
Press Release
September 2007



Laguna Phuket Appoint Leading Independent Marketing Consultants

Sponsorship opportunities at Laguna

Phuket Triathlon

December 2008



Laguna Phuket has appointed leading independent marketing consultants Paul Poole (South East Asia) Co., Ltd to maximise the sponsorship opportunities of the Laguna Phuket Triathlon 2008

As one of Asia's finest luxury destinations, Laguna Phuket was launched in 1987 as the first integrated resort in Asia and occupies 600 acres of landscaped tropical grounds. It is located just a short 25-minute drive from the Phuket International Airport and 30 minutes from Patong Beach and Phuket Town.

Laguna Phuket features a calendar packed with sporting events and other activities with the Laguna Phuket Triathlon attracting athletes from all over the world.

The appointment of Paul Poole (South East Asia) Co., Ltd follows the company's successful work on the Laguna Phuket International Marathon 2007, which the company has been re-appointed to represent in 2008.

"It's a fantastic time to be working with the Laguna Phuket Triathlon", comments Paul Poole, Managing Director of the consultancy company. "Through our work, we will be aiming to maximise the sponsorship benefits for all Laguna Phuket Triathlon sponsors and partners, and ensure the event is as successful as possible for the destination".

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 within this high profile event.

"Laguna Phuket is a destination with vision", comments Debbie Dionysius, Director of Destination Marketing, Laguna Phuket. "We are grateful to find in Paul Poole (South East Asia) Co., Ltd a company that shares this vision and one that has the drive and dedication to make our triathlon sponsorships a success for both the sponsors and destination."

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 and 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 these popular events.

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

Contacts

For further information

Paul Poole (South East Asia) Co., Ltd.

198 Tanou Road, Bovernives,
Pranakorn,
Bangkok, 10200,
Thailand
Tel/Fax +66 2622 0605 – 7

Paul Poole – Managing Director

(English Speaking)
Tel +66 8 6563 3196 / paulpoole@email.com
Anyarat Suriya – Executive Marketing Assistant (Sponsorship)
(Thai/ English and Chinese ‘Mandarin’ Speaking)
Tel. +66 8 5949 3691 / anyarat@email.com

Ends

Websites



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

For:

- Event Information



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

For:

- Commercial Sponsorship & Partnership Marketing