

TAHITI 2027

XVIII PACIFIC GAMES



ABOUT THE PACIFIC GAMES

Our Games

Since 1963 the Pacific Games has been the **most significant** sporting event in the Pacific region. Held every 4 years Tahiti 2027 will be the 18th iteration of the Games.

Providing the opportunity for recognition and national pride amongst the Pacific family.

Broadcast live and free-to-air in every participating country, reaching over **50 million** people.

More than sport

The Games are proudly made by and for the Pacific nations and represent our deep and shared culture and traditions throughout the Pacific.

Promoting diversity through multicultural unification of polynesia, micronesia and malenasian peoples.

Encouraging development through sport participation to create economic opportunities and highlight local issues like the impact of climate change.



THE PACIFIC GAMES

A UNIQUE EVENT

MADE IN OCEANIA

- Since 1963, the **most significant** sporting event in the Pacific
- **Only event made by and for Pacific Nations**
- Respecting **culture, traditions** and **languages**
- Including regional sports



PROMOTING DIVERSITY

- **Multicultural**: uniting polynesian, micronesians and melanesian peoples, among more than 20 nations
- **Multisport**: numerous disciplines, traditional, olympics and paralympics
- **Multi-Lingual**: English and French are the official languages of the Games but inclusion of local languages is central



ENCOURAGING DEVELOPMENT

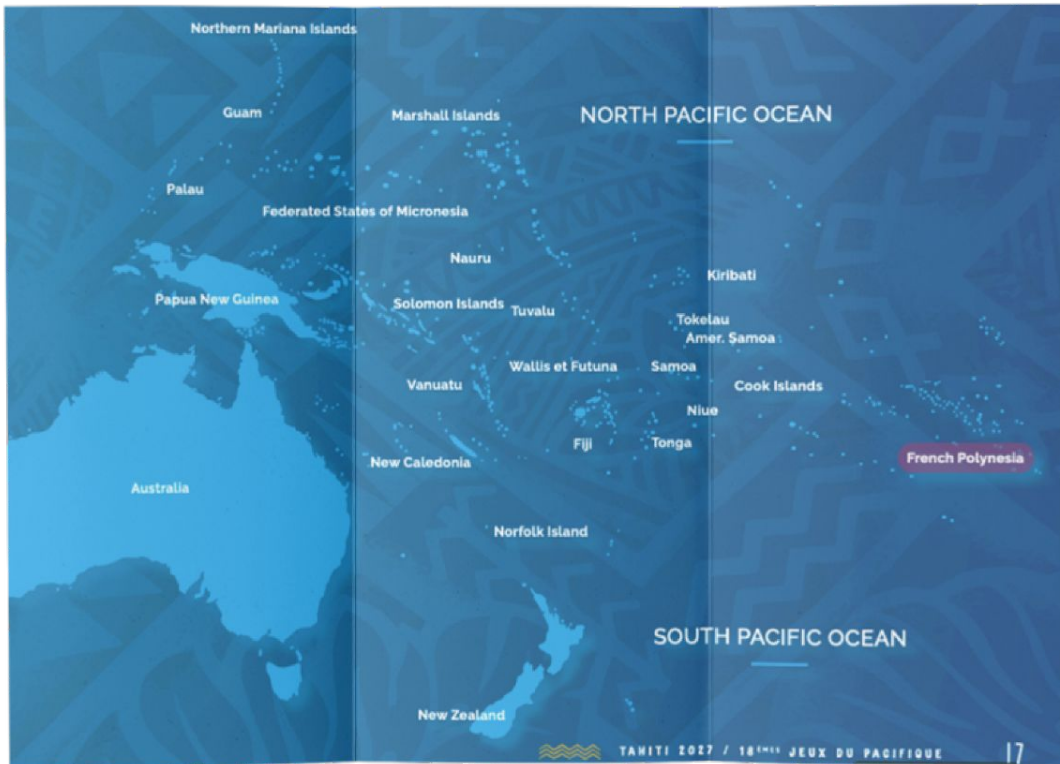
- Encouraging **sport participation**:
 - Construction & modernisation of infrastructure
 - Up-skilling athletes, officials and staff
- **Economic** opportunities:
 - Increase tourism
 - Job creation
 - B2B networking and expansions



