

Royal Bangkok Sports Club



Thailand's Premier  
Sports & Exclusive  
Membership Club





## Thailand's Premier Sports & Exclusive Membership Club



### RBSC

Established in 1901 by a Royal Charter of King Chulalongkorn, the Royal Bangkok Sports Club (RBSC) is Thailand's premier sports & exclusive membership community. For more than 100 years, the Club's horse racing track and 18-hole golf course have been jewels in the crown of central Bangkok and today, with its multinational membership, the Club stands as an enduring and fitting monument to King Chulalongkorn's determination to bring Thailand into the modern world without losing its unique cultural characteristics.

Over the years, RBSC has expanded its facilities to encompass a wide variety of sports and activities, while maintaining a green expanse in the middle of Bangkok. It continues to fulfil King Chulalongkorn's belief, stated in the Charter, that the Club will contribute significantly to the beauty of the capital.

Since 1901, the Royal Bangkok Sports Club has furthered the development of modern sports in Thailand and will continue this important role in the years that lie ahead.

RBSC offers an excellent opportunity for businesses looking to associate with a prestigious and dynamic institution, with its vibrant community with invaluable networking prospects.



### QUICK FACTS

<b>23</b> SPORTS SECTIONS	<b>29,581</b> ORDINARY & FAMILY MEMBERS	<b>51% / 49%</b> FEMALE / MALE
<b>RBSC MAGAZINE</b> BI-MONTHLY TO ALL MEMBERS PRINT & DIGITAL EDITIONS	<b>95% THAI</b> NATIONALITY OF MEMBERS	<b>41- 50</b> LARGEST AGE GROUP ACCOUNTING FOR 17% MEMBERSHIP
<b>BAHT 7+ MILLION</b> IN 2022 / 2023 RBSC DONATED TO CHARITABLE CAUSES FROM PRIMARY SCHOOL TO UNIVERSITY LEVELS	<b>OPEN DAILY</b> RBSC IS OPEN FROM 5:30 A.M. TO MIDNIGHT EVERY DAY	<b>65+</b> RECIPROCAL CLUBS IN 22 COUNTRIES AROUND THE WORLD

Source: RBSC. Based on 2022 / 2023 data. \* Excludes Horse Racing only

## INTEGRATE ROYAL BANGKOK SPORTS CLUB INTO YOUR MARKETING PLATFORM...



Thailand's Premier Sports & Exclusive Membership Club



## COMMERCIAL PACKAGES

RBSC has developed a comprehensive commercial partnership marketing programme.

### TIER 1 – RBSC PREMIUM PARTNER

6 x RBSC Premium Partners with a 'brand clean' association of one of the Club's main sports.

Including: Badminton, Cricket, Golf, Rugby, Soccer, Squash, Physical Fitness, Swimming, Tennis. Plus additional opportunities to associate with RBSC's other sports along with Horse Racing.

### TIER 2 – RBSC OFFICIAL PARTNER

20 x founding members with access to RBSC facilities.

### TIER 3 – OFFICIAL RBSC ESSENTIAL SUPPLIERS

Official RBSC Essential Suppliers providing goods and services essential for RBSC.

Including: Chauffeur Services, Concierge Services, EV and EV Charging, Food & Beverage, Insurance, Professional Services, Health & Wellness Service, Sporting Equipment, Software, Sustainability & Environment, Technology, Timing/Timekeeper, Utilities – Energy & Water.

## RIGHTS

RBSC offers Sponsors & Partners a wide range of rights and business benefits. These rights and benefits fall into the following categories...

#### Title & Image Rights

**Branding Rights - Main Club Reception, Sport Receptions, Sports Facilities Promotion, Advertising & PR (Editorial) Rights**

**Hospitality & Networking Rights**

**Experiential Rights**

**Merchandise Rights**



### THE 1901 CLUB

All Partners (Tiers 1, 2 & 3) automatically become a founding member of the 1901 CLUB, named after the year the historic Royal Charter established the Royal Bangkok Sports Club on 6<sup>th</sup> September 1901.

A networking focused Club designed for both Sponsors & Partners and Club members, the 1901 CLUB offers a series of exclusive networking events throughout the year where the world of sport and business meet.

*\*Subject to Terms & Conditions*





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## SPORTS FACILITIES

RBSC is offering its Premium Partners the opportunity to be an exclusive 'brand clean' partner linked to one of its main sports.

Premium Partners can choose from one of the following sports... Badminton, Cricket, Golf, Rugby, Soccer, Squash, Physical Fitness, Swimming, Tennis. More sports are available at extra cost.

In total RBSC offers over 20 sports, including...

