



## PHUKET INTERNATIONAL DRAGON BOAT REGATTA

Nai Harn Lake, Phuket, Thailand  
3 – 5 April, 2009

### CONTRACTING PARTIES

Sail in Asia Co., Ltd  
Owner and organiser of PIDBC

Sponsor:  
Address:  
Tel & Fax:  
Email:  
Contact person:

## MAJOR / MEDIA SPONSORSHIP

VALUE OF SPONSORSHIP: 1,000,000 Baht

The following sets out the terms applicable to the Major Sponsor of the **Phuket International Dragon Boat Regatta (PIDBR)**, April 2009

1. The Major Sponsor has the right to name one race or party after their company or product. This name will be printed on all press releases and media coverage.
2. The Major Sponsor has the right to use the designation "Major Sponsor of the Phuket International Dragon Boat Regatta, 2009" on its own products and sales materials.
3. The Major Sponsor has the right and obligation to award PIDBC winners at the award ceremony for their named race. The Major Sponsor will be responsible for procuring, providing and paying for the trophies for the prize winners (1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> places) of their event category, with winner trophy and 28 medals for each placing team.
4. The Major Sponsor has the right to display logos and promotional materials at the event, in addition to the promotion opportunities offered by Sail in Asia stated later in this agreement.
5. The Major Sponsor will be mentioned in associated articles published in and aired by all participating media.
6. The Major Sponsor's logo will be used on the official events banner and used in all PIDBR print advertising.
7. The Major Sponsor has the right to display their logo on the official website, [www.phuketdragonboats.com](http://www.phuketdragonboats.com), with email and links to their own website.
8. The Major Sponsor's name and logo will appear on all PIDBR marketing material including promotional and training videos.
9. The Major sponsor has the right to add appropriate promotional materials, samples, brochures, etc. to registration packs, distributed to all teams and participants that register for the PIDBR.
10. Sail in Asia (PIDBR) will provide all benefits listed in Summary Sponsors Benefit list and the ESPN/STAR highlight TV show. Any further advertising or merchandising materials will be at the Title Sponsor's expense.

11. The period of this contract is for from June 1<sup>st</sup> 2008 till May 31<sup>st</sup> 2009, with an option to extend for a further 3 years. Extension of the initial sponsorship period is subject to a review of the sponsorship value.
12. The Major sponsorship value for the PIDBR event, in April 2009, will be 1,000,000 Baht.
13. Deposit of 50% (500,000 Baht) of sponsorship money is due on signing of the contract.
14. Balance of payment of sponsorship monies is due 2 months before the Phuket International Dragon Boat Regatta. (April 2009)

**TERMS AND CONDITIONS**

1. Payments are to be made within 15 days of receipt of invoice.
2. The price quoted does not include 7% VAT.

*The above contract is agreed by the following:*

Signature:



**Sail in Asia Co., Ltd  
PIDBC**

Date:

Signature:

**(Sponsor Company)**

Date: