



BRIGHTON COLLEGE  
INTERNATIONAL SCHOOL

BANGKOK



INSPIRATION | INNOVATION | EXCELLENCE

# BRIGHTON COLLEGE BANGKOK

Brighton College Bangkok (BCB) will open in September 2016, with capacity for 1,500 boys and girls aged 2 to 18. It will share the aims and ethos of Brighton College UK, one of England's leading schools, offering its pupils the best educational traditions and innovations.

The school will offer the full Brighton College experience with the avowed aim of becoming the leading British-curriculum school in Thailand.

The iconic 20-acre campus will provide access to the latest educational technology and purpose-built state-of-the-art facilities for music, art, dance, drama, sports and co-curricular activities.

Brighton College International Schools was established in 2009 as a subsidiary of Brighton College in the UK to plan and set up British-curriculum schools around the world under licence to Brighton College. Each overseas school is privately and independently owned. The schools are managed by boards of governors, which include representatives of Brighton College in the UK.

BCB is a collaborative effort between Brighton College UK and Ocean Group, the Thai corporation led by the Assakul family.

BCB 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.

## BECOME A COMMERCIAL PARTNER

“HELPING EACH CHILD TO DISCOVER THEIR UNIQUE PASSION  
AND PREPARE FOR SUCCESS IN A CHANGING WORLD.”

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### CURRICULUM

BCB is unique in that all pupils will learn English, Thai and Mandarin.

It will follow the British independent educational model with the school composed of three different sections: a Pre-Prep School, Preparatory School and Senior School.

#### **The Pre-Prep School**

Pre-Nursery to Year 3    Ages 2-8

#### **The Preparatory School**

Years 4 to 8                    Ages 8-13

#### **The Senior School**

Years 9-13                    Ages 13-18

The school will offer the innovative Brighton College UK curriculum, leading to the award of IGCSEs and A-levels/IB. Its pupils will benefit from outstanding pastoral care delivered through the traditional 'House' system.

Above all, a Brighton College education will offer all of its pupils a caring, supportive and tolerant environment in which they can thrive and develop a lifelong passion for learning.

Pupil admissions begin in January 2016.

### BANGKOK CAMPUS DESIGN

The design of the BCB campus is a fundamental part of BCB's vision for learning.

First, the campus will be an inspirational learning environment, where each child is valued for his or her own sake, encouraged to develop his or her talents to the full in a community where there are no stereotypes and where every achievement, however small, is noticed.

The second main focus of the campus design is to connect children with nature. In order to integrate nature into the design, certain buildings will be carved out to craft three spaces - open spaces, semi-open spaces and breeze-way spaces. The seamless integration between interior and exterior will enable children to learn in innovative ways and make them feel part of the world around them.

The third main driver of the design is embracing tomorrow and the impact digital technology has on children's lives. The way children today are accessing information and knowledge, and sharing it with one another, inspired our vision of a new 'Learning Resource Centre' (LRC).

The LRC concept is an innovative multi-purpose learning space that will physically connect together the three schools of the College, enabling pupils and teachers to work and learn using the latest information technologies in imaginative spaces.

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## SPONSORSHIP PACKAGES

We have developed packages to suit differing levels of needs:

### TIER 1

Official Sponsors  
Naming Rights To Major Facilities e.g. Learning Resource Centre; Performance Arts Centre; Sports Facilities; etc.

### TIER 2

Official Suppliers (all from non-competing categories)  
From different industries, providing supplies  
Media Partners providing media support

### TIER 3

Special Event Partners  
Packages for special events held at BCB Schools and Facilities

### OTHER OPPORTUNITIES

Scholarship Programme  
Opportunities to support students through sponsorship of - these can also be added to other packages

## WHY GET INVOLVED WITH BCB?

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

### Brand Exposure & Image Enhancement -

National, Regional & International Media - linking in with BCB's brand, schools, major facilities and the high profile special events

**Supporting the Future of the Arts, Business and Sport** - through the support of the schools, major facilities and special events at BCB

**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** - BCB's major facilities are staffed by fully qualified, full-time staff drawn from many countries offering the best advice and guidance

**World Class Venues** - BCB offers a high-class international calibre venue for business conferences and networking

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## LOCATION

The iconic 20-acre campus is under construction in the Krunthep Kreetha area of eastern Bangkok. Built to global premier international school standards, BCB is conveniently accessed by major expressways and roads. It is approximately a 30-minute drive from downtown Bangkok and a 15-minute drive from Suvarnabhumi Airport.