SPORT	FACILITIES
BADMINTON	With 5 indoor and air-conditioned courts on the 3 <sup>rd</sup> Floor of the RSC Building, Badminton is one of the most popular sports at the Royal Bangkok Sports Club
BASKETBALL	The Club's Basketball facilities are located on the 2 <sup>nd</sup> floor, near the Swimming Pool
BILLIARDS	Located on 3 <sup>rd</sup> Floor of the RSC Building, the Club's Billiards facilities include 5 tables (4 Billiards / Snooker and 1 pool table)
BRIDGE	Located on the Mezzanine Floor of the RSC Building, RBSC provides 24 tables for players in a large, air-conditioned room
CHESS	Located on the Mezzanine Floor of the RSC Building, RBSC provides 24 tables for players in a large, air-conditioned room
CRICKET	The cricket pitch is located at RSC Sports field
DANCESPORT	DanceSport room is located at Henri Dunant Hall

### ACTIVITIES & TROPHIES INCLUDE...

Badminton Chairman's Cup; Badminton Friendly Match Members – Staff; Badminton Away Interport; and HM The King's Cup for Badminton 1965

Basketball Tournament 3 on 3; Basketball Junior Camp; Basketball League

Billiards Open (Chairman's Cup); Billiards Handicap (Vice Chairman's Cup); Snooker Open (Sarasin Cup); Snooker Handicap (Chirakiti Cup); Snooker Handicap Senior 50 & over

RBSC Chairman's Cup; Bridge Kovit's Cup; Bridge Interport Match; Kovit Sucharitakul InterBridge Trophy 1984

The Friendly Chess Championship; Chess Masterclass; and Chess Class for Youth Programme

RBSC International Cricket Sixes; Cricket Interport Match; Cricket Home Friendly Match with Pangolin Cricket Club; The Elephant Trophy

DanceSport "Masquerade Ball"; and DanceSport Annual Party





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**GOLF** By 1961, Golf had become one of the Club's biggest sports sections, with some six hundred men and around a hundred women players. The formation of the first Ladies' Golf Subcommittee in 1948 was followed by monthly tournaments. By the early seventies, more than two hundred players were regularly involved. An eighteen-hole golf course is located at the RBSC with Driving Range

A number of tournaments and competitions are run throughout the year including: MEN - RBSC Masters & RBSC Cup, RBSC Chairman's Cup, Club Championship, Gen Z Trophy LADIES - Ladies' Golf HM Queen Rambhai Barni Cup, Ladies' Golf Captain's Prizes, Ladies' Golf Gerson Cup, HM The Queen's Birthday Cup for Ladies Golf 1961, HE Pote Sarasin Challenge 1975



**HOCKEY** The venue is located at RBSC Sports field

Hockey League; Hockey 6-A-Side; and Tiger Trophy for Hockey, PSC versus RBSC 1964



**JOGGING** The jogging track is located around the golf course at RBSC and is open for all ages to join

Jogging Fun Run; and Jogging Walk Jog & Annual Party



**LAWN BOWLS** Presently, a six-rink lawn bowls area is open at the RBSC Polo Club

Lawn Bowls Sawasdi Maithai Cup



**MARTIAL ARTS** Located on the 4<sup>th</sup> floor of the RSC building, Martial Arts section offers various activities and classes such as self-defence; competition; physical, mental, and spiritual development; and entertainment

Numerous classes including: Tae Kwon Do; Kung Fu; Tai Chi; Aikido



**PICKLEBALL** Pickleball is a paddle sport that combines elements of tennis, badminton, and ping-pong using a paddle and plastic ball with holes. It is a game that is appropriate for players of all ages and skill levels. Rules for Pickleball are simple, making it a great introductory sport. It can also be quite a challenging, fast-paced, and competitive game when people become more experienced at playing

Numerous classes



**PHYSICAL FITNESS** The RBSC fitness facilities are located on the 3<sup>rd</sup> and 4<sup>th</sup> floor of the RSC Building. Experienced staff provide inspiration body and health classes and advice

Numerous classes



**QI GONG & YOGA** RBSC provides classes in Qi Gong and Yoga

Qi Gong & Yoga Outing; Qi Gong Seminar; and Qi Gong Concert





# Thailand's Premier Sports & Exclusive Membership Club



## RACING

The Racing Committee successfully resumed horse racing operations in November 2022, following a prolonged hiatus caused by the COVID-19 pandemic

Regular race meetings each month with around 10 races per meeting



## RUGBY

The venue is located at the RBSC Sports field

RBSC Rugby 10's; and Bangkok Post Rugby, presented to the Club in 1964



## SOCCER

The venue is located at the RBSC & Polo Sports fields

RBSC Soccer International 7's; Soccer Youth Tournament; Soccer Interport Match; Morris Cup; Annual Interport Soccer Trophy



