



# THE MTB QUEST FESTIVAL 2011





## Why mountain biking?

Eco-Friendly and Outdoor activities are becoming more and more popular around the world. Mountain biking exploded in popularity during the last five years in Thailand and more and more people are going back to nature and outdoor activities. Mountain Biking is a new and very fast growing sport that integrates physical and mental endurance, the great outdoors and adventure. Mountain biking is exploding in popularity around the world and in Thailand.

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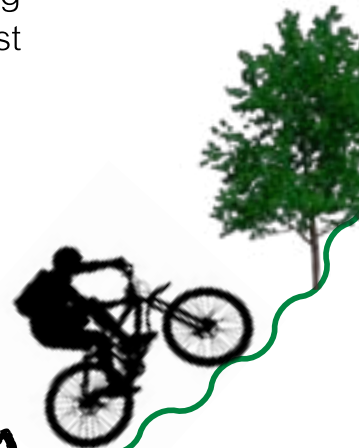


# Why Ban Bung?



Ban Bung is only one hour drive from Bangkok. The course are located behind the renown Kao Kiaew montain range. The area offer magnificent sceneries. It is a fantastic playground for Mountain biking with trails exploring farmlands and the greenery of eastern Thailand. The best place for MTB near Bangkok.

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# AMA Mission



Racing for a better life and a better environment

- Development of sport and particularly athletic sports in Thailand
- Development of sport and strength of spirit/mentality amongst youngsters
- Promote the benefits of exercising and having a healthy lifestyle
- To encourage company CSR projects in Thailand
- Bring high quality-well organized events to Thailand
- Emphasize the importance of protecting our environment and having a wider appreciation of nature around us



THE MTB QUEST FESTIVAL 2011



# Event Objectives

Cycling for a greener Thailand

- Raising brand awareness of Sponsor's products through an exciting and spectacular sport event
- Sponsor's image enhancement in association with healthy lifestyle, eco-tourism, the nature, The Great Outdoors, sports, excitement, fun, leisure and adventure
- Expose and promote Sponsor's brand through an active PR campaign
- Expose Sponsor's brand at the expo village
- Expose Sponsor's brand through active merchandising



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# Event Objectives

Cycling for a greener Thailand

- Promote the new and fast growing sport of Mountain Biking in the Kingdom of Thailand
- Promote Thailand and Chonburi province as the perfect destination for outdoor activities and Eco-Tourism
- Promote the sports and a healthy lifestyle in Thailand
- Promote the sports amongst youngsters
- Encourage participants to be more aware of the environment problems
- Promote sportsmanship, camaraderie and fair play



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# Organized by Active Management Asia (AMA)



This events consist of :

A spectacular and exciting MTB Race  
of 45km and 20km

An Expo for sponsors to display  
and sell their products and services

An after race lunch in a friendly and  
festive atmosphere

A Trophy ceremony and shows



**THE MTB QUEST FESTIVAL 2011**



# Event Details

Event's name	: THE MTB QUEST FESTIVAL 2011
Concept	: "Cycling for a greener Thailand"
Press Conference Day	: November 2011
Event Date	: 18 December 2011
Location	: Ban Bung, Chonburi
Expected Participants	: 1,000 persons



THE MTB QUEST FESTIVAL 2011



# Race schedule

18 December 2011



06:30-07:30

Registration

07:00

Expo opens

07:30

Race Briefing

07:45

Start 45km

08:00

Start 20km

10:00

Awards ceremony

11:30

Lunch



THE MTB QUEST FESTIVAL 2011



# Event Overview

**THE MTB QUEST FESTIVAL 2011** offers exciting routes that travels along scenic trails exploring the mountains, farmlands, greenery of eastern Thailand.

Two distances:

**20km**

20km: A shorter but still challenging course for newcomers and active people looking for a fun and adventurous cycling accross easternThailand's greenery.