UNITING THE PACIFIC

From July 24 to August 8, 2027

Since 1963, over 60 years as the **most prestigious** sporting event in the Pacific



24 SPORTS
competing across

2 Weeks
featuring over

5,000 ATHLETES
and officials from

24 NATIONS
represented across

1,500 Broadcast Hrs
live and free-to-air to

47+ MILLION
Pacific Islanders reached

Tahiti 2027

XIII Pacific Games

We Have The Highest Expectations

- Rich history of hosting major sporting events
 - 3rd iteration (1971, 1995, 2027)
 - 2024 Paris Olympics Surfing
- Expected to be the largest Games ever following rapid year on year growth
 - More athletes, officials and volunteers
 - Enhanced broadcast
 - Rising viewership, attendance and digital engagement
 - Significance of The Games
 - Pacific athletes more competitive internationally
 - Declining importance of other regional events
 - Regional development and economic growth
- Most ambitious Games to date



PARTNERING WITH TAHITI 2027

Support Modes

- **Cash**
- **Value In Kind**
 - We need your **goods**
(eg. food & drinks for athletes)
 - We need your **services**
(eg. banking, IT, communications)
 - We need your **skilled people**
(eg. ticketing, recruitment, train & deploy our volunteers)



Why Partner With Tahiti 2027?

- No other event **captures the attention** of the Pacific community like The Games
- Reach regional and global audiences with a **single touch point**
- Represent **shared values**
- **Authentic** association with premier sporting success
- Deep **engagement** with fans
- Supercharge Pacific-wide **expansion**, distribution and B2B networking
- Maximise marketing **value** to direct community benefit
- Gain political capital
- Regional branding names (localised language)
- **Giving back**: assist building infrastructure, sporting facilities, training programs, workforce development, boost tourism and create economic opportunities

Powerful Values

- **Inclusion**
 - Providing opportunities to all
 - Culture and traditions exchange
 - Promoting marginalised groups
 - Women in sport
 - Parasports
 - Ethnic and racial diversity
- **Sustainable and responsible commitment**
 - Direct impact of climate change
 - Governance and anti-corruption
- **Solidarity and generosity**
 - Polynesian hospitality
 - Pacific comradery
 - Regional stability
- **Polynesian expertise**
 - Development of workforce
 - Generate economic opportunities

PARTNERSHIP BENEFITS



All partnerships are **tailored** to meet the commercial imperatives of the partner. Benefits are only limited by your imagination. Some of these may include:

Elements	Sponsorship Benefits
Naming Rights	<ul style="list-style-type: none"> Naming Rights - Competition venues, stadiums, day of competition, program, broadcast segment, award etc. Trademarks - Use of Games Logo & Official Name "Tahiti 2027" Co-branded merchandise
Media Coverage	<ul style="list-style-type: none"> Backdrop (on-site, press conference) Branding across official billboards, broadcast coverage (TV / radio) Branded audio callouts during competition and across fan zones
Digital Rights	<ul style="list-style-type: none"> Branding across social media (logo on profile pages, posted content and tags / mentions) Select social media posts about product / service Branding across website
Advertising Rights	<ul style="list-style-type: none"> Media Release announcing partnership (across vast media network) Access to community programs (school visits etc.) Branding across Newsletter, Emailing and SMS Use of mascot for commercial events (in brand's TV commercials, corporate events and community programs)
Signage	<ul style="list-style-type: none"> Signage throughout competition venues Banners and pull-ups at competition venues, fan zones and village Big Screen Display Medal presentation / gift for the medal winner
Ticketing & Hospitality	<ul style="list-style-type: none"> Branding on tickets (physical and digital) Branding on official program guides Access to VIP Lounge brand representatives VIP Guest Passes Complimentary tickets for public giveaways Invitation to Tahiti 2027 events Club Tahiti 2027 Membership
Social & Environment	<ul style="list-style-type: none"> Joint marketing and promotion Development of innovations for sustainable and responsible sport Collaborate with SSE players Priority for partner employees to join the volunteer team Invest or training program for local sport Commitment with local players
Activation & Special Operations	<ul style="list-style-type: none"> Exhibitor space available at competition venues, fan zones and village Product included in Gift Bags welcoming competitors and media
Uniforms	<ul style="list-style-type: none"> Branding on volunteer, officials and staff uniforms Branding on sporting equipment
Other Unique Opportunities	<ul style="list-style-type: none"> Presenting Partner of the Opening / Closing Ceremonies, Games Relay Medal Presentations etc. Product placement on broadcast sets Host B2B networking events for partners to connect and find expansion opportunities throughout the Pacific