## SQUASH

RBSC provides 4 Single courts and 1 Double court on the 4<sup>th</sup> floor of the RSC building

Squash Youth Tournament; Squash Singles Tournament; RBSC Squash League; Squash Chiang Mai Cup; HM The King's Cup for Squash, Open Single 1948; and HM The Queen's Cup for Squash, Open Doubles 1967



## SWIMMING

Swimming is popular at the RBSC for all ages. The Club is proud of its Olympic-sized 50-metres Pool, 25-metre Pool, Kids' Pool, and Wading Pool

RBSC Invitational Swim Meet; Family Days; Summer Splash



## TABLE TENNIS

Located on 4<sup>th</sup> floor of the RSC building, 4 tables in an air-conditioned room for members to have fun

Table Tennis One Day Tournament; Table Tennis Friendly Match



## TENNIS

RBSC provides ten grass courts and 6 indoor hard courts

The Mixed Double Inter Club Tennis Tournament; Ladies Inter Club Tennis Tournament; Friendly Match





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## ABOUT RBSC

### RACING

RBSC hosts around 25 race meetings per year at the RBSC race track, an iconic feature of the Club. The regular race events feature around 10 races per meeting, each attracting over 2,500 spectators.

The RBSC Racing Committee successfully resumed horse racing operations in November 2022, following a prolonged hiatus caused by the COVID-19 pandemic that started in the first quarter of 2020.

With race-goers now returning in droves RBSC's is revitalising horse racing's allure and engaging younger demographics and potential viewers.

During the 2022 / 2023 fiscal year, the Racing Committee generated gross revenue of over Baht 295 million from 19 of a total of 25 races.

The Racing Committee is resolute in its commitment to bolster RBSC's operations and contribute to the rejuvenation of Thailand's racing industry by refining regulations, establishing race-day protocols, enhancing specific areas of RBSC facilities, and collaborating with pertinent authorities to explore ways of reducing redundant taxes to augment revenue appropriately.

RBSC has undertaken a number of steps to enhance the racegoers' experience, including:

- Installation of CCTV at the Winning Post and Committee Box
- Implementation of the Oncourse Digital Betting System
- Organisation of Special 3 Cups - King's Cup, Queen's Cup, and Chakri Cup
- Introduction of VIP Boxes at the Grandstand

RBSC Racing Committee has fortified its international ties and shared insights by collaborating with members of the Asian Racing Federation. Its recent international engagements encompassed:

- The 39<sup>th</sup> Asian Racing Conference in Melbourne, Australia (February 2023)
- Japan Cup 2023 at the Royal Bangkok Sports Club, Bangkok (June 2023)
- 2023 Asia Week of Racing at Chukyo Racecourse, Nagoya, Japan (July 2023)





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## ABOUT RBSC ENTERTAINING FACILITIES

### BANQUETING & LARGE EVENTS

RBSC offers sponsors and partners the opportunity to host events at its Henri Durant Hall, which seats up to 500 guests, situated on the ground floor of the main RSC building.

Suitable for Gala Dinners, Product Launches, Conferences and Exhibitions, the Henri Durant Hall can be hired for half or full day functions.

### BAR & RESTAURANTS

RBSC has a number of bars and restaurants, which can be made available for Sponsors & Partner hospitality and entertaining. These include...

#### 1901

64 seat bar.  
Descend into decades of rich history  
2<sup>nd</sup> Floor Sports Pavilion

#### CLOUD

2<sup>nd</sup> Floor RSC Building

#### ROYAL PAVILION

Modern cuisine from lunch until  
dinner in a casual ambience.  
2<sup>nd</sup> Floor Sports Pavilion