**45km**

45km: A longer course for experienced racers and confirmed athletes.

map



**THE MTB QUEST FESTIVAL 2011**

# Categories

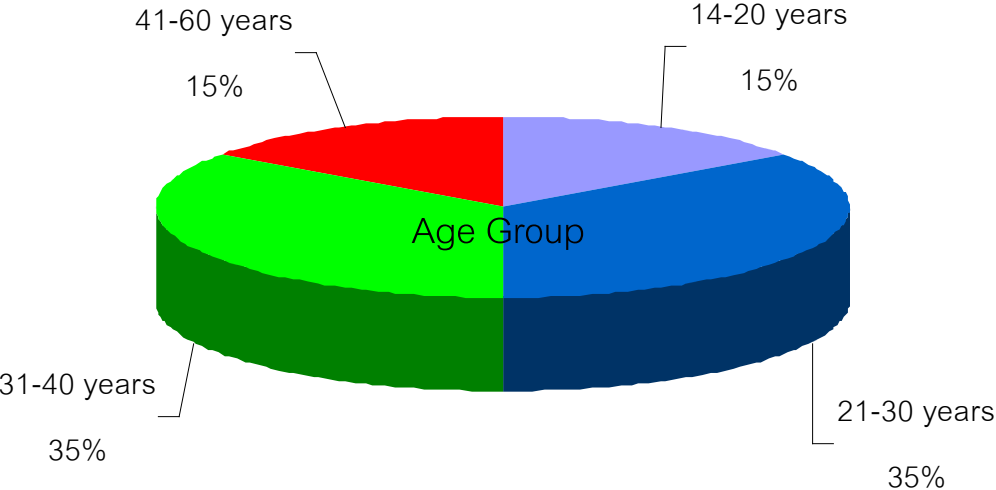
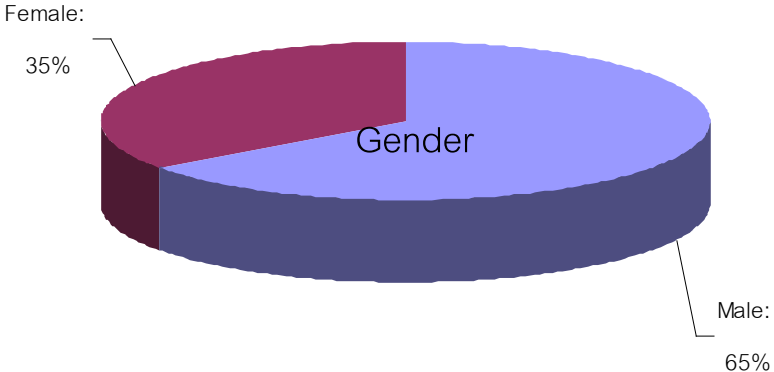
Divisions	Categories	Prize
20 km	<ul style="list-style-type: none"><li>● Men</li><li>● Women</li></ul> 16-29 years old 30-39 years old 40-49 years old 50 and over	<ul style="list-style-type: none"><li>● Medal For Everyone</li><li>● Trophy 1st-3rd</li><li>● Prize for winner over all 1st-5th</li></ul>
45 km	<ul style="list-style-type: none"><li>● Men</li><li>● Women</li></ul> 16-29 years old 30-39 years old 40-49 years old 50 and over	<ul style="list-style-type: none"><li>● Medal For Everyone</li><li>● Trophy 1st-3rd</li><li>● Prize for winner over all 1st-5th</li></ul>



