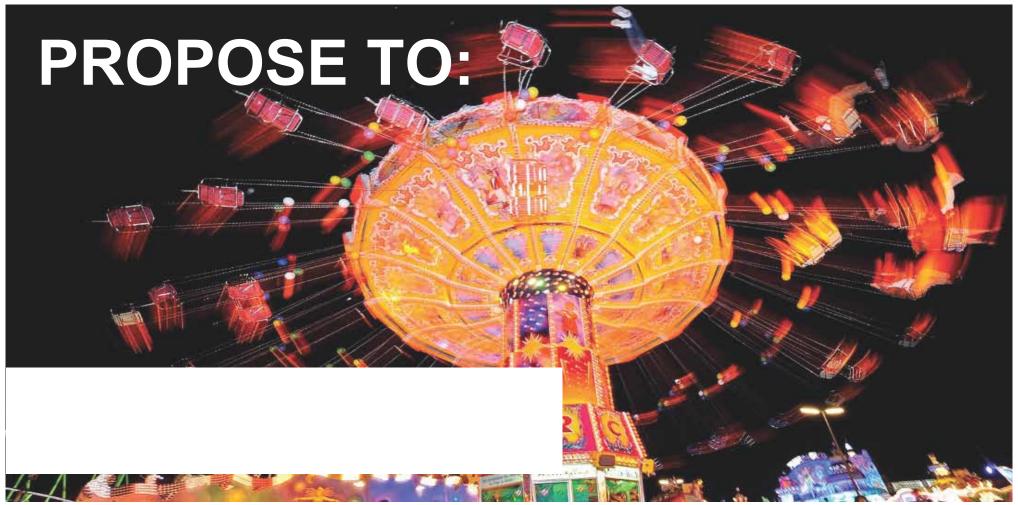
THE GREAT BRITISH CARNIVAL 2017/ 2018





THE GREAT BRITISH CARNIVAL 2017/ 2018

EVENT SHOUT!

The **DAILY PERFORMANCES** in one Single Carnival

ATTENDANCE Expected 500,000 visitors for 45 days.

ENTRANCE PRICE RM65 (Adult), RM35 (Children and 60+), RM45 (Student)

SIZE 230,000 sq ft area (approximately 6 acre)

WHERE Malaysia Agro Exposition Park Serdang (MAEPS), Serdang

ACTIVITIES Daily performances, Unlimited 18 international rides, ice rink,

inflatable playground zone, carnival games booths, numbers photos booth, local and international mascot

apperances.

TIME 5pm - 1 am (everyday including holidays)