#### SAMOSORN

All day dining.  
1<sup>st</sup> Floor Sports Pavilion

#### TEA ROOM

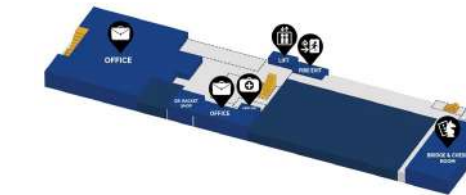
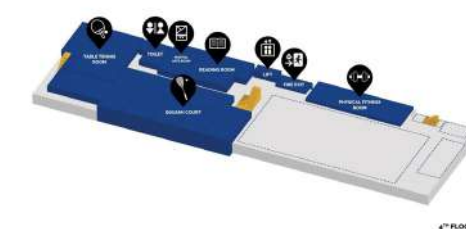
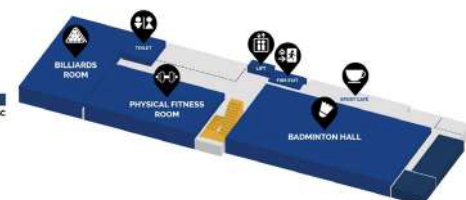
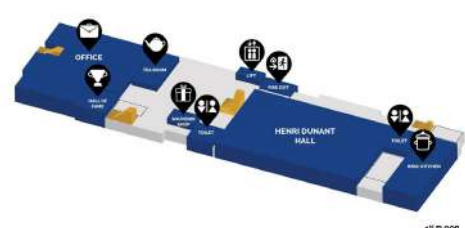
50 seats.  
RSC Building  
Main Lobby

#### POOLSIDE CAFÉ

24 seats. Quick  
meals next to the  
swimming pool

#### THE WINNING POST

120 seats restaurant with a panoramic view of the golf course from the 3<sup>rd</sup> Floor main Grandstand







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## ABOUT RBSC CLUB HISTORY

<p><b>1901</b> Horse Racing Begins</p>	<p><b>1905</b> Cricket Begins</p>	<p><b>1906</b> Golf Course Opens</p>	<p><b>1908</b> Squash Courts Added To The Club's Facilities</p>	<p><b>1911</b> First Aircraft In Thailand Takes Off From The Club's Ground For A Demonstration Flight</p>	<p><b>1915</b> New Club House Opened By King Vajiravudh</p>	<p><b>1926</b> King Prajadhipok Becomes The First Thai Ruler To Play Golf On The Club's Course</p>	<p><b>1933</b> Thailand's First Olympic Size 50 Metre Swimming Pool Opens</p>	<p><b>1934</b> Bridge Section Established</p>	<p><b>1954</b> Bridge Section Established</p>	<p><b>1955</b> Wading Pool For Children Opens</p>	<p><b>1964</b> Police General Chamras Mandukananda Becomes Chairman &amp; Soccer Section Is Revived</p>	<p><b>1967</b> Martial Arts Begins</p>	<p><b>1970</b> Jogging Established</p>	<p><b>1978</b> RBSC Polo Club Opens</p>	<p><b>1979</b> Lawn Bowls Begins</p>	<p><b>1981</b> Riding Section Established At Polo Club</p>	<p><b>1982</b> Swimming Pool And Club House At Polo Club Open</p>	<p><b>1985</b> 12 Year Old Tiger Woods Plays A Special Match On The RBSC Golf Course</p>	<p><b>2001</b> RBSC Hosts The 28<sup>th</sup> Asian Racing Conference &amp; Celebrates Its 100<sup>th</sup> Anniversary</p>	<p><b>2004</b> 25 Metre Pool Built At RBSC Polo Club</p>	<p><b>2004</b> Rajkreetha Sports Complex A Multi-Functional Sports And Recreation Centre Opens</p>	<p><b>2015</b> DanceSport Established</p>	<p><b>2018</b> New Sports Pavilion Building Is Completed To Replace Old Golf House</p>
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## CHARITIES

In 2022 / 2023 the Club donated Baht 7,197,330 to charitable causes from primary school to university levels, including:

- Baht 6,000 for sports equipment supplies to 75 schools throughout Thailand
- Baht 12,000 per school to 60 schools for luncheon programmes
- Support for construction and renovation to the Border Patrol Police Schools
- Baht 200,000 each to Chulalongkorn Hospital, Siriraj Hospital, Police General Hospital, Phramongkutklao Hospital, Ramathibodi, Hospital, Rajavithi Hospital, BMA General Hospital and Lersin Hospital
- Baht 100,000 each to Equitable Education Fund (EEF), The Foundation for the Deaf under the Royal Patronage of Her Majesty the Queen and Phramongkutklao College of Medicine Foundation
- Baht 200,000 support to organisations for children with autism, brain deficiency or syndrome
- Baht 420,000 towards Muang Wan Temple in Saraburi Province

## RECIPROCAL CLUBS

RBSC members have access to over 65 reciprocal Clubs in 22 countries around the world including: Australia, Bangladesh, Canada, China, Hong Kong, India, Indonesia, Ireland, Japan, Korea, Malaysia, New Zealand, Philippines, Singapore, South Africa, Spain, Sri Lanka, Switzerland, Taiwan, Thailand, UK and USA.