SPONSORSHIP TIERS



PRESENTING
PARTNER

\$5+ Million



MAJOR
SPONSOR

\$5 Million



PREMIUM
SPONSOR

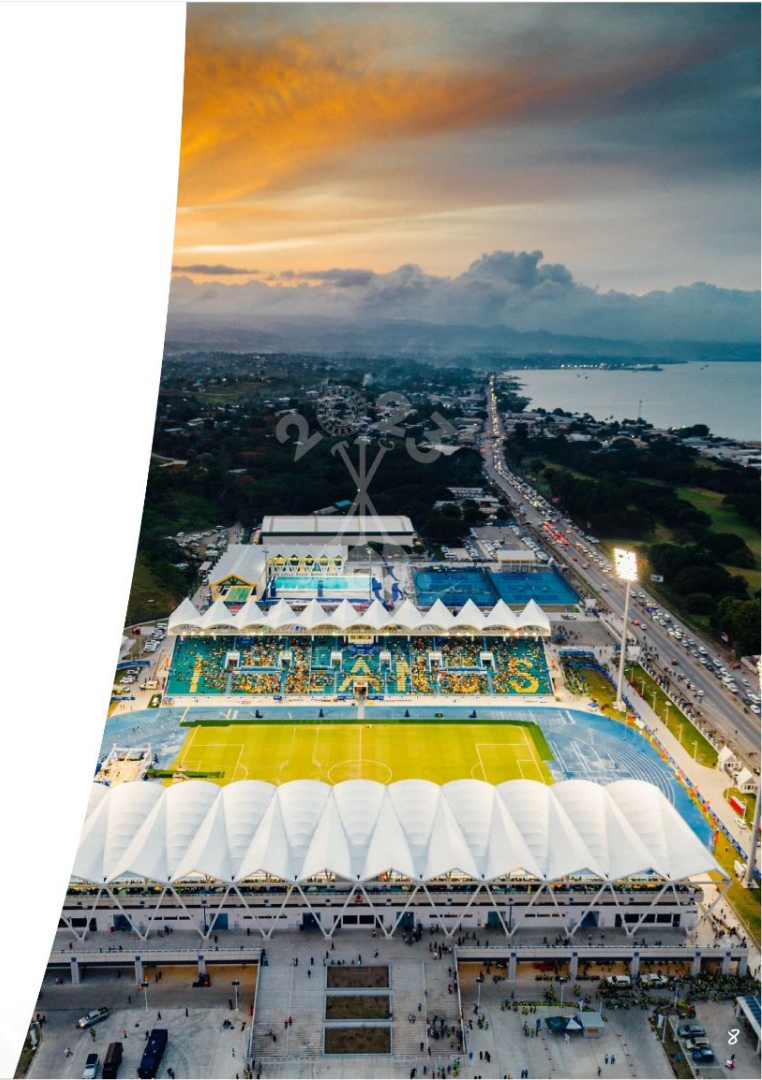
\$3 Million



OFFICIAL
SPONSOR

\$1 Million

All prices are in \$USD





THANK YOU

XVII PACIFIC GAMES