DATE 18th Nov 2017 - 2nd January 2018









PERFORMANCE FOR PAST 6 MONTHS IN MALAYSIA

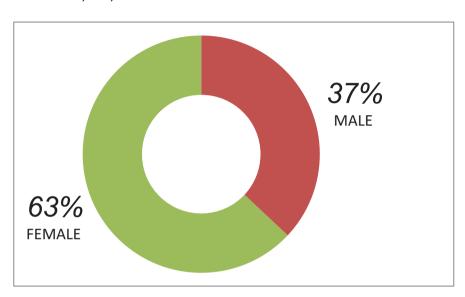
The Great British

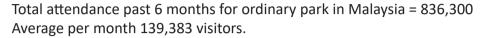
Hong Kong Attendances

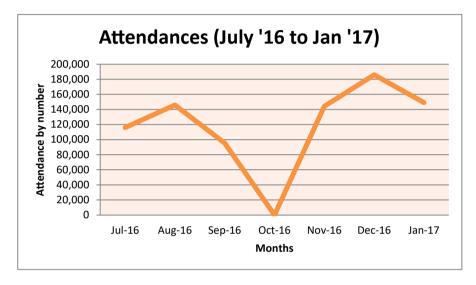
in 2014 - 830,000

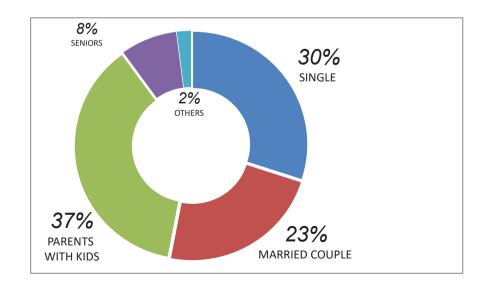
in 2015 - 995,987

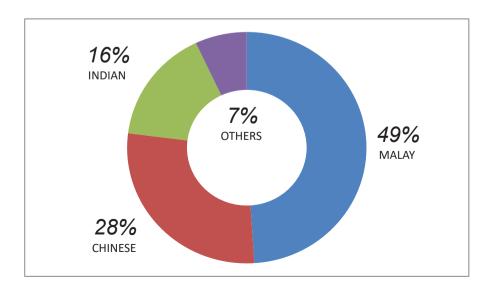
in 2016 - 1,123,762.











12 REASONS WITH US

SUSTAINABILITY

Which event will you return the next year?

EXPERIENCE

By a 40 years experience operator.

EXPANSION

Hong Kong until 2020, Jakarta until 2022.

LOW PENETRATION

Almost every week you can join a marathon

HIGH VALUE

Total investment of USD 20 million.

HIGH ROI & SALES

Up to 6 times the value of client's investment + Exclusive sales in park

SPECIAL EVENT

45 days non stop performance.

SOCIAL RESPONSIBILITIES

To donate partial of collection to 5 charity organisations

INTERNATIONAL EVENT

Imported rides, management, merchandise

ACTIVITIES BASED EVENT

Competition, challenges, test your skills, jumping castle, selfie time

LOCAL COMMUNITY PLATFORM

A platform for all local community/ talents

POSITIVE/ HEALTHY IMAGES

Animation and cartoon. Meet and greet.





A PARK FOR ALL DEMOGRAPHICS













Parent & Child Couples Seniors













LOGISTICS BEHIND THE CARNIVAL

- 38 trailers and 15 days of tireless setup day and night in order to feature the best and most condusive walking experience.
- Safety is our upmost concern and responsibilities with great cover-up for underneath high tension power cable, controlling center and rides engineering team.
- The world's leading team of mechanical amusement park engineers from Germany













The Great British

LOCATION

- Located at International Exhibition Arena, The Malaysia Agro Exposition Park, Serdang (MAEPS)
- More than 5 acre parking space that can accomodate 5,000 cars in a single time
- A well known location for most international event venue like MAHA, Light Sensation, International Furniture Expo etc.
- 2 km away from one of the biggest shopping mall in Malaysia, the IOI City Mall, Putrajaya.
- Located 10 minutes away from the Federal Government offices and tourist destination in Malaysia, Putrajaya.
- Located between KLIA and the Kuala Lumpur City Center.



THRILL RIDES

Extreme Ride



Top Gun



Ferris Wheel



Aerospace Ship



Wave Swinger





Ali Baba

FAMILY RIDES

Paratrooper



British Carousel





Apple Coaster



Dodgems Car



Scorpion



JUVENILE RIDES

Balloon



Classic Train Rides



Pirate Ship



Rocking Tug



Cuppy Cup



Round Car







CARNIVAL GAMES BOOTH

- 24 skilled games300,000 licensed toys to be giving away















LUMINAIRE

The 1 million LED lighting up including the Lighting Tower Carnival flagline all over



THE 80s SCHOOL BUS

Malaysia to preview the oldies classic School Bus as part of the park photography icon. The Bus will be renovated into a cafe