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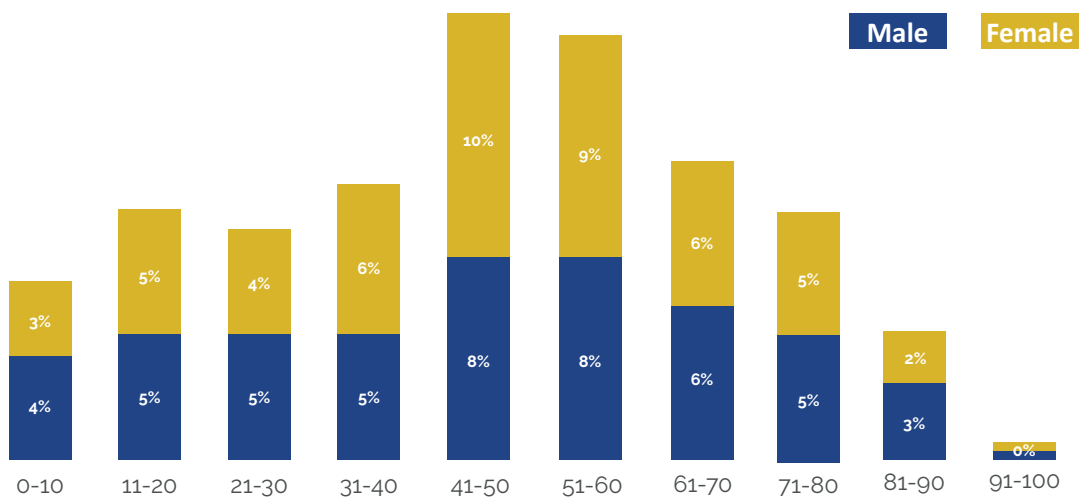
## RBSC AUDIENCE

### MEMBERS

Total ordinary members and family: 29,581. 95% of the members are Thai nationals, and 51% are female.

The largest age group among the members is between 41 and 50, 17% of the total.

A large percentage of members regularly travel abroad. Many drive luxury cars including: Mercedes-Benz; BMW; Audi; Porsche; Volvo; along with a growing number of EV car use.



### THE CLUB DAILY USAGE

Averages **1,100** members on weekdays and **1,300** members on weekends.

Source: RBSC Sports and F&B usage

### EVENT ATTENDANCE

Events regularly attract large audiences.

Annual Family Day Event 2023

**11,238** - including **4,122** adults and **7,116** children

Annual Christmas & New Year Celebration 2023

**1,550** - including **1,058** adults and **492** children





## Thailand's Premier Sports & Exclusive Membership Club



### WHY GET INVOLVED?

RBSC has a comprehensive Commercial Sponsorship and Partnership Programme that enables businesses to get involved with a historic, premier destination for sports & exclusive fellowship

Sponsorship packages are designed to provide an exceptional combination of hospitality, networking and association and corporate branding opportunities, including:

- new client acquisition
- access to HNWI and business networks
- promoting sponsors as industry leaders
- enhancing corporate image and brand exposure
- adding value to a brand's marketing campaign

Royal Bangkok Sports Club offers a perfect opportunity to boost a company's profile among influential decision-makers in both sport and business.

Aligning a brand with such an exceptional and exclusive Club sends a clear message to all of its stakeholders.





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## WHY GET INVOLVED?

### BRAND ACTIVATION

The opportunity to integrate brand / logo with RBSC...

#### BRANDING OPPORTUNITIES DIGITAL & STATIC - INSIDE & OUTSIDE

MAIN RECEPTION  
SPORTS FACILITY RECEPTIONS  
ON SPORTS FACILITIES  
BARS & RESTAURANTS

#### PROMOTIONAL & EXPERIENTIAL

DIGITAL & NON-DIGITAL  
ACTIVATION, MAILINGS  
PUBLICATIONS

#### HOSPITALITY & NETWORKING

CLUB FACILITIES  
RENTAL FOR EVENTS

*RBSC policy on branding is in fitting with a private members Club and is based on less is more.*

#### TIER 1 - PREMIUM PARTNERS

##### CLUB BRANDING

All Premium Partners will receive branding in RBSC main reception and near the Horse Racing course Winning Post, which is visible from the Club House and Grandstand. As well as the following On Site Signage areas:

Signage	Location	Quantity	Size
Digital Signage	RBSC Building: Lobby, M Floor, 2 <sup>nd</sup> Floor, and 3 <sup>rd</sup> Floor	4	1920x1080 px
Digital Signage	Sports Pavilion: 1 <sup>st</sup> Floor and 2 <sup>nd</sup> Floor	2	1920x1080 px
Kiosk (Digital Signage)	RBSC Building: RSC entrance and Golf drop off (gate 3)	2	1786x1080 px
Poster	RBSC building	6	842x1191 px (A3 size) 1920x2880 px (Full Board)
Poster	Sports Pavilion 1 <sup>st</sup> Floor	1	842x1191 px (A3 size) 1920x2880 px (Full Board)
Announcement Board	Car Park	2	842x1191 px (A3 size) 1920x2880 px (Full Board)
Vinyl	Drop off, in front of the Swimming pool	4	1m x 3m or 1m x 4m (2 sides)
Vinyl	Golf drops off (gate 3)	1	1m x 3m or 1m x 4m (1 side)
Vinyl	RBSC entrance	2	1m x 3m or 1m x 4m (1 side)
Announcement Board	Sport Section	15	842x1191 px (A3 size)



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## WHY GET INVOLVED?

### BRAND ACTIVATION

#### SPECIFIC SPORT BRANDING

Each Premium Partner will receive 'Specific Sport' branding - branding in one sport area on an exclusive 'brand clean' basis i.e. they will be the only brand associated with that 'Specific Sport'.

This will include logo in the sport reception area and branding around the 'Specific Sport' facility and it's major events.

'Specific Sports' include: Badminton, Cricket, Golf, Rugby, Soccer, Squash, Physical Fitness, Swimming and Tennis.

For Specific Sporting Events branding opportunities will include the following. This will depend on each sport. The following uses rugby as an example:

- Corner Flags x 4
- A Frame Banners - around sports fields x 6
- Rugby Poles
- Large Banners x 1
- Beach Flag Banners
- Branded Media Backdrops
- Experiential Tent - for promoting products and services
- Posters - in bars
- Trophy Presentations & Thank You Announcements
- After Party - branding

These events attract around 1,000 spectators.

#### TIER 2 - OFFICIAL PARTNERS & TIER 3 - ESSENTIAL SUPPLIERS

Together with Tier 1 Partners, all other Partners and Suppliers will receive a name mention on a Sponsor board in the RBSC main reception area.





Thailand's Premier Sports & Exclusive Membership Club



## WHY GET INVOLVED?

### PROMOTION, ADVERTISING & PR (EDITORIAL) RIGHTS



Inclusion in RBSC digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials. This covers:

#### DIGITAL & SOCIAL

Inclusion in any official social and digital media opportunities. Including RBSC Facebook, Instagram, Line and other digital channels.

#### WEBSITE

FACEBOOK - 6.6K FOLLOWERS

INSTAGRAM - 1.4K FOLLOWERS

LINE - 8,076 FRIENDS

#### PR & CONTENT

Inclusion in editorial campaign running throughout the year. The PR campaign ensures wide coverage and will feature:

- Features on RBSC
- Online campaign of editorial, blogging and social media
- International and local news channels
- Inclusion in RBSC App

#### PRIVILEGES PROGRAM

All RBSC Partners have the opportunity to receive exposure in the "RBSC Privileges Program". Partners can offer their products and services through special benefits and promotions for RBSC members via the RBSC privileges website. Inclusion is solely determined by the Royal Bangkok Sports Club. <https://www.rbsc.org/privileges/>

#### MAILINGS

Inclusion in..

Mailing	Circulation	Type of Exposure
RBSC e Newsletter	15,076	Partner Logo / Advertisement
Privileges Newsletter	15,076	Partner Logo / Advertisement
Magazine	15,034	Partner Logo / Advertisement

#### RBSC MAGAZINE

The RBSC Magazine is a bi-monthly (6 copies per annum) available in both hard copy and digital format. With a print run of 2,500 the magazine is a minimum 52 pages of editorial and advertising.

#### DATA

All access to membership information will be dictated and distributed by the Club only. This includes:

- Selected promotion to RBSC databases
- LINE official Campaign targeting RBSC visitors

#### APP

The RBSC Membership Mobile Application aims to facilitate members at the Clubs. Users can reserve desired activities such as class reservations, as well as services provided by the shops within the Clubs. Users can keep up to date notifications on all the activities and viewing history via this application.



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## WHY GET INVOLVED?

