



MARENGO EQUESTRIAN SHOWS
BY SONIA COULING

MARENGO EQUESTRIAN SHOWS BY SONIA COULING 2017

Asian celebrity Sonia Couling has teamed up with world-renowned equestrian master and horse whisperer Mario Lurashi, to launch a series of spectacular equestrian themed shows.

Horse lovers can look forward to be wowed when Marengo Equestrian Shows by Sonia Couling roll out later this year.

The shows range from a series of historical enactments featuring up to 50 horses to smaller bespoke private corporate demonstrations.

Planned events, which will feature Sonia and Mario as well as other top riders, equestrian experts and actors, include:

- Medieval Jousting Tournaments
- Roman Chariot Races
- Circus Style Shows
- Liberty & Classical Dressage
- Extreme Feats of Acrobats on Horseback

Sonia Couling has, for decades, been at the forefront of the Thai entertainment industry. Born in Bangkok, she is a well-known across Asia for her work in fashion, TV and as MTV Asia's vibrant and popular VJ.

She is the producer and host of Thailand's Next Top Model and has starred in several International movies and TV series, including: The Mark from 2012; The Mark: Redemption from 2013; A Stranger in Paradise also from 2013; and latest HBO TV series, Strike Back.

Marengo Equestrian Shows by Sonia Couling has developed a comprehensive commercial sponsorship and partnership-marketing programme with packages to suit differing levels of needs:

Integrate your marketing with Marengo Equestrian Shows by Sonia Couling 2017



FEATURING MARIO LURASCHI HORSES

MARKETING SUPPORT BY
PAUL POOLE (SOUTH EAST ASIA) CO., LTD.
- THE SPONSORSHIP EXPERTS





MARENGO EQUESTRIAN SHOWS
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PACKAGES

TIER 1 - Title Sponsor & Presenting Sponsors

One Title Sponsor with naming rights to ALL Marengo Equestrian Shows by Sonia Couling 2017 events

Presenting sponsors for one or more Marengo Equestrian Shows by Sonia Couling 2017

TIER 2 - Official (Main) Partners

Official Partners from non-competing categories for ALL Marengo Equestrian Shows by Sonia Couling 2017 events. Packages for brands, businesses, rights holders and destinations

TIER 3 - Official Suppliers & Media Partners - Specific Events

Official suppliers providing goods & services that are essential for one or more Marengo Equestrian Shows by Sonia Couling 2017

Media Partners for one or more Marengo Equestrian Shows by Sonia Couling 2017

MARENGO EQUESTRIAN SHOWS BY SONIA COULING 2017 - BESPOKE SHOWS

The opportunity to create and have naming rights to your own bespoke show

MARENGO EQUESTRIAN SHOWS BY SONIA COULING 2017 - ADVERTISING

The opportunity to use Marengo Equestrian Show horses in bespoke commercials

WHY GET INVOLVED?

Association with Marengo Equestrian Shows by Sonia Couling 2017 offers sponsors numerous benefits including:

- Image Enhancement** - with must see spectacular events
- Brand Exposure** - raising brand awareness of products and services and association with the equestrian market
- Hospitality Opportunities** - Entertaining target audiences; internal and external
- Integrated Marketing** - Worldwide Media Exposure
- Networking** - with business leaders

Companies associating with Marengo Equestrian Shows by Sonia Couling 2017 tie in with the following values: Aspirational; Major International Event; Excitement; Competition; Professionalism; Escapism; and Sport.



SHOWCASING THE GLAMOUR, THE MAGIC,
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MARENGO

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ABOUT SONIA COULING

Sonia Couling was born in Bangkok and is well known in Asia as a fashion model, TV personality and cover girl.

She has acted in many Thai TV shows, been a VJ for MTV Asia, and has produced and hosted Thailand's Next Top Model and is an avid rider and polo player.

She is Eurasian, or Luk Kreung, with an English father and a Thai mother; educated in England and fluent in Thai, English and French.

Sonia started her modeling career in a Seven Up advertisement when she was 13 and has been the face of beauty products all over Asia, including: Olay; Nivea Visage; and L'Oreal.

Her movies include: The Mark, 2012; The Mark: Redemption, 2013; and A Stranger in Paradise, 2013.



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ABOUT MARIO LURASCHI

Mario is a horse master, stuntman, horse trainer, personal trainer for actor-riders and Canal+ director.