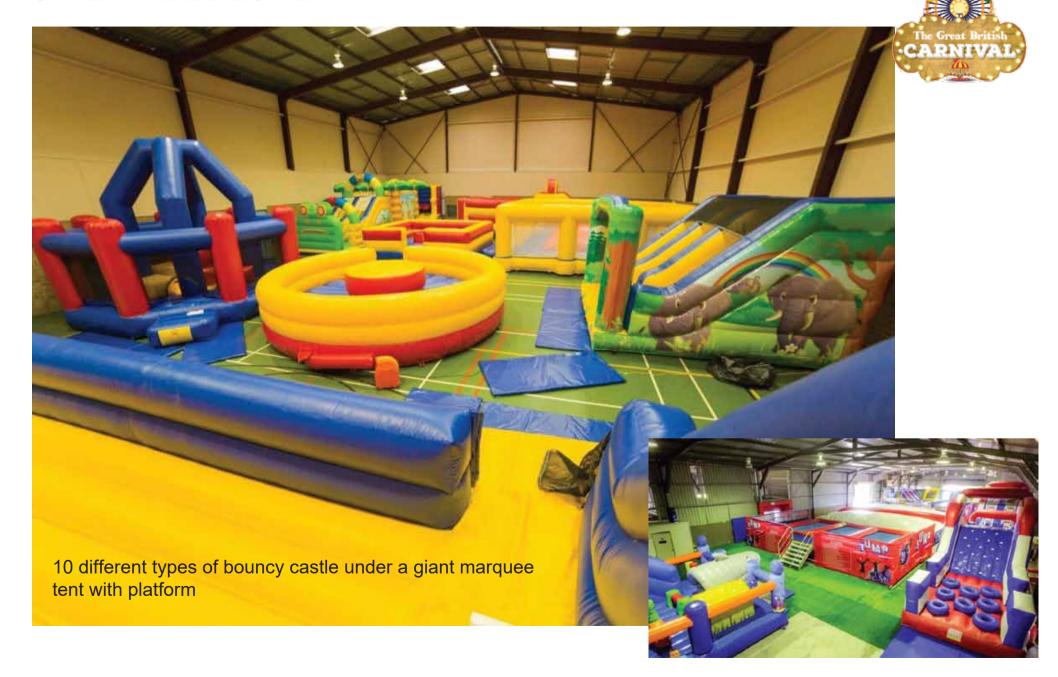




ICE RINK



INFLATABLE ZONE



SELFIE BOARDS

- Kiss Me Quicks
- 3D Selfie Boards
- Imagery Walls





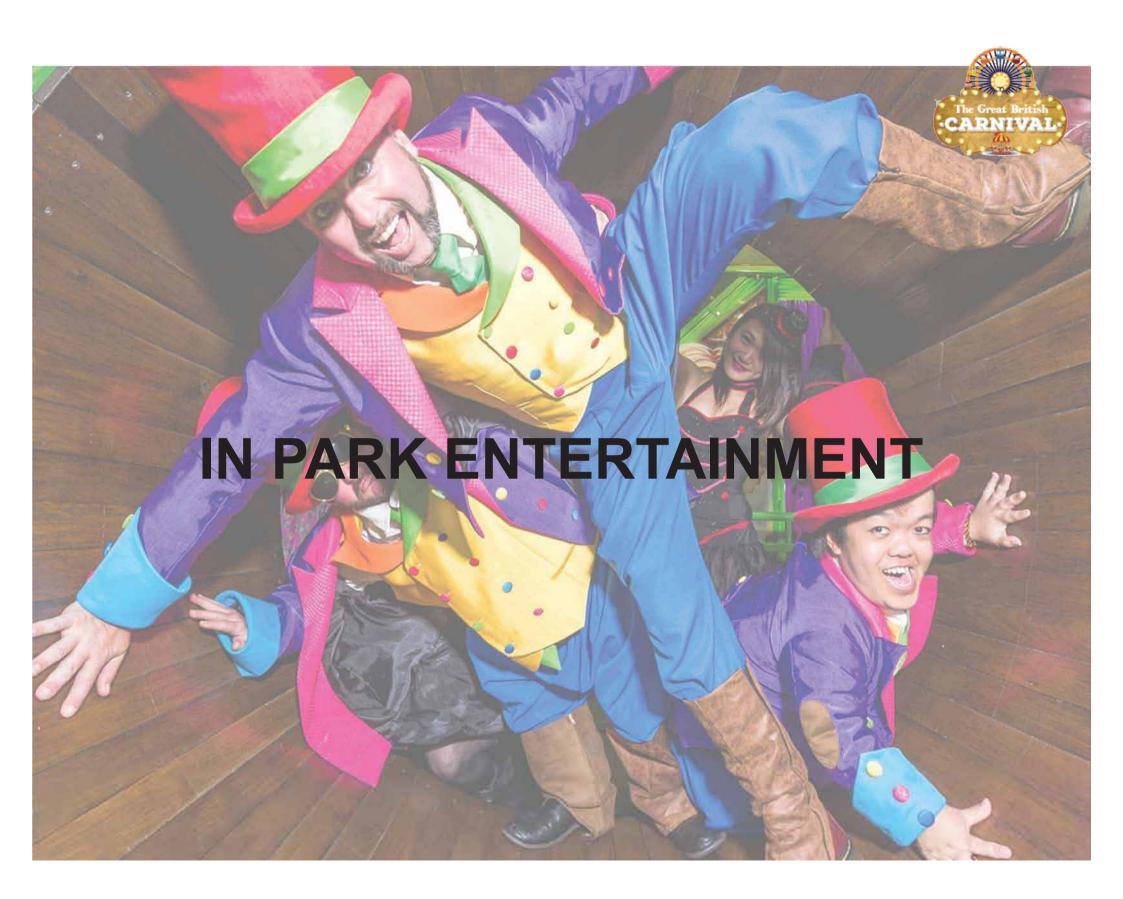














CARNIVAL ENTERTAINERS













PERFORMANCES & COMPETITIONS



Performances







Competition







COMMUNITY STAGE & SOCIAL RESPONSIBILITIES

- The Great British
- Community stage: Over 45 external performances including live music, DJs, dance acts, children's shows & magical show. The stage was also home to continual internal performances from local schools and colleges.
- Worked with 5 charities and entertained over 5,000 guests from charities including disadvantaged, low-income, elderly and service organisations
- 1% of our daily gross ticket collection will go to Charity Organisations
- The organisation will entitled to use the stage for performance in order to raise more fund in the public.





















FOOD & BEVERAGE

- The Carnival management will be very selective on the food and beverage partner. The requirement are set at very high standard in order to match our images and goal.
- No alcohol or cigarettes are selling in the park.















MARKETING, PR & MEDIA



Astro Ceria

Prima

Awani

Xiao Tai Yeng





MEDIA RELATIONS