### HOSPITALITY & NETWORKING RIGHTS

#### HOSPITALITY

- Henri Dunant Hall Rental

#### ACCESS TO EVENT TICKETS

- Access to RBSC event tickets, where applicable

#### MARKETING CLUB

- Access to any RBSC Marketing Club, a quarterly meet up for RBSC Partners

#### OTHER SPONSORS & PARTNERS

- Access to RBSC Sponsors & Partners, where applicable e.g. Hotel Partners, Transportation

#### NETWORKING

- Access to 1901 CLUB networking events throughout the year

### EXPERIENTIAL RIGHTS

The following experiential rights are available to Premium Partners only

- Sports facilities to display and promote products and services
- Opportunity to set up 'Pop-up' experiences linked to specific sports and sports events

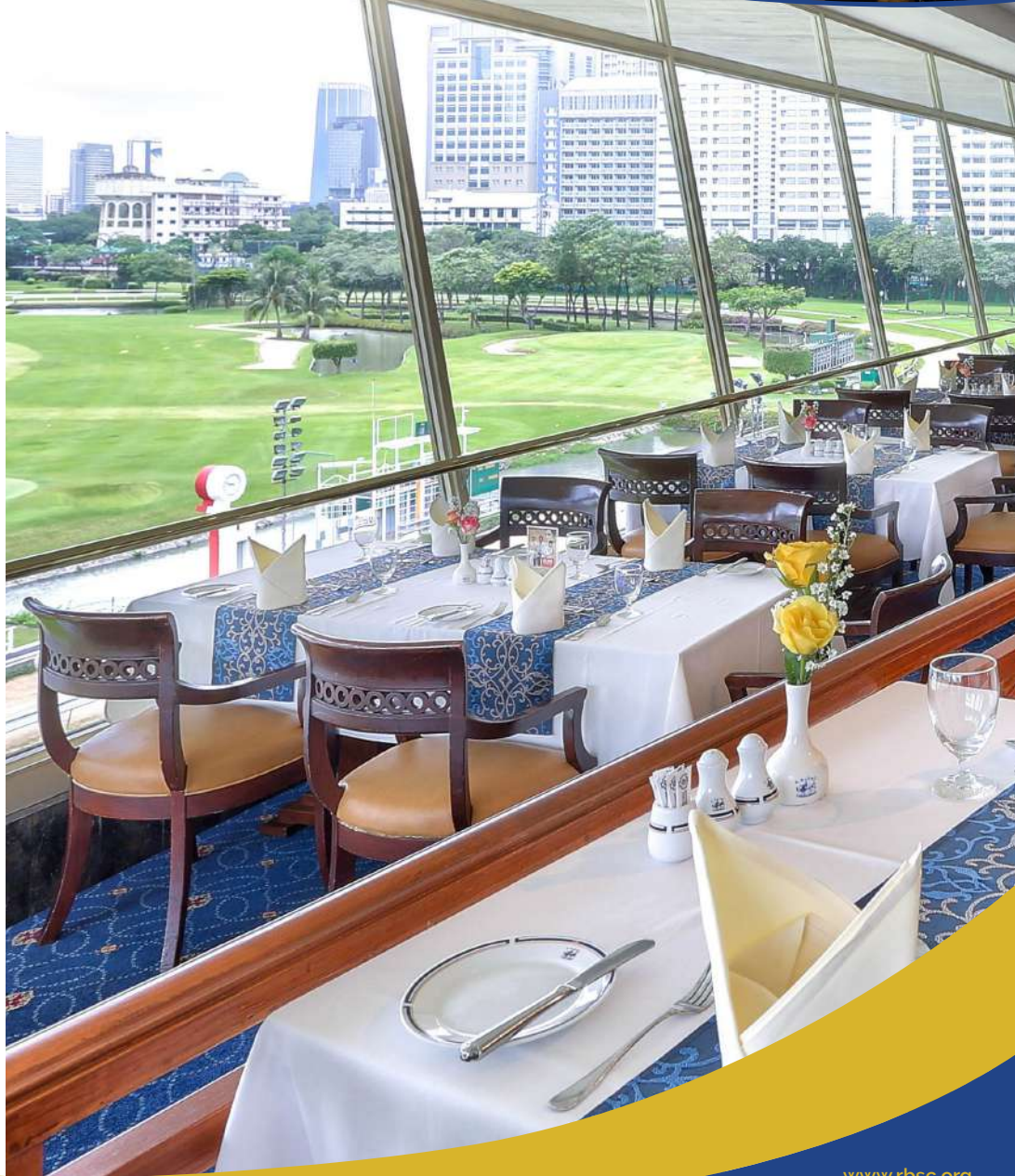
### MERCHANDISE RIGHTS

The following merchandise rights are available to Premium Partners only

- Opportunity to create joint branded RBSC / Partner merchandise for specific sports events all to be agreed in advance with RBSC. Including: T-shirts, Water Bottles, Caps & Hats, Umbrellas and bags

### MANAGEMENT & REPORTING

Provision of account manager to manage sponsorship and provision of an annual report on sponsorship effectiveness.



