

# Corporate Sports Marketing & Sponsorship

Acknowledging sports marketing as a core corporate value that will increase an organisation's presence in the market and distinguish itself from competitors

Prince Hotel & Residence,  
Kuala Lumpur, Malaysia

22nd & 23rd March 2010

## Book and Pay

Book before 25th January 2010, pay only USD1,995  
Book after 25th January 2010, pay full price USD2,195

## Half-day course:

### Changing the way you evaluate and manage sponsorships: ROO vs. ROI

Facilitated by:

**Ben Flint** Regional Director (Asia)  
**Repucom International**

*Ben has been immersed in sponsorship marketing for 14 years operating in UK, Europe and the last 8 years in Asia. His career has covered almost all aspects of the sponsorship industry including athlete representation (Nick Faldo), consulting (Ogilvy Sports & Entertainment) and brand marketing (the activation of AIG's sponsorship of Manchester United across 21 Asian markets for AIG).*

*Ben is currently the Regional Director - Asia of Repucom International, a research firm that specialises in measuring the effectiveness of sponsorship and branded content. Repucom works for a diverse client base of rights owners, broadcasters, brands and agencies such as SingTel, Emirates, World Sport Group, Dentsu, GroupM, the BCCI, Asian Tour and etc. He was also the keynote speaker at the 7th Annual Australasian Sponsorship Marketing Association (ASMA) conference with his "Enter the Sponsorship Dragon" perspective on Asian sponsorship.*

## Key benefits and learning outcomes:

- **Exploring** the opportunities available in leveraging sponsorship deals by effectively managing and evaluating them to achieve an innovative sponsorship 'package'
- **Analysing** the latest branding strategies which organisations develop in order to increase brand equity and distinguishing itself from competitors
- **Featuring** a workshop that is constructed to change the way organisations' evaluate and manage sponsorships: ROO vs ROI
- **Identifying** the current issues and challenges involved in sponsoring sports events or sports teams across the globe through an interactive panel discussion
- **Learning** how to implement CSR through sports sponsorship and the benefits it can provide to the organisation
- **Protecting** a sponsorship deal by gaining an in-depth insight on the concept of ambush marketing and prevention techniques to ensure successful sponsorship activities
- **Experiencing** numerous networking opportunities with top leaders from various industries in a setting that cultivates dialogue and discussion

\*Early Bird & Group Discounts  
Ask about our savings

**"Brand is the 'F' word of marketing. People swear by it, no one quite understands its significance and everybody would like to think they do it more often than they do"**

Mark Di Somma

Companies looking to increase their market presence will find sports sponsorship a very effective marketing strategy as it involves direct consumer interaction which further enhances brand loyalty

 **marcusevans**

## Honorary chairperson:

**David Sonenscher** CEO  
**Motorsport Asia Ltd**

*Motorsport Asia Ltd owns the commercial and intellectual rights to the Asian Festival of Speed (AFOS) championships and event*

## Featuring a distinguished panel of speakers:

**Celine Del Genes** Head of Marketing  
**Reebok Asia Pacific (Hong Kong)**

*Reebok's global sports brand ambassadors consists of Formula One, Soccer, Tennis, Cricket and many other sports*

**Napas Paorohitya** Head of Corporate Affairs  
**Standard Chartered Bank (Thailand)**

*Main sponsors of Liverpool FC*

**Dr. Sridhar Maturi** Head of Sports Marketing  
**Mahindra Satyam**

*Official FIFA World Cup Sponsor and Information Technology (IT) Services Provider to the FIFA World Cup*

**Petcharat Uthaisang** Marketing Director  
**Mcdonalds's (Thailand)**

*Official Sponsors of the Olympic Games and FIFA World Cup*

**Razlan Razali** CEO  
**Sepang International Circuit**

*Hosts of Formula One Grand Prix, Moto GP, Super GT and A1GP*

**Mohamad El-Hoss** Managing Director  
**Royal Eastern Beverage (Thailand)**

*Kingfisher Premier Lager Beer were the sponsors of Kingfisher Volleyball tournament, Le Meriden 9th Annual Golf Tournament, Phuket Soccer 7's 2008 and Phang Nga Bay Regatta*

**Iain Higgins** Company Lawyer  
**International Cricket Council (ICC) (Dubai)**

*ICC is the international governing body of cricket*

**Owen Leed** Commercial Director  
**A1 Team Malaysia**

*Sponsored by Proton Holdings Berhad, Malaysia's largest manufacturer of automobiles*