## WHAT OTHERS ARE SAYING...

- “The school everybody’s talking about”... Tatler Magazine
- “The UK Independent School of the Year 2013-14”... Independent Schools Awards
- “Britain’s most forward thinking school”... The Week

## ABOUT BRIGHTON COLLEGE

Brighton College was founded in 1845. Today it is the top co-educational school in England and in the top 5 of all UK schools.

Brighton College’s provision for art, music, dance and drama is exceptional, and its sporting prowess is nationally renowned.

- Brighton was named Sunday Times Independent School of the Year 2011-12
- Richard Cairns, Headmaster of Brighton College UK, was named Tatler’s Headmaster of the Year 2012-13
- Brighton College was named UK Independent School of the Year 2013-14 at the Independent School Awards
- In 2015, a record 29 students won offers to study at Oxford and Cambridge along with offers from other prominent UK universities

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## BRIGHTON COLLEGE INTERNATIONAL SCHOOLS

BCB will be the third Brighton College International Schools (BCIS) to open around the world. The others are:

Brighton College Abu Dhabi - the first of Brighton College's sister schools overseas opened in Abu Dhabi on a state-of-the-art campus in 2011 and has a current roll of 1,600 pupils. Brighton College Abu Dhabi is the first in a series of schools in a partnership between Brighton College International Schools and Bloom Properties, part of National Holding of Abu Dhabi.

Brighton College Al Ain opened in 2013. By 2018, the college will educate 1,200 pupils across the 3 to 18-age range on its state-of-the-art campus, located in the ancestral city of the ruling family of the United Arab Emirates.

### VISION

BCIS's vision is to work with investors to open a series of premium international sister schools modelled upon Brighton College. Each school shares Brighton College UK's aims and ethos, achieved by focusing on:

- Appointing excellent teachers
- Supporting excellent and inspirational teaching
- Support outside the classroom - to consolidate and to extend
- A balanced life at school

### AIMS & ETHOS

A Brighton College education seeks to impart or provide:

- a love of learning for its own sake
- a foundation of knowledge and body of skills with which to understand and question the world we live in and to prepare us, through an innovative approach to education, for the world we are likely to inhabit in the future
- an awareness of, and appreciation of, the spiritual dimension in our lives
- an enthusiasm for the world beyond the classroom - in particular, sport, music and the performing arts
- a respect for difference in others and a recognition that the efforts and achievements of every individual in our community are valued equally
- an awareness of the needs of others, and a firm belief that - whatever our age - we can make a difference, locally and globally, right now

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## BCB SENIOR TEAM

**DAVID TONGUE** - is BCB's founding Headmaster. Currently Headmaster of Brighton College Al Ain in the UAE, his school was recently awarded the highest ever inspection grade given to a school Emirates. He is 39 years old, is married to Victoria, and they have two young children who will both attend BCB.

**KELLY CROMPTON** - is Head of Pre-Prep, responsible for the education of the College's youngest children aged 2 to 8.

## BRIGHTON COLLEGE INTERNATIONAL SCHOOLS TEAM

**PROFESSOR LORD SKIDELSKY** is Chairman of the Board of Governors of Brighton College. Lord Skidelsky is a past pupil of the College (1953-58) and went on to read History at Jesus College, Oxford. He is Emeritus Professor of Political Economy at the University of Warwick, an acclaimed author and the prize-winning biographer of John Maynard Keynes. Robert Skidelsky was raised to the Peerage in 1991.

**RICHARD CAIRNS, MA (OXON), FRSA** has been the Head Master of Brighton College since 2006. He has presided over a hugely successful period in the College's 170-year history, recording the best A-level results of any co-educational school in England every year from 2008-13, which led to the College being named The Sunday Times Independent Secondary School of the Year 2011-12. He holds a First Class degree in History from Lady Margaret Hall, Oxford, is a Fellow of the Royal Society of Arts and a Governor of several other schools. He was named by Tatler as Headmaster of the Year in 2012.