THE MTB QUEST FESTIVAL 2011

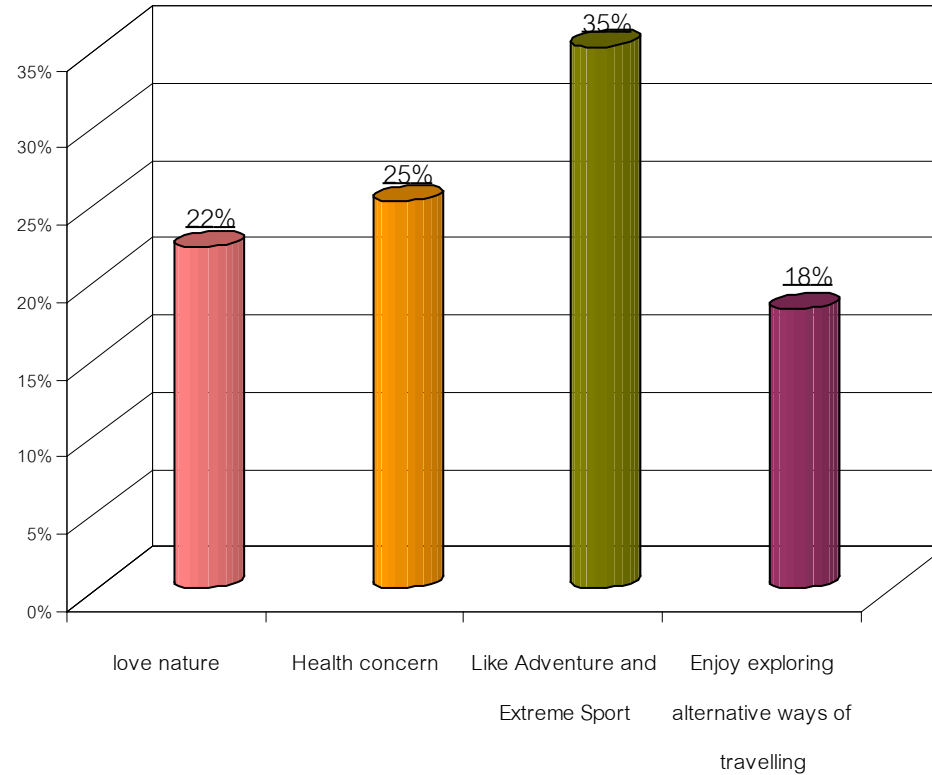
# Competitors profile

Competitors are affluent, young urban consumers with a keen sense of adventure when it comes to trying new products and experiences. They have varied interests and their high disposable incomes give them the means to keep up with their sports, hobbies and travel.



**THE MTB QUEST FESTIVAL 2011**

# Event Target Group

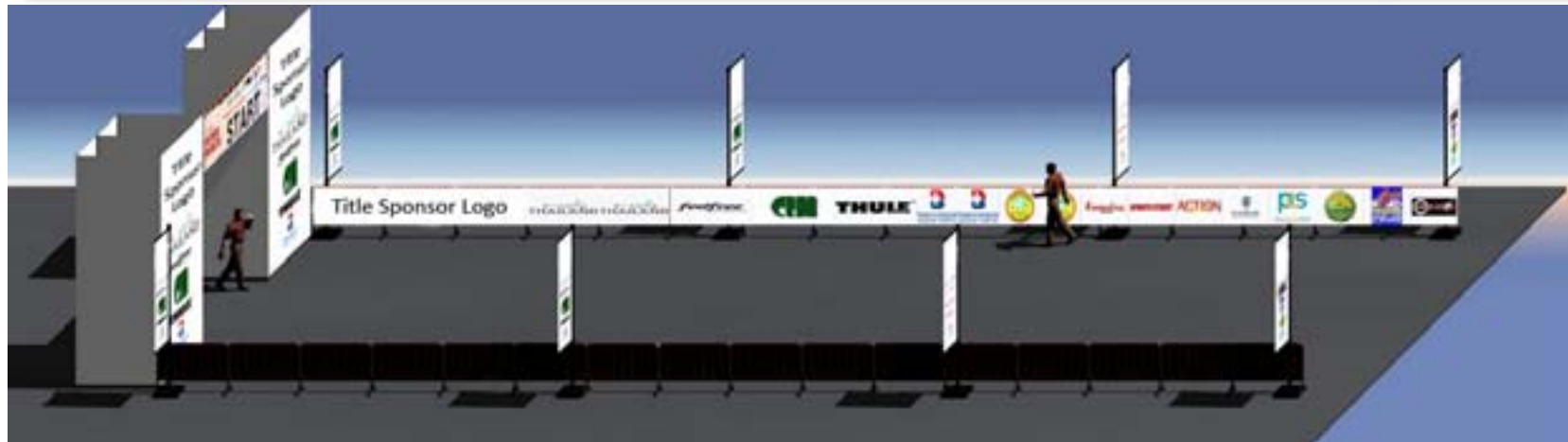


Estimated Attendee : 1,000 people

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# Start and Finish line with sponsor logo



