

Press Release
July 2008



Comprehensive Commercial Sponsorship and Partnership Opportunities Now Available



For the Thailand World Footvolley 2009

28th-29th March 2009

The Thailand World Footvolley tournament represents the perfect opportunity for companies to associate their brand with one of the world's fastest-growing high action sports

International football stars including England legend Alan Shearer will be on hand to promote the sport and entertain the audience with a VIP demonstration match at the Outdoor Arena at Central World – the mega shopping complex in the heart of Bangkok.

Organised by the Footvolley Association of Thailand (FVAT) the tournament will feature eight professional teams, with sides Brazil, Spain, France and Portugal lining-up against four Thai squads. The event is sanctioned by the Federation Internationale de Footvolley (FIFV) and forms part of the Footvolley World Tour 2009.

Footvolley was established on the golden sands of Rio de Janeiro and has quickly gone on to become one of the ultimate beach sports around the world. Similar to Takraw, the sport began in Thailand in 2003 with the national side since becoming one of the best and most respected in the world.

The Thai side also has a history of producing some of the best and most entertaining players, with Winai Thonglai winning the 'Most Spectacular Player Award' in Brazil 2004 and Spain 2005 with his 'never seen before' acrobatic overhead kicks.

Aside from being one of the most exciting new sports, Footvolley is suitable for people of all ages, and will feature as a demonstration event at the 2008 Beijing Olympic Games.

Offering a fantastic opportunity to showcase brands in front a large number of people, there are many benefits to sponsors across a range of packages. Rights are available for one Title Sponsor, along with up-to six non-competing Co-Sponsors, up-to ten Official Suppliers and a further ten Media Partners.

Paul Poole (South East Asia) Co., Ltd is an independent marketing consultancy based in Bangkok, Thailand, specialising in commercial sponsorship and partnership marketing, working with both rights holders and brands – acting as a catalyst by bringing them together and maximising the relationship.

The consultancy has packaged, sold and managed sponsorship and partnership opportunities for a wide range of rights holders and worked with many of the world's leading brands to source and engage the right sponsorships & partnerships for them to maximise.

A package of commercial sponsorship and partnership marketing opportunities has been created by the consultancy especially for the Thailand World Footvolley 2009. The packages on offer suit differing needs and enable international and domestic companies in the region to integrate with this spectacular event.

For a Commercial Sponsorship and Partnership Marketing Opportunities executive summary please contact Aruwan Mothaisong on +66 8 9131 6895 or aruwan@paulpoole.co.th

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Websites



<http://www.paulpoole.co.th>

For:

- Commercial Sponsorship and Partnership Marketing



<http://www.footvolley.org/%40main/>

For:

- Organiser and Event Information