



Thailand's Premier  
Sports & Exclusive  
Membership Club





Thailand's Premier Sports & Exclusive Membership Club



## RBSC POLO CLUB

The Royal Bangkok Sports Club (RBSC) Polo Club, established in 1978, is a premier sports and leisure facility located in the heart of Bangkok.

It was developed as an extension of the Royal Bangkok Sports Club to meet the growing demand for membership and to offer additional amenities to its members.

Set amidst lush gardens, the RBSC Polo Club provides a tranquil and luxurious environment for a plethora of sporting activities and social events. Sports include: Badminton, Billiards, Bridge, Chess, DanceSport, Equestrian, Jogging, Soccer, Squash, Physical Fitness, Qi Gong, Snooker, Swimming and Tennis.

RBSC Polo Club 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

**12**  
SPORTS SECTIONS

**3,868**  
MEMBERS

**52% / 48%**  
FEMALE / MALE

**96% THAI**  
NATIONALITY OF MEMBERS

**RBSC MAGAZINE**  
BI-MONTHLY TO ALL MEMBERS PRINT & DIGITAL EDITIONS

**OPEN DAILY**  
RBSC POLO CLUB IS OPEN FROM 5:30 A.M. TO MIDNIGHT EVERY DAY

**65+**  
RECIPROCAL CLUBS IN 22 COUNTRIES AROUND THE WORLD

**41- 50**  
LARGEST AGE GROUP ACCOUNTING FOR 20% MEMBERSHIP

Source: RBSC. Based on 2022 / 2023 data.

## INTEGRATE RBSC POLO CLUB INTO YOUR MARKETING PLATFORM...



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## COMMERCIAL PACKAGES

RBSC Polo Club has developed a comprehensive commercial sponsorship and partnership marketing programme.

### TIER 1 – RBSC POLO CLUB PREMIUM PARTNER

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

Including: Badminton, Equestrian, Soccer, Squash, Physical Fitness, Snooker, Swimming, Tennis. Plus additional opportunities to associate with RBSC Polo Club's other sports.

### TIER 2 – RBSC POLO CLUB OFFICIAL PARTNER

20 x Official Partners with access to RBSC Polo Club facilities.

### TIER 3 – OFFICIAL RBSC POLO CLUB ESSENTIAL SUPPLIERS

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

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

## RIGHTS

RBSC Polo Club 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, Sports Facilities**

**Promotion, Advertising & PR (Editorial) Rights**

**Data Rights**

**Hospitality & Networking Rights**

**Experiential Rights**

**Merchandise Rights**



## THE 1978 CLUB

All Partners (Tiers 1, 2 & 3) automatically become a founding member of the 1978 CLUB, named after the year the club was opened.

A networking focused club designed for both Partners and club members, the 1978 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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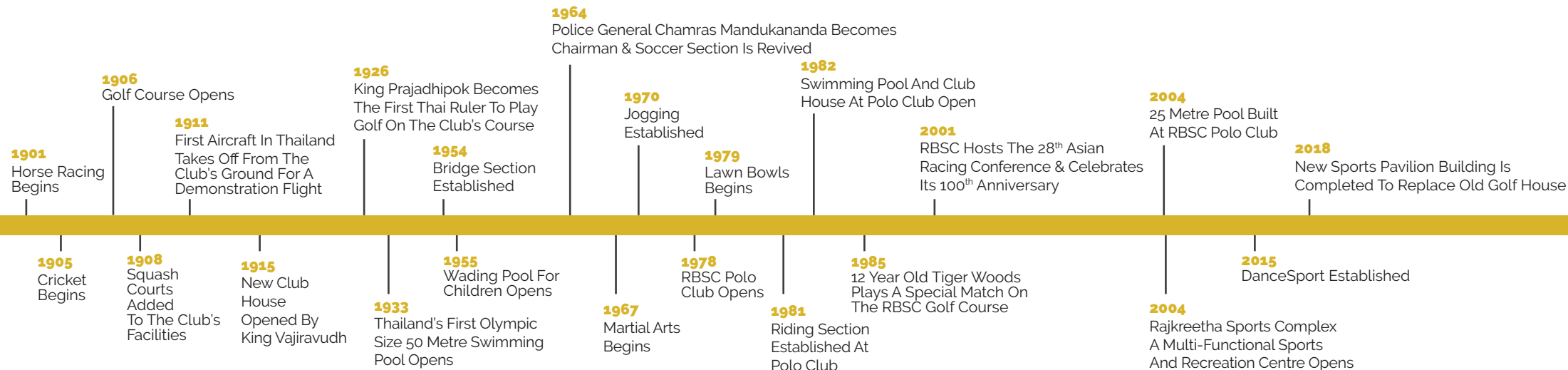
## ABOUT RBSC POLO CLUB

### CLUB HISTORY

The RBSC Polo Club opened in 1978 as a new branch of the Royal Bangkok Sports Club.

Established 1901 by a Royal Charter of King Chulalongkorn, RBSC is Thailand's premier destination for sports & exclusive membership.

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.



## RECIPROCAL CLUBS

RBSC Polo Club 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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## ABOUT RBSC POLO CLUB SPORTS FACILITIES

RBSC Polo Club 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, Equestrian, Squash, Physical Fitness, Snooker, Swimming, Tennis.

In total RBSC Polo Club offers a number of sports, including...

SPORT	FACILITIES
 BADMINTON	4 x Indoor Air Conditioned Courts
 BILLIARDS / SNOOKER	5 x Tables
 BRIDGE	8 x Tables
 CHESS	7 x Tables
 DANCESPORT	Dance Studio
 EQUESTRIAN	4 x Riding Rings & Stables - for boarding horses
 JOGGING	516m Jogging Track - located around the soccer field, open to all ages

### ACTIVITIES & TROPHIES INCLUDE...

Badminton Friendly Matches; Badminton Outing Trips; Annual Badminton Team Tournament; Badminton Clinic

Malaysia Day Inter-Club Snooker Tournament; Annual Billiards & Snooker Tournament Party; Club Members Championship; Inter-Club 6 Reds Snooker Invitational Tournament; Sattamitri Cup hosted by RBSC; Summer Snooker Tournament

Regular Events - Tuesday Open Pairs, Friday Open Pairs, Special Events - Kitja Memorial Cup, Somboon Cup

RBSC & RBSC Polo Club Chess Championship

Salsa Latino Dance with Afternoon Tea, Afternoon Tea Dance

Dressage Grading & Show-jumping Competition; The Annual Disabled Children's Christmas Party 2022; Dressage Grading Tests

Jogging City Run at Bang kachao; Jogging Breakfast Run; Polo Jogging 3 Hours Endurance





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

Lawn Bowls Sawasdi Maithai Cup



**PHYSICAL FITNESS** 1 x Weight Equipment & Exercise Floor Room

Krue Jintana's Line Dance Event; Annual Party 2022-2023. In addition to events, fitness programs include: Zumba Dance; Line Dance; Tae Kwando Training; Yoga – Pilates; Gym Personal Trainers



**QI GONG** Located on the club's lawn near the 25m Swimming Pool

Qi-Gong Vegetarian Breakfast; Qi-Gong Breakfast; Annual Qi-Gong Party; Qi-Gong Birthday & Party; Qi-Gong Starry Starry Night



**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** 4 x Indoor Air Conditioned Courts

RBSC Polo Club Squash League; Social Squash for Members Every Thursday and Saturday; Squash Friendly Matches



**SWIMMING** 3 x Swimming Pools – 5m, 25m and children's pool

Aquathlon; Annual Swimming Party; Thailand Masters Swimming Championships 2022; Thailand Open Masters Games 2023; Junior-Family Swim Competition; Thailand Open Master Swimming Championships



**TENNIS** 9 x Hard Courts

Various Tennis Friendly Matches, Classes and regular Tournaments / Competitions throughout the year





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## ABOUT RBSC POLO CLUB ENTERTAINING FACILITIES

### BANQUETING & LARGE EVENTS

RBSC Polo Club offers sponsors and partners the opportunity to host events at Rajkreetha Hall, which seats up to 500 guests, situated on the first floor of the main RBSC Polo Club building.