THE MTB QUEST FESTIVAL 2011

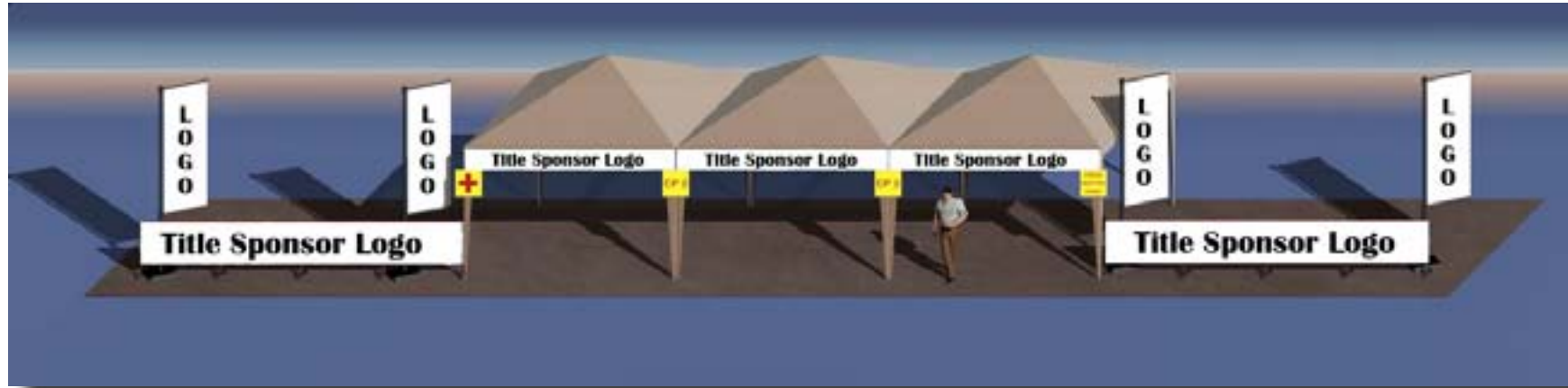


# Start and finish line with sponsor logo



THE MTB QUEST FESTIVAL 2011

# Check point / Water station with sponsor logo



THE MTB QUEST FESTIVAL 2011



# PR & Marketing value

More than 15 million baht of public relation expected for the first edition of  
“THE MTB QUEST FESTIVAL 2011”

Newspaper	1.5 million Baht
Magazines	1.5 million Baht
Websites	2 million Baht
TV	10.5 million Baht
<b>TOTAL</b>	<b>15.5 million Baht</b>



