



FIRST OF ITS KIND IN THE REGION

Mass Participation Asia (MPA) is Asia's pioneer conference that provides a forum for stakeholders and participants from all sectors of the mass participation sports events industry

MPA IN A SNAPSHOT

300 DELEGATES

featuring some of the industry's leading experts from 18 different countries

100 SPEAKERS

around the globe within and beyond the mass participation sports events industry

52 DISCUSSIONS

covering a wide range of commercial & operational topics



Victor Cui
ONE Championship



Steve Cram CBE
*Olympic Silver Medalist
& BBC Presenter*



John Maclean
*Triathlete and
Paralympian*



Lim Teck Yin
Sport Singapore

PAST SPEAKERS

ABOUT MASS PARTICIPATION ASIA (MPA)

Mass Participation Asia was founded with key objectives of fostering collaboration and driving best practice within the industry. Having hosted successful editions in Singapore and Thailand, the conference continues to attract a stellar line-up of presenters with a focus on networking opportunities, commercial and operational topics, as well as interactive workshops.

The conference offers a unique platform to get up close and personal with leaders in the mass participation sports industry, with over 90% of delegates consisting of senior and top level executives. An industry staple, the conference is renowned as an enabling platform for stakeholders to connect with the right people.

MPA 2018

ENGAGE, EVOLVE & EXCEL . 10 – 11 DECEMBER 2018 . HILTON SINGAPORE

MPA attracts a wide variety of delegates from across the region and beyond, with delegates traveling in from Australia, Brunei, China, France, Hong Kong, India, Indonesia, Israel, Italy, Malaysia, New Zealand, Philippines, Singapore, Thailand, UAE, UK and USA attending. Broadly, these delegates represent:

Brands/Sponsors

Event sponsors or corporations thinking of owning or sponsoring a mass participation event

Government Agencies

Government bodies or councils currently hosting mass participation sports events or exploring it as a way to boost tourism

Industry Suppliers

Goods and service providers supplying to mass participation sports events

Marketing, Digital & PR Agencies

Agencies handling mass participation sports events or exploring using these events for branding purposes

Non-Profit Organizations

NPOs using mass participation events as fundraisers and awareness campaigns



AZRAN OSMAN-RANI
Former AirAsia X



PAUL SINTON-HEWITT CBE
parkrun



SHAYNE BANNAN
GreenEDGE Cycling



TIM HADZIMA
*Abbott World
Marathon Majors*

MPA18 PRESENTERS

MPA is dedicated towards gathering the best thought leaders in the industry to share their wealth of knowledge. This year, we have already confirmed a series of prolific speakers including **Azran Osman-Rani** (former AirAsia X), **Dharpan Randhawa** (McLaren Group), **Marko Vasic** (European Athletics), **Rich Harshbarger** (Running USA), **Paul Sinton-Hewitt** (parkrun), **Shayne Bannan** (GreenEDGE Cycling), and **Tim Hadzima** (Abbott World Marathon Majors), amongst others. For the full line-up, visit <http://massparticipationasia.com/#speakers>

THE CONFERENCE WILL ALSO FEATURE

- Educational workshops
- Industry expo
- Networking events
- Innovation showcase
- Speakers corner

SPONSORSHIP



SPONSORSHIP OPPORTUNITIES

Keen to have your brand in front of the most influential people in mass participation sports? Speak to us on how we can best provide you with a solution that achieves your objectives. While we tailor each sponsorship opportunity to your needs and budget, here are a few available options (all prices quoted in USD).

Each sponsor will receive complimentary passes to the conference and enjoy exclusive networking opportunities (including introductions), brand promotions through MPA marketing channels (including branding on offline collateral), and special invitations to MPA functions.

> **PRESENTING SPONSOR** from \$20,000/yr

The Presenting Sponsor is a 3-year minimum sponsorship and will have naming rights to the conference, e.g. *Mass Participation Asia presented by ABC*. The Presenting Sponsor will be synonymous with MPA and will receive the highest level of exposure. Limited to one Presenting Sponsor only.

> **SOCIAL FUNCTIONS** from \$5,000 onwards

Sponsor an MPA social function – networking drinks, speaker dinner or breakfast briefing, each tailored to the different demographic of attendees. This is the perfect opportunity for you to demonstrate value to your target audience. Limited to one sponsor per social function only.

> **BRANDING OF ID & DELEGATE LANYARDS** from \$3,000 onwards

Have every delegate exposed to your brand by sponsoring the printing of delegate lanyards and accreditation passes. Limited to two sponsors per edition only.

> **PROGRAM HANDBOOK** from \$2,000 onwards

Get included on the front page of the program handbook each delegate will be receiving and referring to throughout the course of the conference. Limited to one sponsor per edition only.

> **EXPO BOOTH, SPEAKERS CORNER, BRANDED LOUNGE** from \$1,000 onwards

Take up an expo booth at the conference to showcase your product, brand the Speakers Corner or simply host a lounge to your brand's theme. Limited to four expo booths and one Speakers Corner/Branded Lounge sponsors per edition only.