

Press Release  
October 2007



# Comprehensive Commercial Sponsorship and Partnership Programmes Now Available



## For the Laguna Phuket Triathlon 2008

7<sup>th</sup> December 2008

The Laguna Phuket Triathlon 2008 is the perfect opportunity for companies to showcase their brand at 'The Race of Legends'

A number of commercial sponsorship and partnership packages are **Now Available! +66 2622 0605 – 7**. Tailored to suit differing needs the packages will enable companies to integrate their own marketing initiatives into an event of international standing.

The Laguna Phuket Triathlon has attracted a stellar list of champions, with over 50 winners from Ironman; the Olympic Games; the Commonwealth Games; 70.3; Duathlon; and Xterra entering during the 15 year history of the event, it is known as 'The Race of Legends'.

Gold, Silver and Bronze winners to have taken part in the triathlon include: Mark Allen, Greg Welch, Simon Lessing, Mike Pigg, Norman Stadler, Peter Reid, Lori Bowden, Carol Montgomery, Paula Newby-Fraser, Karen Smyers and Michelle Jones.

Taking place on Sunday 7<sup>th</sup> December 2008, the Laguna Phuket Triathlon is a truly picturesque event. The race incorporates a 1.8km swim that starts in the sea and ends in a lagoon at the Laguna Beach Resort, a 55km bike ride along the narrow winding roads north of Laguna Phuket, and a 12km flat run that takes in the sights in and around the scenic Laguna Phuket resort.

There are also a number of parties for sponsors and participants to enjoy as part of the event, including the Pasta Party, Awards Banquet and Pre-Awards Cocktail Party – the corporate hospitality on offer makes the Laguna Phuket Triathlon an ideal event for companies to entertain guests and network at.

"The Laguna Phuket Triathlon attracts some of the world's most respected and successful triathletes", comments Debbie Dionysius, Director of Destination Marketing, Laguna Phuket. "We are looking forward to working with Paul Poole (South East Asia) Co., Ltd to create an unrivalled platform for companies to integrate their brand with an internationally renowned event."

**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 & 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 comprehensive Commercial Sponsorship and Partnership Programmes has been created especially for the Laguna Phuket Triathlon 2008. The packages on offer suit differing needs and enable international and domestic companies in the region to integrate with this popular event.

For an English and/or Thai Commercial Sponsorship & Partnership Marketing Opportunities Executive Summary please contact Anyarat Suriya on +66 8 5949 3691 or [anyarat@email.com](mailto:anyarat@email.com)

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### Websites



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

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For:

- Commercial Sponsorship and Partnership Opportunities



<http://www.lagunaphuket.com/triathlon/>

For:

- Event Information