MOVIES

Mario Luraschi has worked with the greatest directors on more than 500 movies. Some of the movies that have highlighted his career include:

MOVIE	DIRECTOR & ACTORS	MARIO'S INVOLVEMENT
Brimstone	Martin Koolhoven with Dakota Fanning and Kit Harington	Mario co-ordinates some amazing horse stunts
Jappeloup	Christan Duguay's	Mario coordinates the stunt scene in which a horse truck is on fire and a horse runs freely on a highway, surrounded by cars at full speed.
The Brothers Grimm	Terry Gilliam featuring Matt Damon and Monica Bellucci	Mario organises strange tricks (a horse swallows a young girl) and impressive stunts as a very dangerous fall of a horse. He even makes his horse fly in the air!

Other notable films include: "Bandidas" with Salma Hayek and Penelope Cruz; "A Knight's Tale" with Heath Ledger and Rufus Sewell; and TV Series Merlin.

STUNTS

Mario has accomplished nearly 800 'rear-and-fall-overs', a very dangerous equestrian stunt, often seen in battle scenes - coordinating the most incredible stunts to the last detail and in absolute safety for his horses. For the movie 'The Riders Of The Storm', he jumps with a breathtaking gallop into a small and crowded boat. In "The Circus Of Amiens", he makes his horse disappear into a box. In 2001, he won the world stunt award for a stunt in 'A Knight's Tale', an American film by Brian Helgeland.

DRIVING & HARNESSING

He equips all sorts of carriages, wagons and chariots with several horses and launches them at full speed, simulates accidents or drives them through the fire. Driving is one of the great specialities of Mario Luraschi and he created an incredible demonstration for an audience of 298.000 spectators in 2006 in the Stade de France, Paris, for the staging of 'Ben Hur', a show directed by Robert Hossein.

LIBERTY WORK

As real actors, his horses can play everything: attacking, sitting, laying down, playing asleep or at a full gallop as in the 45 episodes of 'The Black Stallion'.



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THE SHOWS

Mario Luraschi was the first to introduce equestrian shows during international show jumping contests. From 1972 onwards he entertained the public during the first Paris Horse Exhibition and for more than 14 years created show acts for Fieracavalli, the Horse Exhibition of Verona, Italy.

Mario has been central to:

Excilbur - he created the first equestrian show with more than 30 horses in Las Vegas in 1990. During six months, the legend of King Arthur and his Knights of the Round Table was the talk of the town in the world's casino capital. In September 2011, Excilbur visited Stade de France in Paris where Mario coordinated the jousting tournament of more than 40 horses and riders with stuntmen jousting on wooden scaffolding, more than 15 feet meters above the scene.

The Wild West Show - Disneyland Paris - Mario Luraschi directed the show, the stunts and the dressage of the buffalos, which recently celebrated its 23th anniversary. This is an absolute record for an equestrian dinner show, which has already been enjoyed by more than ten million spectators!

Ben Hur - Re-enactment of the world famous Roman chariot race of 'Ben Hur', directed by Robert Hossein in the Stade de France, Paris, in 2006. At 32 miles an hour, seven chariots each pulled by four horses bring the most spectacular scenes of the movie history back to life!

Kaltenberg - Every year, Mario stages a great medieval show and jousting tournament at the grounds of the Prince of Bavaria, near Munich, Germany. His horses and riders act as warriors, trick riders, stuntmen and classical dressage performers during 8 shows attended by a public of more than 100.000 spectators!

His recent shows and events include:

Paris Fashion Week

The Royal Equestrian And Camel Show - Oman - 2013

Horse Festival Shanghai - China - 2013

Horse Festival Paris - France - 2013

Alchimie Equestre - Amiens - France - 2012

Fieracavalli, Horse Festival Verone - Italy - 2012

Excilbur, Stade de France - France - 2011

Horse Festival Paris - France - 2011

Gucci Masters Paris, - France - 2010 & 2011

History of Horses - Qatar - 2010

1001 Diamonds Show (for the diamond dealers) Liège - Belgium - 2010



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2017 PLANNED SHOWS

Plans are well underway for the first full fantastic horse show, which will include:

- Dressage High School
- Trick Riding
- Horse War
- Lance Fight
- Horse In The Firer
- Romantic Scene
- Chariot
- Pegasus
- And more...

The show will be staged in a bespoke stage setting with video walls, multi track stage and flooring system.

The auditorium will seat and audience over 500.

Dates and venues to be confirmed shortly.

BESPOKE SHOWS

YOUR OWN SPECTACULAR

Sonia and Mario work with clients to develop bespoke shows.

Shows can be created to entertain clients, customer sand employees.

Horses can enter any property, convention halls, shopping malls and hotel ball rooms.

CORPORATE ADVERTISING CAMPAIGNS

The opportunity to use Marengo Equestrian Shows by Sonia Couling horses in bespoke Commercials.

Mario Luraschi's 40+ horses have acted or posed for the most prestigious commercials, including: OPI, Chanel, Hermès; and climbing the Eiffel Tower for Paola Pivi and La Galerie Perrotin.