**Marc Wetz** Regional Director  
**Right to Play International (Thailand)**

*A humanitarian organisation which focuses on sports for development*

**Ernesto Rebastillo** Regional Training Officer  
**Right to Play International (Thailand)**

**Simon James** Race Management Director  
**Phuket King's Cup Regatta (Thailand)**

*One of the biggest and most popular sailing events in Asia*

## Our business partners

Official Media Partner



Media Partners



SportsProMedia

SPORTSBIZASIA



### About the Official Media Partner

**PANSTADIA** is critically acclaimed as the No.1 journal for the Sports & Entertainment Facility industry worldwide, with C.50,000 decision-making readers in more than 110 countries worldwide. These include key personnel from: Sports Architects & Designers; Olympic Committees; Stadium, Arena, Venue, Auditorium Owners & Managers; Sports Federations; Universities & Colleges; Clubs/Teams (inc. NBA, NHL, MLS, NFL, top-flight soccer/rugby/cricket etc); Producers & Suppliers; Conference & Entertainment Centres etc. As well as our usual worldwide readership, PANSTADIA also has Special Distributions confirmed to attendees at all of the world's leading conferences and trade shows for the industry - please make sure to visit our website at: [www.panstadia.com](http://www.panstadia.com) for further details.

### About the Media Partners

**SportBusiness Group** has established its reputation as the 'leading voice' for the international sport business community, supplying a host of informational products and services to help our clients make better informed business decisions. Our products include SportBusiness International magazine, TV Sports Markets newsletter, and a number of specialist reports and events throughout the year. For more information [www.sportbusiness.com](http://www.sportbusiness.com)

**SportsPro Media** comprises SportsPro magazine, [www.sportspromedia.com](http://www.sportspromedia.com) and the Daily Deal e-newsletter. SportsPro is the international magazine for the business of sport, focusing on sponsorship, financing, marketing and management. Published 10 times a year, SportsPro interviews top executives and features events, deals and venues as well as exclusive reports and sponsorship reviews.

**Sports Biz Asia** is a worldwide online magazine that provides the sports industry with news, market intelligence, event information, research and jobs on Sports Marketing & Sponsorship, Player Talk, Sports Events, TV & Digital and the Bid Cities.

**SportzPower**, the media brand from Sportz Network Pvt Ltd, provides current information, knowledge and insight to a targeted audience in the business and management of sports, with a clear India focus. Our enduring objective is to deliver an authoritative overview of issues and trends, and create a leadership position within an industry that is only now realizing its power and potential.

# Corporate Sports Marketing & Sponsorship

KL-MK1605

Please write in BLOCK LETTERS

## Sales Contract

Please complete this form immediately and fax back to

**LEE CHEW WAN**

**Fax: +603 2723 6699**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email: \_\_\_\_\_

Organisation: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

Nature of Business: \_\_\_\_\_

Company Size:  1-9  10-24  25-49  50-99  
 100-249  250-499  500-999  1000+

## Authorisation

Signatory must be authorised to sign on behalf of contracting organisation.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: / /

This booking is invalid without a signature.

## Fees

### Conference fee @

Book before 25th January 2010, pay only USD1,995 + GST / VAT (if applicable) per delegate  
Book after 25th January 2010, pay full price USD2,195 + GST / VAT (if applicable) per delegate

**Premier Plus** - Bring 3 or more delegates to this event and benefit from a 10% SAVINGS off the regular price (when Payments Terms are respected)

**Online Documentation** - USD295. You will be provided a username and password to access the documentation online

All options include luncheon, refreshments & service charge. In accordance with delegate requests and our positioning as one of Asia's foremost business intelligence providers, **marcus evans** will now make its conference documentation available online. A website and password will be provided to you approximately two weeks before the event.

**Indemnity:** Should for any reason outside the control of **marcus evans** conferences, the venue or speakers change, or the event be cancelled due to an act of terrorism, extreme weather conditions or industrial action, **marcus evans** conferences shall endeavour to reschedule but the client hereby indemnifies and holds **marcus evans** conferences harmless from and against any and all costs, damages and expenses, including attorneys fees, which are incurred by the client. The construction, validity and performance of this Agreement shall be governed in all respects by the laws of Malaysia to the exclusive jurisdiction of whose Courts the Parties hereby agree to submit.