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

### VERANDAH

The Verandah is the RBSC Polo Club's signature meeting place. Its colonial influences and elegant architectural design, that respects tradition while embracing modernity, make it a standout feature of the club, providing a perfect setting for relaxation, social interaction and networking.

### BARS & RESTAURANTS

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

#### SWIMMING POOL SNACK BAR

63 seat open air restaurant

#### DINING ROOM

159 seat restaurant

#### VERANDAH

64 seats open air restaurant

#### BADMINTON KIOSK

#### "AIRBAR"

58 seats

#### SALATHAI

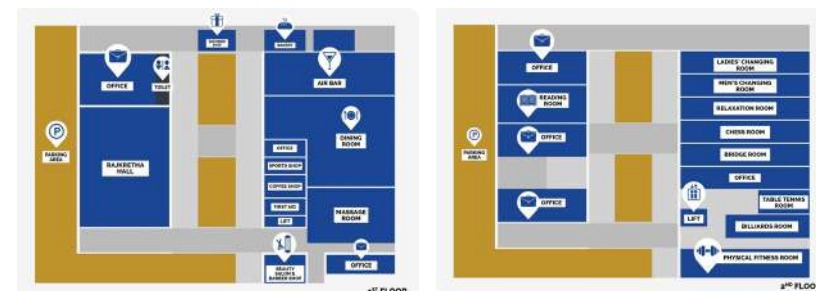
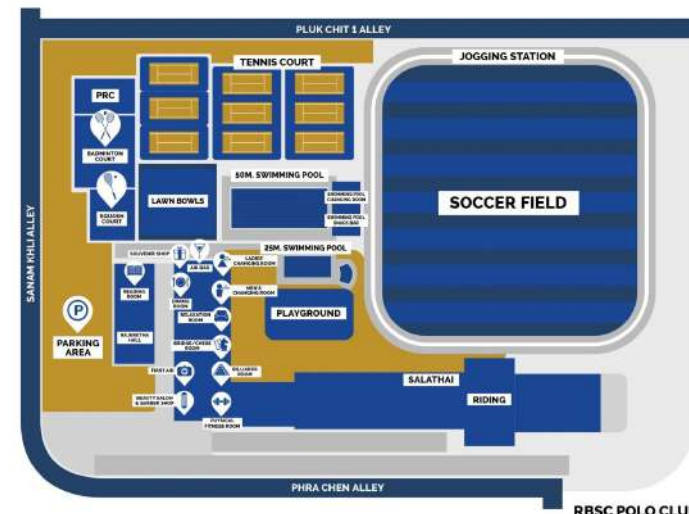
24 seats open air restaurant

#### COFFEE SHOP

30 seats

#### MINI BAR

6 Seats





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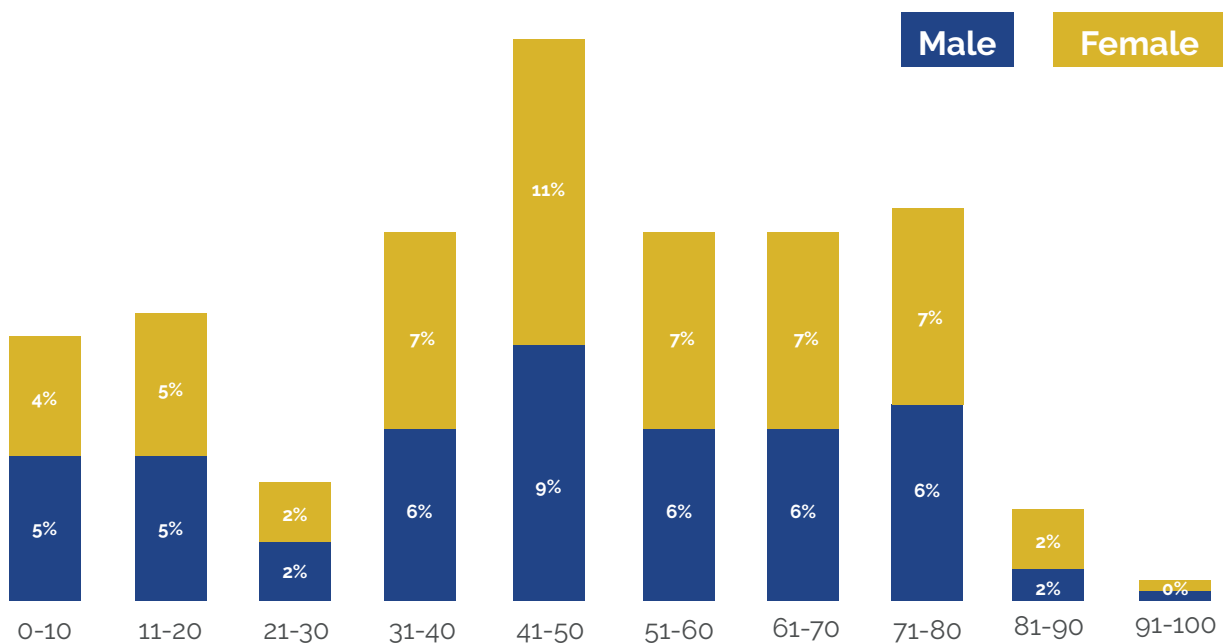
## RBSC POLO CLUB AUDIENCE

### MEMBERS

Total members: 3,868. 96% of the members are Thai nationals, and 52% are female.

The largest age group among the members is between 41 and 50, 20% 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.



Source: RBSC Sports and F&B usage







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## WHY GET INVOLVED?

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

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

RBSC Polo 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 Polo Club...

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

MAIN RECEPTION  
ON SPORTS FACILITIES  
BARS & RESTAURANTS

#### PROMOTIONAL & EXPERIENTIAL

DIGITAL & NON-DIGITAL  
ACTIVATION, MAILINGS  
PUBLICATIONS

#### HOSPITALITY & NETWORKING

CLUB FACILITIES  
RENTAL FOR EVENTS

*RBSC Polo Club 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 the RBSC Polo Club main reception and around the Soccer field.

Signage	Location	Quantity	Size
Digital Signage	RBSC Polo Club Verandah	1	1920x1080 px
Kiosk (Digital Signage)	Polo Club 2 Entrance	2	1786x1080 px
Kiosk (Digital Signage)	PRC Building	1	1786x1080 px
Poster	Polo Club 2 Entrance	3	842x1191 px (A3 size)
Poster	Opposite Office	1	842x1191 px (A3 size)
Poster	Front of Building	1	842x1191 px (A3 size)
Poster	Front of Squash Courts	1	842x1191 px (A3 size)
Poster	Front of Badminton Courts	1	842x1191 px (A3 size)
Poster	PRC - front of the elevator	1	842x1191 px (A3 size)
Poster	Beside Tennis Courts	1	842x1191 px (A3 size)
Poster	Jogging Station	1	842x1191 px (A3 size)
Poster	Front of Horse-riding School	1	842x1191 px (A3 size)
Poster	Front of Billiards Room, 2 <sup>nd</sup> Floor Clubhouse	1	842x1191 px (A3 size)
Poster	Front of Physical Fitness, 2 <sup>nd</sup> Floor Clubhouse	1	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 around the 'Specific Sport' facility and it's major events.

'Specific Sports' include: Badminton, Equestrian, Soccer, Squash, Physical Fitness, Snooker, Swimming, Tennis.