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INVENTORY

PARTNER LEVEL

TIER 1 TITLE SPONSOR (ALL SHOWS) & PRESENTING SPONSORS (ONE OR MORE SHOWS)	TIER 2 OFFICIAL PARTNERS (ALL SHOWS)	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS (ONE OR MORE SHOWS)
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MARENGO EQUESTRIAN SHOWS BY SONIA COULING 2017

CATEGORY EXCLUSIVITY & TITLE RIGHTS

	Tier 1	Tier 2	Tier 3
Right to title "[TITLE SPONSOR NAME] Marengo Equestrian Shows by Sonia Couling 2017 presented by [PRESENTING SPONSOR NAME]" - for advertising & PR use	Yes		
Right to title "[OFFICIAL PARTNER NAME] Official Partner Marengo Equestrian Shows by Sonia Couling 2017" - for advertising & PR use		Yes	
Right to title "[OFFICIAL SUPPLIER / MEDIA PARTNER NAME] Official Supplier / Official Media Partner Marengo Equestrian Shows by Sonia Couling 2017" - for advertising & PR use			Yes
Category Exclusivity - for example right to market themselves as Official Timing Partner for Marengo Equestrian Shows by Sonia Couling 2017 and sole provider of timing services to the event	Yes	Yes	

BRANDING & INTELLECTUAL PROPERTY RIGHTS

LOGOS & IMAGES

	Official Title Sponsor Logo	Official Co-sponsor Logo	Official Supplier / Media Partner Logo
Right to use a Marengo Equestrian Shows by Sonia Couling 2017 Composite (lock-up) Logo on all internal and external marketing			
Right to use Marengo Equestrian Shows by Sonia Couling 2017 image bank - moving and photographic images - in all internal and external marketing	Yes	Yes	Yes

BRANDING - EVENT

	Tier 1	Tier 2	Tier 3
Logo on Horses, where applicable	Yes		
Logo on riders, where applicable	Yes		
Logos on Stage Backdrops, where applicable	Dominant	Yes	Yes
Street Banners (1.20 m x 1.50 m) outside venue	X 45	X30	X 12
Advertising Boards inside venue	X 24	X 16	X 8
Verbal mentioning of sponsor name during Show by MC	X 50	X20	X 10

BRANDING - OTHER & SUPPORT EVENTS

	Tier 1	Tier 2	Tier 3
Insertion of promotional material or product sample into Goodie Bag	Yes	Yes	Yes
Logo on Show Tickets	Yes	Yes	No
Use of backside of Show Tickets for advertising purposes (at sponsors cost)	Yes	No	No
Logo on VIP, Media and Staff passes	Yes	Yes	No
Representative to speak at Press Conference	Yes	No	No

INVENTORY

PARTNER LEVEL

TIER 1 TITLE SPONSOR (ALL SHOWS) & PRESENTING SPONSORS (ONE OR MORE SHOWS)	TIER 2 OFFICIAL PARTNERS (ALL SHOWS)	TIER 3 OFFICIAL SUPPLIERS MEDIA PARTNERS (ONE OR MORE SHOWS)
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BROADCAST RIGHTS

	Tier 1	Tier 2	Tier 3
Press Conference - Logo on Stage Backdrop	50%	Share 40%	Share 10%
Branding / Advertisements as part of any internet stream (for example Livestream feed)	30% of branded area Title 20% branded area Presenting per Show	Share of 40% of branded area - no greater than 20% per Show	Share of 10% of branded area - no greater than 5% per Show
Promotions as part of internet stream coverage	Yes	Yes	Yes

MEDIA & PR RIGHTS

	Tier 1	Tier 2	Tier 3
Right to use Marengo Equestrian Shows by Sonia Couling 2017 association in all promotional campaigns covering any PR and advertising	Yes	Yes	Yes
Logo inclusion in any print, radio, online or social media advertisements or PR activity to promote Marengo Equestrian Shows by Sonia Couling 2017 produced by the organisers	Yes	Yes	
A press conference to launch the Sponsorship	Yes	Yes	

PROMOTIONAL CAMPAIGN

	Tier 1	Tier 2	Tier 3
Inclusion in promotional campaign - level dependent on tier	Yes	Yes	Yes

DIGITAL & SOCIAL PROGRAMME

	Tier 1	Tier 2	Tier 3
Branding on Marengo Equestrian Shows by Sonia Couling 2017 emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of digital engagement programme including access to any live video blogging, interviews, Twitter Q&As, Tweets & FB posts	Yes	Yes	
Logo inclusion in any APP produced by Marengo Equestrian Shows by Sonia Couling 2017	Yes Prominent	Yes Less Prominent	Yes Less Prominent