## Business Opportunities

A limited amount of exhibition space is available at the conference. Sponsorship opportunities covering the lunch and documentation also exist. For further details contact **Pat C** on +(603) 2723 6600 or e-mail patc@marcusevanskl.com

 conferences

## Register Now

Code:E

Contact Marketing at **marcus evans**

**Tel:** +603 2723 6748

**Fax:** +603 2723 6699

**Email:** leec@marcusevanskl.com

**Date:** 22nd & 23rd March 2010

**Venue:** Prince Hotel & Residence,  
Kuala Lumpur, Malaysia

## Hotel Accommodation

Accommodation is not included in the training fee. To reserve accommodation at the training venue, please contact the hotel at +(603) - 2170 8888 and make it clear that you are attending marcus evans training event quoting KL-MK1605 as a reference.

## marcus evans

CP 21 Suite 2101, Level 21 Central Plaza  
34 Jalan Sultan Ismail, 50250 Kuala Lumpur  
Malaysia  
www.marcusevans.com

## Payment Method

Payment is required within 5 working days on receipt of invoice

Credit Card:

Please debit my  Visa  Mastercard  Amex  Diners

Card Holder's Name: \_\_\_\_\_

Card Number:

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Security Code:

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Signature: \_\_\_\_\_ Expiry Date: / /

M Y

**Confirmation Details:** After receiving payment a receipt will be issued. If you do not receive a letter outlining joining details two weeks prior to the event, please contact the Conference Coordinator at **marcus evans** conferences.

## Terms & Conditions:

- Fees are inclusive of program materials and refreshments.
- Payment Terms: Following completion and return of the registration form, full payment is required within 5 days from receipt of invoice. PLEASE NOTE: payment must be received prior to the conference date. A receipt will be issued on payment. Due to limited conference space, we advise early registration to avoid disappointment. A 50% cancellation fee will be charged under the terms outlined below. We reserve the right to refuse admission if payment is not received on time.
- Cancellation/Substitution: Provided the total fee has been paid, substitutions at no extra charge up to 14 days before the event are allowed. Substitutions between 14 days and the date of the event will be allowed subject to an administration fee of equal to 10% of the total fee that is to be transferred. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by **marcus evans** (as defined above). Cancellations must be received in writing by mail or fax six (6) weeks before the conference is to be held in order to obtain a full credit for any future **marcus evans** conference. Thereafter, the full conference fee is payable and is non-refundable. The service charge is completely non-refundable and non-creditable. Payment terms are five days and payment must be made prior to the start of the conference. Nonpayment or non-attendance does not constitute cancellation. By signing this contract, the client agrees that in case of dispute or cancellation of this contract that **marcus evans** will not be able to mitigate its losses for any less than 50% of the total contract value. If, for any reason, **marcus evans** decides to cancel or postpone this conference, **marcus evans** is not responsible for covering airfare, hotel, or other travel costs incurred by clients. The conference fee will not be refunded, but can be credited to a future conference. Event program content is subject to change without notice.
- Copyright etc: All intellectual property rights in all materials produced or distributed by **marcus evans** in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.
- Data Protection: Client confirms that it has requested and consented to **marcus evans** retaining client information on **marcus evans** group companies database to be used by **marcus evans** groups companies and passed to selected third parties, to assist in communicating products and services which may be of interest to the client. If the client wishes to stop receiving such information please inform **marcus evans** local office or email glaveap@marcusevansuk.com. For training and security purposes telephone calls may be recorded.
- Important note. While every reasonable effort will be made to adhere to the advertised package, **marcus evans** reserves the right to change event dates, sites or location or omit event features, or merge the event with another event, as it deems necessary without penalty and in such situations no refunds, part refunds or alternative offers shall be made. In the event that **marcus evans** permanently cancels the event for any reason whatsoever, (including, but not limited to any force majeure occurrence) and provided that the event is not postponed to a later date nor is merged with another event, the Client shall receive a credit note for the amount that the Client has paid to such permanently cancelled event, valid for up to six months to be used at another **marcus evans** event. No refunds, part refunds or alternative offers shall be made.
- Governing law: This Agreement shall be governed and construed in accordance with the law of Malaysia and the parties submit to the exclusive jurisdiction of the courts in Kuala Lumpur. However, **marcus evans** only is entitled to waive this right and submit to the jurisdiction of the courts in which the Client's office is located.
- Client hereby acknowledges that he/she specifically authorizes that **marcus evans** charge the credit card listed above for the amount provided herein; that this Contract is valid, binding and enforceable; and that he/she has no basis to claim that any payments required under this Contract at any time are improper, disputed or unauthorized in any way. Client acknowledges that they have read and understood all terms of this contract, including, without limitation, the provisions relating to cancellation.