**THE MTB QUEST FESTIVAL 2011**

# Newspaper and Magazine advertising



Newspapers

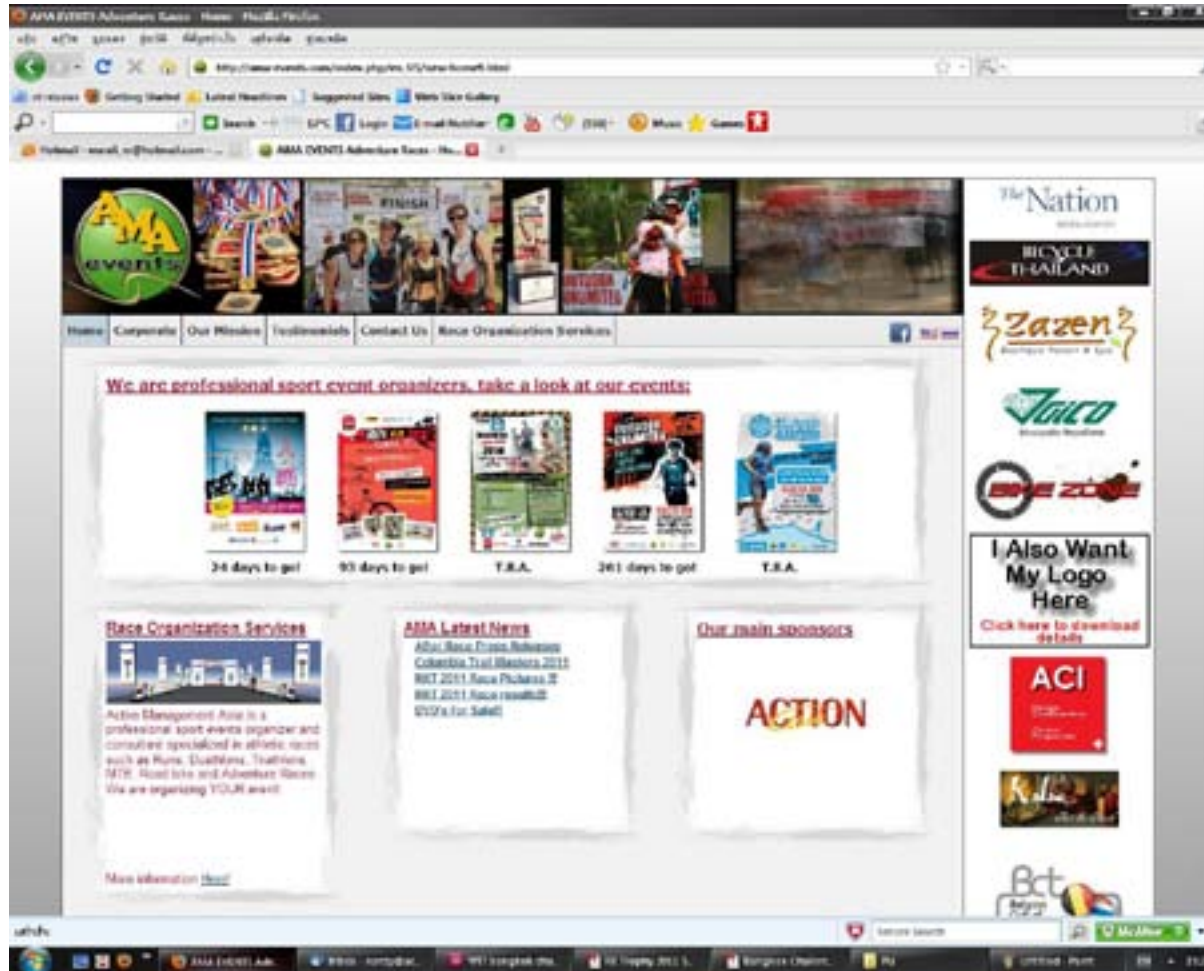


Magazines



THE MTB QUEST FESTIVAL 2011

# internet : Our main Website



THE MTB QUEST FESTIVAL 2011



# Our Social network (2,000 active friends)



<http://www.facebook.com/ama.events>

THE MTB QUEST FESTIVAL 2011



# Our news on internet



<http://www.tourismthailand.org>

<http://www.pattaya.com>



<http://www.thaimtb.com>



<http://www.thaiPR.net>



And many more!

THE MTB QUEST FESTIVAL 2011



**We are proud  
to have the following sponsor supporting AMA events**



**THE MTB QUEST FESTIVAL 2011**

## Our Media Partners



THE MTB QUEST FESTIVAL 2011



# Press Conference



THE MTB QUEST FESTIVAL 2011



# Poster and Flyer

10,000 Flyers and 200 posters (bilingual) will be printed for the event



THE MTB QUEST FESTIVAL 2011

# Sponsorship Packages

A detailed inventory and comparison table of the sponsorship packages and rights is submitted separately

Package	Sponsorship fee
GOLD (Title Sponsor) One Title Gold sponsor with naming rights to the event	750,000 Baht
SILVER (Presenting Sponsor) One position with right to present the event	500,000 Baht
BRONZE (Co-Sponsors) Up to 6 co-sponsors positions	150,000 Baht
Official Suppliers Up to 10 suppliers providing services needed for the event	50,000 Baht
Media Partners Up to 10 media partners	upon the contract



**THE MTB QUEST FESTIVAL 2011**

# Gold Package

- Right to title: "THE (Title Sponsor) MTB QUEST FESTIVAL 2011" for PR & advertising use

## MERCHANDISE BRANDING

- Logo on Race Official, VIP, Press T-Shirt ( 500 produced)
- Logo on Participant Goodie Bag
- Logo on Finisher Medal ( 500 produced)
- Logo on Trophies
- Insertion of Product Sample or Promo Material into Goodie Bags
- Logo on Official Press and Staff Passes
- Logo on VIP, Media and Staff passes
- Logo in Front of Official DVD



**THE MTB QUEST FESTIVAL 2011**

# Gold Package

## EVENT BRANDING

- Logo on Race Number-Singlet Front-Back and Bike race number
- Logo on Start Finish Gate
- Logo on Stage Backdrop at Race Briefing
- Logo on Stage Backdrop at Trophy Ceremony
- Represent to Present Winners Trophies
- J-Flags along Start Finish Straight 25m x 4
- Banners along Start Finish Straight 6m/side
- Banner at Press Points (0.8m x 1.5m) x 6
- Logo on Finish Line Tape
- Complimentary Commercial booth at Race Expo 27sqm
- Verbal Mentioning of Sponsor Name During Event by M/C x 50
- Logo on Interview Backdrop



**THE MTB QUEST FESTIVAL 2011**

# Gold Package

## Press Conference

- Logo on Stage Backdrop
- Represent to speak at Press Conference

## HOSPITALITY

- Sponsors complimentary entries x 8 persons
- Complimentary barbecue party lunch tickets x 8 persons

## PROMOTIONAL CAMPAIGN

### Promotional materials

- Logo on Advertising Artwork with media partners
- Logo on event flyers x 10,000
- Logo on event posters x 300



**THE MTB QUEST FESTIVAL 2011**

# Gold Package

## Website

- Link and Logo to Sponsor Website, Logos categorized by Package [www.ama-events.com](http://www.ama-events.com)

## PR

- Development of PR strategy in Cooperation with AMA
- Company Profile Included in Media Kit

## TV Production

- 25 minutes Documentary to be Aired locally and Internationally
- Sponsor Branding to be featured in programme
- Mentioning of Sponsor
- Raw material video 30 minutes for sponsor's post race marketing purposes

## Sponsorship management

- Post event press book and report on sponsorship effectiveness



**THE MTB QUEST FESTIVAL 2011**

# Silver Package

- Right to title: “(Presenting Sponsor) presents THE MTB QUEST FESTIVAL 2011” for PR & advertising use

## MERCHANDISE BRANDING

- Logo on Race Official T-Shirt ( 500 produced)
- Insertion of Product Sample or Promo Material into Goodie Bags
- Logo on Official Press and Staff Passes
- Logo on VIP, Media and Staff passes
- Logo in Front of Official DVD



**THE MTB QUEST FESTIVAL 2011**

# Silver Package

## EVENT BRANDING

- Logo on Race Number-Singlet Front-Back and Bike race number
- Logo on Start Finish Gate
- Logo on Stage Backdrop at Race Briefing
- Logo on Stage Backdrop at Trophy Ceremony
- Represent to Present Winners Trophies
- J-Flags along Start Finish Straight 25m x 2
- Banners along Start Finish Straight 3m/side
- Banner at Press Points (0.8m x 1.5m) x 4
- Logo on Finish Line Tape
- Complimentary Commercial booth at Race Expo 18sqm
- Verbal Mentioning of Sponsor Name During Event by M/C x 30
- Logo on Interview Backdrop



**THE MTB QUEST FESTIVAL 2011**

# Silver Package

## Press Conference

- Logo on Stage Backdrop
- Represent to speak at Press Conference

## HOSPITALITY

- Sponsors complimentary entries x 6 persons
- Complimentary barbecue party lunch tickets x 6 persons

## PROMOTIONAL CAMPAIGN

### Promotional materials

- Logo on Advertising Artwork with media partners
- Logo on event flyers x 10,000
- Logo on event posters x 300



**THE MTB QUEST FESTIVAL 2011**

# Silver Package

## Website

- Link and Logo to Sponsor Website, Logos categorized by Package [www.ama-events.com](http://www.ama-events.com)

## PR

- Development of PR strategy in Cooperation with AMA
- Company Profile Included in Media Kit

## TV Production

- 25 minutes Documentary to be Aired locally and Internationally
- Sponsor Branding to be featured in programme
- Mentioning of Sponsor
- Raw material video 30 minutes for sponsor's post race marketing purposes

## Sponsorship management

- Post event press book and report on sponsorship effectiveness



**THE MTB QUEST FESTIVAL 2011**

# Bronze Package

- Right to title: "The (Sponsor name) Official Co-sponsor of THE MTB QUEST FESTIVAL 2011" for PR & advertising use

## MERCHANDISE BRANDING

- Logo on Race Official T-Shirt ( 500 produced)
- Insertion of Product Sample or Promo Material into Goodie Bags
- Logo on Official Press and Staff Passes
- Logo on VIP, Media and Staff passes
- Logo at back of Official DVD



**THE MTB QUEST FESTIVAL 2011**

# Bronze Package

## EVENT BRANDING

- Logo on Race Number-Singlet Back
- Logo on Start-Finish Gate
- Logo on Stage Backdrop at Race Briefing
- Logo on Stage Backdrop at Trophy Ceremony
- Represent to Present Winners Trophies
- Banners along Start Finish Straight 3m/side
- Banner at Press Points (0.8m x 1.5m) x 2
- Complimentary Commercial booth at Race Expo 9sqm
- Verbal Mentioning of Sponsor Name During Event by M/C x 20
- Logo on Interview Backdrop



**THE MTB QUEST FESTIVAL 2011**

# Bronze Package

## Press Conference

- Logo on Stage Backdrop

## HOSPITALITY

- Sponsors complimentary entries x 4 persons
- Complimentary barbecue party lunch tickets x 4 persons

## PROMOTIONAL CAMPAIGN

### Promotional materials

- Logo on Advertising Artwork with media partners
- Logo on event flyers x 10,000
- Logo on event posters x 300



**THE MTB QUEST FESTIVAL 2011**

# Bronze Package

## Website

- Link and Logo to Sponsor Website, Logos categorized by Package [www.ama-events.com](http://www.ama-events.com)

## PR

- Development of PR strategy in Cooperation with AMA
- Company Profile Included in Media Kit

## TV Production

- 25 minutes Documentary to be Aired locally and Internationally
- Sponsor Branding to be featured in programme
- Mentioning of Sponsor
- Raw material video 30 minutes for sponsor's post race marketing purposes

## Sponsorship management

- Post event press book and report on sponsorship effectiveness



**THE MTB QUEST FESTIVAL 2011**

# Official Suppliers / Media Partners Package

- Right to title: "The (Sponsor name) Official Supplier/ Media Partner of THE MTB QUEST FESTIVAL 2011" for PR & advertising use

## MERCHANDISE BRANDING

- Insertion of Product Sample or Promo Material into Goodie Bags
- Logo at back of Official DVD

## EVENT BRANDING

- Logo on Start Finish Gate
- Logo on Stage Backdrop at Race Briefing
- Logo on Stage Backdrop at Trophy Ceremony
- Banners along Start Finish Straight 1m/side
- Complimentary Commercial booth at Race Expo table 1.5m
- Verbal Mentioning of Sponsor Name During Event by M/C x 5
- Logo on Interview Backdrop



**THE MTB QUEST FESTIVAL 2011**

# Official Suppliers / Media Partners Package

## Press Conference

- Logo on Stage Backdrop

## PROMOTIONAL CAMPAIGN

### Promotional materials

- Logo on Advertising Artwork with media partners
- Logo on event flyers x 10,000
- Logo on event posters x 300

## Website

- Link and Logo to Sponsor Website, Logos categorized by Package [www.ama-events.com](http://www.ama-events.com)

## TV Production

- Sponsor Branding to be featured in programme
- Mentioning of Sponsor

## Sponsorship management

- Post event press book and report on sponsorship effectiveness



**THE MTB QUEST FESTIVAL 2011**

# Events atmosphere



THE MTB QUEST FESTIVAL 2011



# Events atmosphere



THE MTB QUEST FESTIVAL 2011

# Events atmosphere



THE MTB QUEST FESTIVAL 2011



# Organizers

THE MTB QUEST FESTIVAL 2011 is organized by Active Management Asia.

Mountain biking is the fastest growing sport in the world, and Active Management Asia is leading that growth in Thailand and South East Asia. Now in its fifth year of operation, AMA has established an international reputation for solid logistics, challenging race courses and extremely well organized sport events.

## Contact Details:

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Website: [www.active-asia.com](http://www.active-asia.com)  
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