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**PAUL WESTBROOK** joined Brighton College UK in July 2009 from KPMG, where he led the mergers and acquisitions teams. During Paul's tenure as Bursar, the College has undergone a sustained period of development with the erection of two new 900 square-metre buildings for a state-of-the-art Design & Technology suite and classrooms, a new senior common room and café, and a lower school for Year 7 & 8 pupils. He is also a Governor of the London Academic of Excellence and is the Finance Governor of Handcross Park School, a member of the Brighton College family of schools. Paul is a parent of three Brighton College UK pupils.

**IAN MCINTYRE, MA** is Director of Schools at Brighton College International Schools, responsible for the company's business development, investor relationships, school pre-opening phases and delivery. He taught in the UK independent sector for almost 20 years and was headmaster of two schools prior to joining BCIS. As Director of Education from 2010-15, he oversaw the development of Brighton College's first two sister schools in the Middle East.

**DARREN COXON, BA, PGCE (CANTAB)** is Director of Education at Brighton College International Schools. He has worked in senior leadership in both the state and independent sectors in the UK as well as being Housemaster at Aiglon College in Switzerland. Darren works closely with the Director of Schools in managing the planning, development and implementation of all educational, staffing and operational aspects of each newly-planned school, as well as having oversight of quality assurance in each of Brighton College's sister schools.

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**RISHI SONI, BSC, ACA** is the Commercial Director of Brighton College International Schools. Rishi was educated at Brighton College (1991-96) and studied Mathematics and Computer Science at the University of Leeds. He worked at KPMG for 12 years, where he qualified as a chartered accountant and spent 8 years in corporate finance working on a wide range of M&A transactions, fund raising and corporate restructurings. Rishi is responsible for assessing new international school opportunities and working with BCIS's investors to plan and develop each overseas school.

**NED MURRAY, BA** is Education Officer at Brighton College International Schools. Ned read Political Science and International Relations at the University of Birmingham before briefly working as journalist and in a research office at the University of Oxford. He taught History and Politics at Brighton College UK for 2 years, before taking up a full time role in BCIS in July 2013. Ned is responsible for researching new territories and markets, the company's marketing and PR, as well as supporting the Director of Education with the educational set-up in each new school.

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## THE SCHOOLS

Official Sponsors will have the opportunity to integrate their brand with BCB's three main school sections:

<b>The Pre-Prep School</b>	Pre-Nursery to Year 3	Ages 2-8
<b>The Preparatory School</b>	Years 4 to 8	Ages 8-13
<b>The Senior School</b>	Years 9-13	Ages 13-18

### PRE-PREP SCHOOL

The Nursery and Pre-Prep will be housed in purpose-built accommodation, with large, airy classrooms, themed open plan spaces for learning through play and exploration, nature areas, a wading pool, and a large library.

### PREP SCHOOL

The Prep School will have a combination of traditional classrooms and innovative breakout spaces, and will include dedicated science labs, art rooms, a design technology room, language labs, and music rooms.

Pupils in the Prep and Senior Schools will also have the benefit of House spaces, where they will assemble daily and meet with their Housemasters/mistresses. Whilst Brighton College Bangkok may be a day school, the family ethos of Brighton College UK's boarding culture will form a core element of pupil pastoral care, with Houses forming an important part of this.

### SENIOR SCHOOL

The Senior School has a wealth of cutting edge resources housed in an iconic building, which makes superb use of space and is flooded with light.

Traditional classrooms are coupled with large, multi-use spaces, state of the art science labs and computer rooms.

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## MAJOR FACILITIES

### FACILITIES INCLUDE:

#### PERFORMING ARTS CENTRE (PAC)

The PAC is a key part of the campus, housing a 620-seat theatre, dance studios, rooms for musical instruction and practice, art and design rooms, Mac suites and a traditional photography darkroom..

Pupils in all years will have access to this superb resource, which will actively promote one of the core values of Brighton College, namely the importance of the arts in all our lives.

#### SPORTS FACILITIES

Sports facilities will include a 480-capacity Sports Hall, gymnasium, Olympic-sized pool, smaller pool, an athletics track, a full-size football pitch and training pitch.

Brighton College's enviable reputation as one of the top sporting schools in the UK will be firmly embedded in Brighton College Bangkok, with the avowed aim to become one of the leading colleges in the Federation of British International Schools in Asia (FOBISIA).

- Olympic-sized 50m Swimming Pool
- 25m Swimming Pool
- State-of-the-art Athletics track
- Full-sized Football pitch and a training pitch
- 4 Tennis Courts
- 3 Basketball Courts with a viewing platform

#### LEARNING RESOURCE CENTER (LRC)

Linking the academic buildings together is our innovative, unique Learning Resource Centre, a wide, glass-fronted open plan space that flows from the Senior School, through to the Prep School and Pre-Prep.

This area will include spaces for collaboration, creativity, quiet study, small group presentations and performances, tying together learning across the school. The LRC fronts onto outdoor learning spaces, which will encourage children of all ages to learn from the natural world.

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## SPECIAL EVENTS SPONSORS

Throughout the year, BCB organises signature events, including Science Festivals, Music Performances, Art Exhibitions and Sports Tournaments, including the Federation of British International Schools in Asia Games.

### EVENTS INCLUDE:

- Lavish school productions
- Parent association events
- Welcome barbeques
- Garden parties
- Summer balls
- Prize giving and awards ceremonies
- Exhibitions
- Showcasing events
- Hosting of co-curricular events  
(Model United Nations, Debating Tournaments)

**Naming rights to the BCB Special Events are available.**

## MICE

BCB's campus, its academic, creative and performing arts and sporting facilities make it the ideal destination for companies seeking something uniquely memorable for their next business event, product launch, incentive, executive retreat or teambuilding outing.

### BCB OFFERS:

- Sports facilities
- Seminar facilities
- Conference rooms
- Auditorium
- Swimming pools

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SPONSORSHIP PACKAGES & INVENTORIES	TIER 1 Official Sponsors School & Major Facilities	TIER 2 Official Suppliers & Media Partners	TIER 3 Special Event Partners
<b>TITLE &amp; EXCLUSIVITY</b>			
Rights to titles “[Sponsor Name] Official Sponsor BCB” with naming rights to a Major Facility for example “[Sponsor Name] Performance Arts Centre” for PR & advertising use	Yes		
“Official Supplier / Official Media Partner BCB” for PR & advertising use		Yes	
“Official BCB Event Partner” with naming rights to a Special Event for example [Sponsor Name] BCB Art Exhibition” for PR & advertising use			Yes
Product exclusivity	Yes	Yes	Yes
<b>BRANDING</b>			
<b>School</b>			
Logo in reception of BCB	Yes	Yes	
<b>Major Facilities</b>			
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 BCB	Yes	Yes	
<b>Special Events</b>			
Logo on all signage in and around the Special Event		Yes	Yes
Logo around BCB when Special Event is taking place		Yes	Yes
<b>SCHOLARSHIPS</b>			
Opportunities to support students through scholarships within each of the Schools	Yes	Yes	Yes
<b>BRANDING – PROMOTIONAL CAMPAIGN</b>			Event Specific
Logo inclusion in BCB promotional campaigns	Yes	Yes	Yes
Brand presence in events attended by BCB 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 BCB brochures	Yes	Yes	Yes



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<b>BRANDING - INTERNET MEDIA</b>			Event Specific
Advertisement on home page with link	Yes	Yes	Yes
Logo on all BCB 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
<b>BRANDING - PRESS &amp; PR</b>			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
<b>EXPERIENTIAL MARKETING</b>			Event Specific
Promotional/trade booth at BCB & promotional staff, duration to be agreed	50 m2	25m2	25 m2
Sampling at BCB, where relevant	Yes	Yes	Yes
Insertion of promotional material or product sample into any Goodie Bag	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING</b>			Event Specific
Access passes to VIP hospitality area and tickets	Yes	Yes	Yes
Opportunity to host a seminar or staff incentive program at BCB	Yes	Yes	Yes
<b>DATA RIGHTS</b>			
Data capture mail list forwarding service access	Yes		
<b>ACCOUNT MANAGEMENT</b>			
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 BCB for PR and advertising activity. BCB 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**

BCB 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 BCB audiences.

### **HOSPITALITY & NETWORKING**

BCB 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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