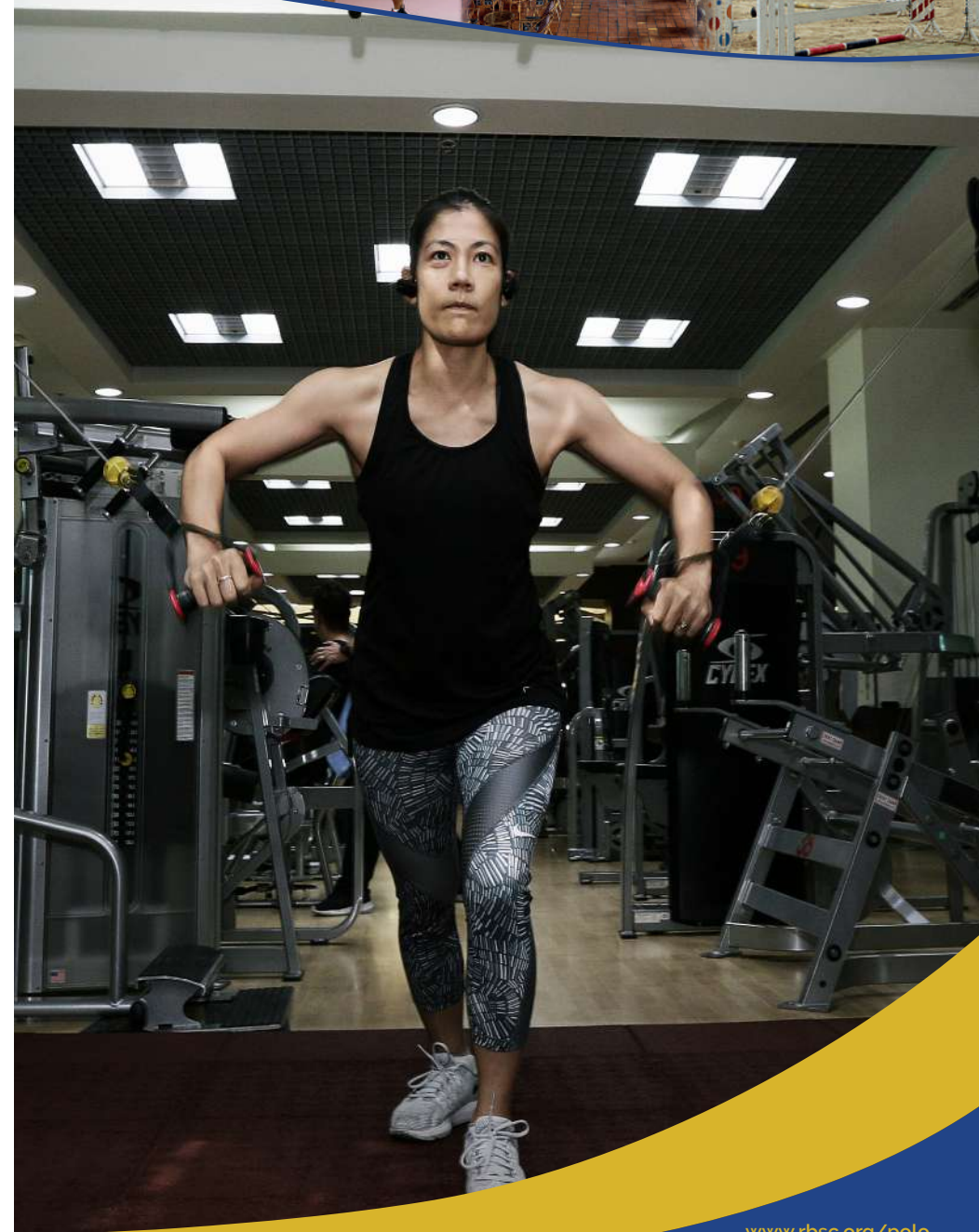
For Specific Sporting Events branding opportunities will include:

- Flags
- A Frame Banners
- Large Banners
- 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 Polo Club main reception area.





