students for higher levels of play, aiming to develop an elite group that will pursue tournament play and represent the school in competitions.

The programme integrates the complete range of golfing skills for all levels, from primary school to senior school and elite golfers. Strong emphasis is placed on developing talent at a young age through golf skills, fitness and mental training with individualised development programmes.

Sessions take place at BISP, Loch Palm Golf Course or the Phunaka Golf Academy video studio and 9-hole academy course.





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ART & DESIGN ACADEMY

All students study Music, Art and Drama up until the end of year 9. After year 9 students can select arts subjects as part of IGCSE and IB Diploma programmes.

ART & DESIGN

There is a 100% pass rate at IB Diploma Visual Arts with majority of students achieving 6's and 7's and at IGCSE Art and Design with the majority of students achieving A's and A*'s.

BISP has been top in the World in IGCSE Art and Design 2009 and 2011 and students have been semi finalists in the Royal Overseas Leagues Young Artist in Thailand Awards 2011 and 2012.

Each year BISP has an Artist in Residence Week where it invites practicing artists to work with its students, while students in the Art & Design Academy are commissioned for professional contracts outside of the school.

MUSIC

A talented team of instrumental tutors teach a wide variety of musical instruments (including voice) at all ability levels for students of all ages. Lessons are offered on string, woodwind, brass, guitars, voice and percussion instruments.

To encourage and monitor students the school encourages students to enter for external UK Rockschoool examinations as well as ABRSM exams. These exams are held at BISP once per year.

DRAMA & THEATRE

The drama department has increasing numbers of students undertaking examination at IGCSE and IBDP level. Parents are increasingly seeing the benefits of research that shows that creative subjects support and improve other academic exam results.

Each year, BISP hosts a major school production, which in recent years has included spectacular renditions of the Lion King, Grease and Oliver. These are major events on Phuket's cultural calendar, and play to full houses.

BUSINESS ACADEMY

This initiative between the school, business communities, educators and volunteers was created in 2014 with the aim of inspiring business-minded young people to dream big and achieve their potential.

In teams set up as actual businesses, Business Academy students develop their own market entry strategy for a product or service of their own choosing and submit their business plan to the Academy Director and the Academy Consultant.

Upon agreement, these businesses operate and trade just like any other business, with a targeted 12-month goal for achieving profit.

Alongside this, under the guidance of our external consultant, academy students experience real-time trading of stocks on the financial market, an experience that will prepare them for the dynamic world of financial trading.





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OTHER MAJOR FACILITIES

FOOTBALL STADIUM

To add to its three full size pitches (and four smaller) the school has a site available to build a 3,000-seat stadium to develop a football hub for the development of Asian youth football.

Such a hub would be able to hold FIFA training camps for many of the Asian nationalities, using the expertise of the school's existing academy staff, but also to host or facilitate FIFA training camps and tournaments. It is a school aim to create the Asian equivalent of the famous Gothia Cup, which is held in Sweden each year. BISP partner Cruzeiro EC will support such a tournament and encourage other world-famous clubs to send their youth teams.

BISP ICE ARENA

In 2015 construction starts on the new BISP Ice Arena, an Olympic-sized ice rink able to host ice hockey games, figure skating, speed skating and competitive and recreational ice-skating. With substantial seating, the Ice Arena will be ideal for staging exhibition ice hockey matches and international performances such as 'Disney on Ice', which it is anticipated will draw both locals and tourists and become a major Phuket attraction.

ARTS CENTRE

BISP plans to build a dedicated Arts Centre on campus, which will be capable of hosting school concerts, productions and plays, as well as visiting shows. Phuket is lacking in such a facility, and BISP plans to lead the way in creating a cultural scene on the island.

GOLF CENTRE

The blueprints are already ready to construct a short game centre within the BISP grounds, which will enable BISP Golf Academy players to practice pitching, putting and bunker games under the tutelage of the Head Coach, a former professional player.

TENNIS CENTRE

Already consisting of a covered stadium with three hard surface courts, we will be expanding the Tennis Centre to include three clay courts, BISP will also provide grandstand seating to host major junior tennis competitions and invitational tournaments.

GYM / STRENGTH & CONDITIONING PROGRAMME

Each of the four Sports Academies has different sport specific requirements and this is reflected in personal fitness programmes for all athletes, all undertaken in the school's purpose-built gym facility.

SPORTS HALL / INDOOR ARENA

BISP's expansive covered Sports Hall houses two regulation-sized basketball courts, and is home to its successful boys and girls basketball sides. Plans are underway to add foldaway seating to allow students, parents and staff to support school teams, and give the students invaluable experience of the supporter-driven atmosphere found in professional sport.



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SPECIAL EVENTS SPONSORS

Throughout the year BISP Academies and Major Facilities organise signature events. The first such special event available for sponsorship is the Football Academy Soccer Sevens.

Naming rights to the BISP Soccer Sevens and other signature events are available.

BISP Soccer Sevens



Held in November of each year, British International School, Phuket hosts the annual BISP Soccer Sevens, the largest such schools tournament in Asia.

Every year BISP welcomes more than 120 teams from 35 different international schools, which mean approximately 1,350 competitors from 8 different countries.

Entries are welcome from any international school and the tournament includes age categories for students upwards from Under 9's. Whilst the standard of football is high the main emphasis of the competition is fair and friendly play.



SCHOLARSHIP PROGRAMME

To enable the best to access the best... BISP has a number of opportunities for businesses to support students through sponsorship of scholarships within each of the academic, arts and sports academies, and also general academia.