4,950s TVC total coverage

360s News coverage

3 live streaming

VOD for a week time

42 hours of video production

Value of TVC and Radio RM2,000,000*

PR Value estimated at RM 620,000*



4,140 radio mentioned

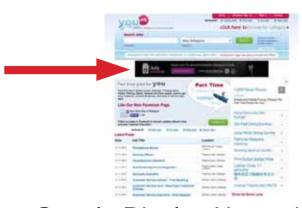
3 radio stations

20 roadshows coverage

5,000 free tickets to be giving out



ONLINE & SOCIAL





SOCIAL MEDIA





Youtube Cost per View 66,666 per view



Oh! Media >7,000 reactions



Says.com >27,500 reactions



Facebook Boost
Twitter
Instagram
More than 10,000,000 fans,
followers, and likes.

Social Media Value estimated at RM 750,000*

*Subject to change

ADVERTISING

Outdoor

- Street bunting
- Event Medium Billboard







Print

- Take me to the carnival
- Golden Ticket







PROMOTIONS

2-3-1 (2 adults + 3 kids + 1 free ticket)



Students



 Ride Express (RM250 per ticket)



Discount coupons



 Free entry and late night discount entry





Hotel Bundle packages



PRESS LAUNCH

AUGUST 2017

Attendance: Media outlets, brand ambassador, MDEC representative, animation partners.





19th NOVEMBER 2017

Attendance: VIPs, brand ambassador, MDEC representative, animation partners, sponsors representatives, media partners, event partners, celebrities, media outlets and all invited exclusive guests.