INVENTORIES - RBSC	PARTNER LEVEL		
	*TIER 1 PREMIUM RBSC PARTNER x 6	*TIER 2 RBSC OFFICIAL PARTNER x 20	*TIER 3 RBSC ESSENTIAL SUPPLIER
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Right to title "RBSC Premium Partner" for advertising & PR use	Yes		
Right to title "RBSC Official Partner" for advertising & PR use		Yes	
Right to title "RBSC Official Supplier" for advertising & PR use			Yes
Right to title "RBSC 1901 CLUB Member" for advertising & PR use	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>			
<b>LOGO &amp; IMAGE RIGHTS</b>			
Right to use RBSC Composite (lock-up) Logo on all internal /external marketing	Yes	Yes	Yes
Right to commercial use of the RBSC content - including images, video supplied by RBSC	Yes	Yes	Yes
<b>BRAND EXPOSURE - GENERAL</b>			
In fitting with a private members Club branding policy is based on 'Less Is More'			
Name mention on a Sponsor board in the RBSC main reception area	Yes	Yes	Yes
Logo on A frame board and near the Horse Racing course Winning Post as well as On Site Signage areas around the Club	Yes	Yes Less Prominent	Yes Less Prominent
Each Premium Partner will receive 'Specific Sport' branding - branding in one sport area on an exclusive 'brand clean' basis i.e. they will be the only brand associated with that 'Specific Sport'. This will include logo in the sport reception area and branding around the 'Specific Sport' facility. 'Specific Sports' include: Badminton, Cricket, Golf, Rugby, Soccer, Squash, Physical Fitness, Swimming and Tennis	Yes		
Premium Partners will also receive branding rights to Specific Sport Events where appropriate e.g. Rugby 7s Tournament, Golf Tournaments etc.	Yes		
Logo on RBSC interview media backdrop boards - all media interviews, where possible, at RBSC to take place in front of media backdrop boards	Yes		
Rights to hold own RBSC related Press Conferences	Yes 2 x p.a.	Yes 1 x p.a.	
<b>PROMOTION, ADVERTISING &amp; PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL &amp; NON-DIGITAL CONTENT)</b>			
Inclusion in RBSC digital and non-digital promotional campaign running throughout the year, including advertising campaigns and all print materials - news	Yes	Yes Less Prominent	Yes Less Prominent
Inclusion in any official social and digital media opportunities. Including RBSC Facebook, Instagram, Line and other digital channels	Yes	Yes Less Prominent	Yes Less Prominent
Inclusion RBSC PR / Editorial Campaigns running throughout the year	Yes	Yes Less Prominent	Yes Less Prominent

\*Subject to final Terms & Conditions by the Club

INVENTORIES - RBSC	PARTNER LEVEL		
	*TIER 1 PREMIUM RBSC PARTNER x 6	*TIER 2 RBSC OFFICIAL PARTNER x 20	*TIER 3 RBSC ESSENTIAL SUPPLIER
<b>PROMOTION, ADVERTISING &amp; PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL &amp; NON-DIGITAL CONTENT) CONTINUED</b>			
Inclusion in RBSC mailings - e Newsletter, Privileges Newsletter & RBSC Magazine	Yes	Yes Less Prominent	Yes Less Prominent
Inclusion in RBSC Membership Mobile App	Yes	Yes Less Prominent	Yes Less Prominent
Inclusion in RBSC Privileges Program - at RBSC discretion	Yes	Yes	Yes
<b>DATA RIGHTS</b>			
Selected promotion to RBSC databases	Yes	Yes	Yes
Line Official Campaign targeting RBSC visitors	Yes		
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
Henri Dunant Hall rental for 1 day - once a year	Yes		
Access to RBSC event tickets, where applicable - additional cost	Yes	Yes	
Access to any RBSC Marketing Club	Yes	Yes	Yes
Access to RBSC Sponsors & Partners, where applicable e.g. Hotel Partners	Yes	Yes	Yes
Access to RBSC 1901 CLUB networking events throughout the year	Yes	Yes	Yes
<b>EXPERIENTIAL RIGHTS</b>			
Sports facilities to display and promote products and services	Yes		
Pop-Up Experience - opportunity to set up, to be agreed with RBSC - Partner's cost	Yes		
<b>MERCHANDISE RIGHTS</b>			
Opportunity to create joint branded RBSC / Premium Partner merchandise for specific sports events all to be agreed in advance with RBSC. Including: T-shirts, Water Bottles, Caps & Hats, Umbrellas and bags	Yes		
<b>ACCOUNT MANAGEMENT &amp; REPORTING RIGHTS</b>			
Provision of account manager to manage sponsorship and provision of annual report	Yes	Yes	





## Thailand's Premier Sports & Exclusive Membership Club

Royal Bangkok Sports Club



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