These can be done on an individual basis or can also be added to other commercial packages. The purpose of these scholarships is to:

- maintain a high standard of academic excellence by enrolling exceptional students from around the world
- provide existing students with an incentive to do well in the school, and to recognise achievement in a tangible manner
- contribute to the local community by providing opportunities for outstanding students from Phuket schools

Dependent on budget Scholarships can be at all Academic levels and for Day and Boarding students. Swimming, Tennis, Golf: Scholarships in these sports are dependent upon national rankings or independently demonstrated levels of high ability (times; rankings; handicaps. Typically these awards go to athletes with national representation honours, or those who demonstrate the exceptional ability, and desire, to become professional athletes.

Football: These scholarships and bursaries are awarded following decisions made by the Academy Director and coaches. In most cases this will follow a trial or other evidence of high performance. It is expected that the scholarships will be awarded to students who have the ability and desire to play the sport at a professional level.

It is the school's ultimate aim to have no more than four scholarship students and eight bursary students in each Academy in any one academic year.



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LOCATION

Phuket is an island located 862km south-west of Thailand's capital Bangkok in the Andaman Sea.

November through March is the cool north-east monsoon season, when cool breezes keep things comfortable. The average daily temperature is around 24C to 32C.

Phuket's hottest months are from April through May, with temperatures ranging from 27C to 36C. However, frequent short heavy thundery showers, offer welcome relief from the temperature and humidity. June, July and August normally consists of sunny days with brief but heavy showers, with temperatures ranging from 20C to 33C.

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	TIER 1 Official Sponsors Academies & Major Facilities	TIER 2 Official Suppliers & Media Partners	TIER 3 Special Event Partners
TITLE & EXCLUSIVITY			
Rights to titles "[Sponsor Name] Official Sponsor BISP" with naming rights to an Academy or Major Facility for example "[Sponsor Name] Swim Academy" for PR & advertising use	Yes		
"Official Supplier / Official Media Partner BISP" for PR & advertising use		Yes	
"Official BISP Event Partner" with naming rights to a Special Event for example [Sponsor Name] Soccer 7s" for PR & advertising use			Yes
Product exclusivity	Yes	Yes	Yes
BRANDING			
ACADEMIES			
Logo on all signage in and around the Sponsored Academy & its Facilities	Yes (Dominant)	Yes	
Logo on Sponsored Academy Team Kits	Yes		
Logo on all Sponsored Academy promotional materials – on and off line	Yes (Dominant)	Yes	
Logo in reception of BISP	Yes	Yes	
Logo on any Sponsored Academy Trophies / Medals	Yes		
MAJOR FACILITIES			
Logo on all signage in and around the Sponsored Major Facility	Yes		
Logo on all Major Facility promotional materials – on and off line	Yes (Dominant)	Yes	
Logo in reception of BISP	Yes	Yes	
SPECIAL EVENTS			
Logo on all signage in and around the Special Event		Yes	Yes
Logo around BISP when Special Event is taking place		Yes	Yes
SCHOLARSHIPS			
Opportunities to support students through scholarships within each of the academic, arts and sports academy/facilities	Yes	Yes	Yes
BRANDING – PROMOTIONAL CAMPAIGN			Event Specific
Logo inclusion in BISP promotional campaigns	Yes	Yes	Yes
Brand presence in events attended by BISP around the world, where applicable	Yes	Yes	
Mentioning of sponsor in any promotional videos made where applicable	Yes		
Logo on advertising in media partner publications – size dependent on sponsorship level	Yes	Yes	Yes
Advertising space in BISP brochures	Yes	Yes	Yes



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BRANDING - INTERNET MEDIA			Event Specific
Advertisement on home page with link	Yes	Yes	Yes
Logo on all BISP social media sites	Yes	Yes	Yes
Advertising space in any e-brochures produced and circulated	Yes	Yes	Yes
Logo categorized by sponsor level on e-newsletters sent regularly to database	Yes	Yes	Yes
BRANDING - PRESS & PR			Event Specific
Presence at any press conferences	Yes	Yes	Yes
Logo on press materials/media kits	Yes	Yes	Yes
Logo on Stage Backdrop at press conferences	Yes	Yes	Yes
Representative to speak at press conferences where applicable	Yes	Yes	Yes
EXPERIENTIAL MARKETING			Event Specific
Promotional/trade booth at BISP & promotional staff, duration to be agreed	50 m2	25m2	25 m2
Sampling at BISP, where relevant	Yes	Yes	Yes
Insertion of promotional material or product sample into any Goodie Bag	Yes	Yes	Yes
HOSPITALITY & NETWORKING			Event Specific
Access passes to VIP hospitality area and tickets	Yes	Yes	Yes
Opportunity to host a seminar or staff incentive program at a BISP	Yes	Yes	Yes
Annual memberships for staff at Sponsored Academy or Major Facility, where applicable	Yes		
DATA RIGHTS			
Data capture mail list forwarding service access	Yes		
ACCOUNT MANAGEMENT			
Provision of account manager to manage sponsorship & Post event report on sponsorship effectiveness	Yes	Yes	Yes



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BENEFITS

Branding & PR

Sponsors, Suppliers and Event Partners will have rights to associate with BISP for PR and advertising activity. BISP offers huge opportunities to create media coverage for sponsors through news PR activity.

There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines.

On Line & Social Media

BISP website and social sites – Sponsors, Suppliers and Event Partners will receive logo presence on the website's home page and sponsorship page as well as mentions in email newsletters when there is a story to tell.

Experiential Marketing

The opportunity to promote your products and services to BISP audiences.

Hospitality & Networking

BISP offers a plethora of fantastic opportunities to entertain customers, clients and executives.

Sponsors, Suppliers and Event Partners will have a number of opportunities to entertain their guest through bespoke packages.





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