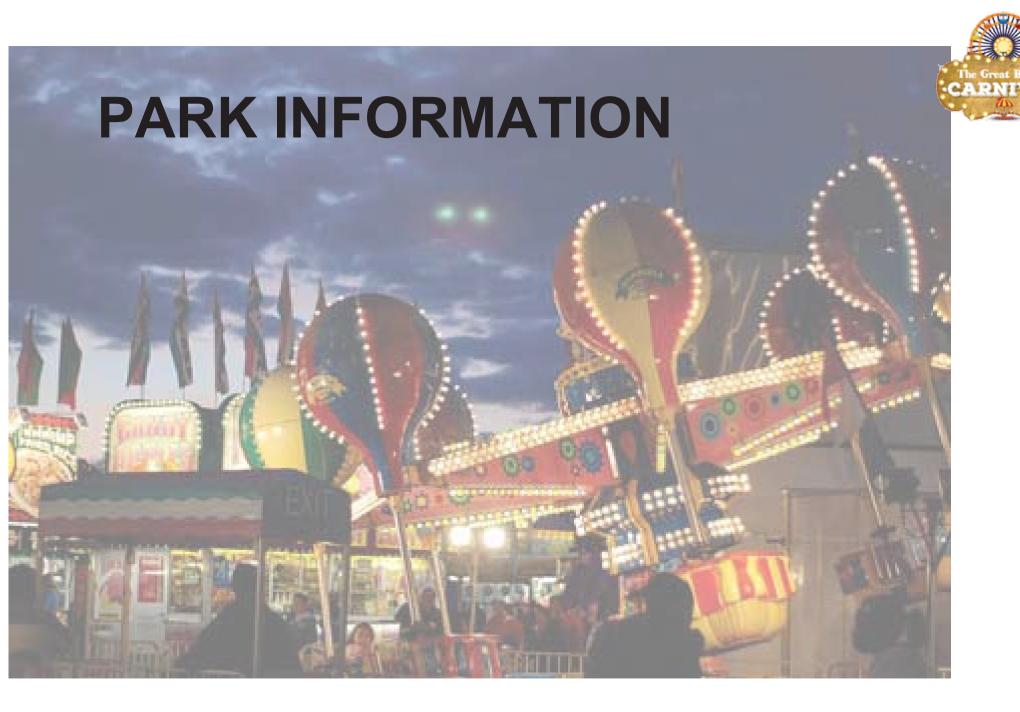


MEDIA PREVIEW NIGHT

18th November 2017

Attendance: Media outlets, charity organisation, invited bloggers, and online celebrities.