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## WHY GET INVOLVED?

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

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

#### PRIVILEGES PROGRAM

All RBSC Polo Club 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 & RBSC Polo Club 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 Polo Club databases
- LINE official Campaign targeting RBSC Polo Club 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

- Rajkreetha Hall

#### ACCESS TO EVENT TICKETS

- Access to RBSC Polo Club event tickets, where applicable

#### MARKETING CLUB

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

#### OTHER SPONSORS & PARTNERS

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

#### NETWORKING

- Access to 1978 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 Polo Club / Partner merchandise for specific sports events all to be agreed in advance with RBSC Polo Club. 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 POLO CLUB	PARTNER LEVEL		
	*TIER 1 PREMIUM PARTNER X 6	*TIER 2 OFFICIAL PARTNER X 20	*TIER 3 ESSENTIAL SUPPLIER
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Right to title "RBSC Polo Club Premium Partner" for advertising & PR use	Yes		
Right to title "RBSC Polo Club Official Partner" for advertising & PR use		Yes	
Right to title "RBSC Polo Club Official Supplier" for advertising & PR use			Yes
Right to title "RBSC Polo Club 1978 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 Polo Club Composite (lock-up) Logo on all internal /external marketing	Yes	Yes	Yes
Right to commercial use of the RBSC Polo Club content - including images, video supplied by RBSC Polo Club	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 Polo Club main reception area	Yes	Yes	Yes
Logo on A frame board around Soccer field 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 around the 'Specific Sport' facility. 'Specific Sports' include: Badminton, Equestrian, Squash, Physical Fitness, Snooker, Swimming, Tennis	Yes		
Premium Partners will also receive branding rights to Specific Sport Events where appropriate e.g. Badminton, Squash, Swimming, Tennis etc.	Yes		
Logo on RBSC Polo Club interview media backdrop boards – all media interviews, where possible, at RBSC Polo Club to take place in front of media backdrop boards	Yes		
Rights to hold own RBSC Polo Club 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 Polo Club 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 Polo Club Facebook, Instagram, Line and other digital channels	Yes	Yes Less Prominent	Yes Less Prominent
Inclusion RBSC Polo Club PR / Editorial Campaigns running throughout the year	Yes	Yes Less Prominent	Yes Less Prominent

INVENTORIES - RBSC POLO CLUB	PARTNER LEVEL		
	*TIER 1 PREMIUM PARTNER X 6	*TIER 2 OFFICIAL PARTNER X 20	*TIER 3 ESSENTIAL SUPPLIER
<b>PROMOTION, ADVERTISING &amp; PR (EDITORIAL) RIGHTS (INCLUDING DIGITAL &amp; NON-DIGITAL CONTENT ) CONTINUED</b>			
Inclusion in RBSC Polo Club 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 Polo Club databases	Yes	Yes	Yes
Line Official Campaign targeting RBSC Polo Club visitors	Yes		
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
Rajkreetha Hall rental for 1 day - once a year	Yes		
Access to RBSC Polo Club event tickets, where applicable – additional cost	Yes	Yes	
Access to any RBSC Polo Club Marketing Club	Yes	Yes	Yes
Access to RBSC Polo Club Sponsors & Partners, where applicable e.g. Hotel Partners	Yes	Yes	Yes
Access to RBSC Polo Club 1978 CLUB networking events throughout the year	Yes	Yes	Yes
<b>EXPERIENTIAL RIGHTS</b>			
Sport Facilities to display and promote products and services	Yes		
Pop-Up Experience – opportunity to set up, to be agreed with RBSC Polo Club - Partner's cost	Yes		
<b>MERCHANDISE RIGHTS</b>			
Opportunity to create joint branded RBSC Polo Club / 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	

\*Subject to final Terms & Conditions by the Club



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## CONTACT

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