EXPERIENTIAL

	Tier 1	Tier 2	Tier 3
Booth at Show	9m x 9m	9m x 6m	9m x 6m
Sampling	Yes	Yes	Yes

HOSPITALITY & TICKETING

	Tier 1	Tier 2	Tier 3
Branding on Corporate tents	Yes	Yes	
VIP Passes to event - no. dependent on Tier	Yes	Yes	Yes
Tickets to event for promotional use - no. dependent on Tier	Yes	Yes	Yes

MERCHANDISING PROGRAMME

	Tier 1	Tier 2	Tier 3
Opportunity to produce joint branded merchandise. Logos on specially produced Marengo Equestrian Shows by Sonia Couling 2017 merchandise	Additional	Additional	Additional

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BRANDING

Marengo Equestrian Shows by Sonia Couling 2017 has many high profile branding opportunities ensuring Sponsors have high visibility, before, during and after the event. These include:

- Pre-event branding
- Event branding – advertising boards in and outside venue, riders, horses,
- Post Event branding

See inventory for full details.

MEDIA & PR

PARTNERSHIPS

Marengo Equestrian Shows by Sonia Couling 2017 is seeking a maximum of 10 media partnerships.

PR SUPPORT

Sponsors can create media coverage through news PR activity. There will be coverage in local and national newspapers, Asian regional and international newspapers, TV, Radio and Magazines. Press releases will also be issued through a variety of regional and international equestrian web sites.

All Sponsors and Partners will have rights to associate with Marengo Equestrian Shows by Sonia Couling 2017 for PR and advertising activity.

PROMOTIONAL CAMPAIGN

Marengo Equestrian Shows by Sonia Couling 2017 is supported by a comprehensive marketing campaign covering:

ABOVE THE LINE	BELOW THE LINE		OUTDOOR
Website	Sonia Couling Equestrian Show Promotional Videos	Ambassadors	Advertising boards and poster campaign in City where event is taking place
Event EDMs	Social Media - Facebook & Instagram campaigns	App	
Google Display Ads & Adwords	Equestrian & Lifestyle Online Portals	Equestrian Groups, Corporates, Tertiary Institutions, Travel Agents	
Magazine Ads	Bloggers		
Radio			
Event Listings			



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DIGITAL & SOCIAL PROGRAMME

Marengo Equestrian Shows by Sonia Couling 2017 runs a number of social media promotions throughout the year and is a great opportunity for Sponsors and Partners to integrate their brand message.

SONIA COULING

Twitter - 36,200 followers @Soniapim
Instagram - 88,200 followers <https://www.instagram.com/soniapim/>
Facebook - 1,254 followers <https://www.facebook.com/pages/Sonia-Couling/144526915559095>

MARIO LURASCHI

Facebook - 5,000 likes <https://www.facebook.com/mario.luraschi.18/>
Websites - www.luraschi.com

HOSPITALITY

Marengo Equestrian Shows by Sonia Couling 2017 offers a plethora of fantastic opportunities to entertain customers, clients and executives at events throughout Asia.

With a number of networking opportunities plus a wealth of relaxation and recreation activities this is an excellent way to do and promote your business.

Sponsors will have a number of opportunities to entertain their guest through bespoke packages.

MERCHANDISING

Marengo Equestrian Shows by Sonia Couling 2017 offers Sponsors and Partners the opportunity to produce joint branded merchandise. This could be used as give-away through media and presence marketing promotions.

For example: Marengo Equestrian Shows by Sonia Couling 2017 Goodie Bags.



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ORGANISERS

Marengo Equestrian Shows by Sonia Couling is organised by sports industry specialist TRIBUS P Sport, a company thinking globally and acting locally, offering customized solutions across continents.

The multicultural team offers a 360° solution with local development and global vision, specialising in:

MARKETING PLANNING & CONSULTING - sports marketing solutions to satisfy client's marketing needs and maximize client's brand value.

EVENT MANAGEMENT - sports event planning, related marketing tactics, efficient event management and operational support, and sponsorship management in line with client's branding strategy.

PUBLIC RELATIONS - wide-range of PR services in accordance with client's brand strategy, including: sports marketing trends; sports media; planning and execution of PR events; media relationship and risk management; and media exposure analysis reporting for players and sponsors.

CORPORATE HOSPITALITY - customized B2B / VIP hospitality programs using sports content for client's customer management and marketing needs.

DESIGN - global solutions based on a comprehensive understanding of sports and brands.

SPONSORSHIP MEASUREMENT & EVALUATION - scientific marketing analysis for corporations, federations and sports franchises, covering quantitative and qualitative research & impact analysis of sports sponsorships.

CONTACT

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