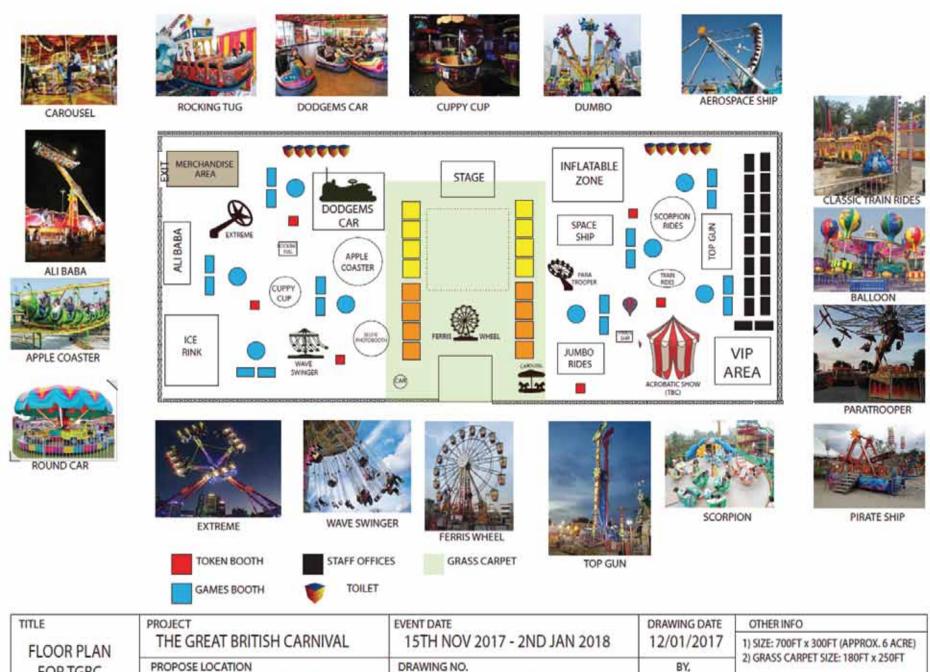


FLOOR PLAN

FORTGBC

KUALA LUMPUR, MALAYSIA





TGBC/2938/129122017

ANTHONY SILVA

EVENT OVERALL COSTING

Committee Comm		bn-Event Activities Activities and agement	ACTIVITIES & COMPONENT 45 days Furfair Amusement Rides Logistic+ Custom + Tax Generator Rental and Daily Diesel Washnoom Ice Rink with facilitators Main Entrance Setup Venue Rental Surrounding Lighting Fences covering the park (700ft x 300ft) Performance Setup Venue Rental Surrounding Lightis on stage LED Backdrop with techlcian Performances by Animation Fello Signal enhancement Marquee Tent Setup with Air Conditioner Surrounding Banner Printing Management Innernational Engineer Sub Total Management Event manager Event Coordinator Food & Beverage Emcee	Value 18 units 58 loads 8 units 45 days 45 days 6 units 24 units 24 units 6 units 6 units 6 units 6 units 74 days 45 days 45 days 45 days 45 days 8 areas 250 X 180 ft 45 days 60 days 45 days 46 days 47 days 48 days 48 days 48 days 49 days 50 days 50 days 50 days	RM© 80,000 45,000 5,000 5,000 15,000 15,000 15,000 15,000 150,000 150,000 172,000	xx 8 8	2,500,000 696,000 366,000 1,800,000 120,000 120,000 135,000 126,000 186,000 180,000 256,000 256,000 96,000	Total
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15,000 8,000 10,000 10,000 120,000 120,000 120,000 120,000 130,000 140,000 15,000 15,000 15,000 16,000 175		ninistration & nagement	F&B booths and seated area Credit Card merchant setup Online tokething setup Telco Signal enhancement Marquee Tent Setup with Air Conditioner Surrounding Banner Printing Vir Fert and Area Prayer Hall + Medic Room Fire Hazard Equipment Rain Coat Sub Total Management Management Management Event manager Event manager Event Coordinator Focod & Beverage Emcee Dus	60 seats 1 time 1 time 3 chamels 45 days 60 days 7 months 7 months 7 months 8 months 8 months 9 mon	250 8,000 10,000 250,000 80,000 15,000 8,000 8,000 8,000 15,000 15,000 7,000 250 250 250	00,00	135,000	
8,000 8,000 10,000 15,000 15,000 120,000 120,000 120,000 120,000 14,000 15,000 15,000 15,000 15,000 16,000 17,500 17,500 18,000 17,500 18,000 17,500 18,000 18,000 17,000 18,000 18,000 19,000 10,000 10,000 11,0		ninistration & nagement	Credit Card merchant setup Online ticketing setup Telco Signat enhancement Marquee Tent Setup with Air Conditioner Surrounding Banner Printing VIP Tent and Area Prayer Hall + Medic Room Fire Hazard Equipment Rain Coat Sub Total Management International Engineer Standby technician Event manager Event Coordinator Accomdation Food & Beverage Emcee	1 time 1 time 3 chamels 45 days 6 days 7 months 2 months 2 months 50 days 50 days	8,000 6,000 250,000 80,000 70,000 15,000 8,000 6,300 5,000 7,000 7,000 250 250	00,00	15,000	
8,325,000 12,000 12,000 12,000 12,000 12,000 144,000 15,000 14,000 15,000 15,000 15,000 15,000 15,000 16,000 178,750 17,500 178,000 178,750 17,000 180,000 180,000 190		ninistration & sagement	Online ticketing setup Teleo Signale enhancement Marquee Tent Setup with Air Conditioner Surrounding Banner Printing VIP Tent and Area VIP Tent time) +Training Management International Engineer Standby technician Event manager Event Coordinator Accomdation Food & Beverage Emcee	1 time 3 channels 45 days 50 days 50 days 50 days	6,000 250,000 80,000 70,000 15,000 8,000 8,000 6,000 7,000 7,000 7,000 400	000,000	8,000	
30,000 80,000 120,000		ninistration & & magement	letoo Signal enhancement Marquee Tent Setup with Air Conditioner Surrounding Banner Printing VIP Tent and Area VIP Tent	3 channels 45 days 60 days 50 days 50 days	10,000 25,000 70,000 115,000 8,000 0.3 3,000 5,000 7,000 250 260	000,000	6,000	
8,325,000 1,000		ninistration & & nagement	Surrounding Banachaman Area VIP Tent and Area Prayer Hall + Medic Room Prayer Hall + Medic Room Rain Coat Sub Total Management Innernational Engineer Standby technician Event Coordinator Accompagain	45 days 45 days 45 days 45 days 45 days 45 days 46 days 47 days 48 months 2 months 2 months 50 days 50 days	3,000 7,000 8,000 0.3 3,000 7,000 7,000 400	000,000	30,000	
70,000 120,000 8,325,000 8,325,000 84,000 84,000 84,000 84,000 84,000 84,000 84,000 84,000 14,000 15,000 15,000 15,000 15,000 15,000 1,800,000 1,800,000 1,800,000 1,800,000 1,900,000 1,900,000 1,900,000 1,900,000 1,500 1		ninistration & nagement	VIP Tent and Area Prayer Hall + Medic Room Fire Hazard Equipment Rain Coat Manpower (Part time) +Training Management International Engineer Standby technician Event manager Event manager Event Coordinator Accomodation Food & Beverage Emcee	45 days 45 days 45 days 45 days 45 days 46 days 70 months 2 months 2 months 50 days 50 days	70,000 15,000 8,000 0.3 3,000 5,000 15,000 7,000 250 250 260	000,000	80,000	
15,000 8,325,000 120,000 420,000 90,000 84,000 144,000 67,500 60,000 15,000 15,000 1,800,000 1,800,000 1,800,000 1,800,000 1,800,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,500 1,900,000 1,5		ninistration & nagement	Prayer Hall + Medic Room Fire Hazard Equipment Rain Coat Sub Total Manpower (Part time) +Training Management International Engineer Standby technician Event manager Event Coordinator Accomodation Food & Beverage Emcee DJs	45 days 45 days 45 days 45 days 2 months 10 months 2 months 5 months 5 days 50 days	15,000 8,000 0.3 3,000 5,000 15,000 7,000 250 200 400	000,000	70.000	
8,000 8,325,000 420,000 750,000 90,000 84,000 84,000 67,500 67,500 15,000 15,000 15,000 16,000 178,750 15,000 178,750 17,000 178,750 17,000 178,750 17,000 178,000 179,000		ninistration & nagement	Fire Hazard Equipment Rain Coat Sub Total Manpower (Part time) +Training Management International Engineer Standby technician Event manager Event Coordinator Accomodation Food & Beverage Emcee DJs	45 days 45 days 45 days 2 months 2 months 2 months 5 days 50 days	8,000 0.3 3,000 5,000 15,000 7,000 250 200 400	00,000	15,000	
120,000 8,325,000 8,325,000 84,000 84,000 87,500 86,000 115,000 125,000		ninistration & nagement	Rain Coat Sub Total Manpower (Part time) +Training Management Management Event reanager Event manager Event Coordinator Accomdation Food & Beverage Emcee DJs	2 months 10 months 2 months 2 months 5 months 5 days	3,000 5,000 15,000 7,000 250 200 400	000,000	8,000	
8,325,000 420,000 84,000 84,000 84,000 87,500 87,500 14,000 15,000 16,000 16,000 17,00		ninistration & nagement	Sub Total Manpower (Part time) +Training Management International Engineer Standby technician Event manager Event Coordinator Accomdation Food & Beverage Emcee	2 months 10 months 2 months 2 months 5 months 5 days 50 days			120,000	
420,000 84,000 84,000 87,500 60,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 16,000 17,500 17,00		ninistration & nagement	Manpower (Part time) +Training Management Standby technician Event manager Event Coordinator Accomodation Food & Beverage Emcee DJs	2 months 10 months 2 months 2 months 5 months 5 days 50 days			8.325.000	8.325,000
750,000 84,0000 84,0000 84,0000 1750,000 17,500 15,000 115,000 15		ninistration & nagement	Manpower (Part time) +Training Management International Engineer Standby technician Event manager Event Coordinator Accomdation Food & Beverage Emcee	2 months 10 months 2 months 2 months 50 days 50 days	3,000 5,000 15,000 7,000 250 200 400			
750,000 84,000 84,000 87,500 60,000 144,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 15,000 178,750 15,000 180,000 1900,000 1900,000 1900,000 1900,000 11,900,000 12,303,100 12,493,100 12,493,100 12,493,100		ninistration & nagement	Management International Engineer Standby technician Event Manager Event Coordinator Accomodation Food & Beverage Emcee DJs	10 months 2 months 2 months 50 days 50 days	5,000 15,000 7,000 250 200 400	20	420,000	
99,000 84,000 144,000 60,000 15,000 15,000 101,250 10,000 15,000 15,000 15,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,500		ninistration & nagement	International Engineer Standby technician Standby technician Event manager Event Coordinator Accomodation Food & Beverage Emcee	2 months 2 months 50 days 50 days	15,000 7,000 250 200 400	15	750,000	
84,000 84,000 60,000 67,500 8,100 15,000 10,000 2,000 15,000 1,800,000 2,000 1,800,000 1,800,000 2,000 1,800,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,500 1		ninistration & nagement	Standby technician Event manager Event Coordinator Accomodation Food & Beverage Emcee	2 months 50 days 50 days	7,000 250 200 400	က	90,000	
37,500 60,000 144,000 67,500 8,100 45,000 15,000 10,000 10,000 10,000 10,000 10,000 10,000 10,000 11,800,000 11,800,000 12,000 12,000 12,000 12,000 12,000 12,000 12,000 12,000 12,493,100 15,000 15,000 16,000 17,000 18,000 18,000 19,000 10,000 11,000 11,000 11,000 11,000 12,493,100 115,493,100		ninistration & nagement	Event manager Event Coordinator Accomodation Food & Beverage Emcee	50 days 50 days	250 200 400	ဖ	84,000	
60,000 67,500 8,100 15,000 45,000 10,000 2,000 15,000 15,000 15,000 1,900,000		ninistration & nagement	Event Coordinator Accomodation Food & Beverage Emcee DJs	50 days	700 400	က	37,500	
144,000 8,1000 15,000 101,250 10,000 15,000 15,000 15,000 15,000 1,900,000 20,000 20,000 72,000 25,000 12,493,100 15,493,1		ninistration & nagement	Accomodation Frood & Beverage Emcee DJs		400	9 0	000'09	
8,100 15,000 16,000 101,250 10,000 1,000 2,007 15,000 1,500 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,493,100 15,493,100 15,493,10	7	& & nagement	Emcee DJs	45 days	<u>.</u>	ω Ç	144,000	
15,000 45,000 10,000 2,000 18,750 15,000 1,800,000 20,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,900,000 1,500		nagement	DJs	45 days	3 8	3 -	9,700	
45,000 10,000 2,000 15,000 15,000 15,000 1,800,000 30,000 63,000 1,900,000 1)		15 days	1.000		15,000	
101,250 10,000 15,000 78,750 15,000 2,078,100 1,800,000 20,000 1,900,		_	Security	60 days	150	2	45,000	
10,000 15,000 15,000 1,800,000 2,078,100 1,800,000 20,000 1,900,000 12,000 12,000 12,000 12,000 12,493,100 15,493,100 15,493,100 15,493,100		_	Rela on Operation	45 days	150	15	101,250	
2,000 78,750 15,000 2,078,100 1,800,000 30,000 20,000 1,900,000 12,000 30,000 63,000 72,000 25,000 190,000 12,493,100 15,493,1			Ticket Printing	200,000 pieces	0.05	-	10,000	
150,000 15,000 2,078,100 1,800,000 30,000 20,000 1,900,000 12,000 25,000 190,000 12,493,100 15,493,100 15,493,1		_	Online ticketing fees	100,000 pieces	0.02	-	2,000	
15,000 2,078,100 1,800,000 30,000 20,000 1,900,000 12,000 63,000 72,000 63,000 72,000 190,000 12,493,10 15,493,1			Operating Expenses (petrol etc.)	10 months	15,000	- 1	150,000	
2,078,100 50,000 1,800,000 30,000 20,000 1,900,000 1,900,000 12,000 63,000 72,000 25,000 190,000 12,493,10 15,493,1			Medic officer Uniform	45 days	330	ر د	15,000	
2,078,100 1,800,000 30,000 20,000 1,900,000 12,000 63,000 72,000 53,000 tbc tbc 15,493,10				`			`	
50,000 30,000 20,000 1,900,000 12,000 63,000 72,000 72,000 190,000 12,493,100 tbc			Subtotal				2,078,100	10,403,100
1,800,000 30,000 20,000 1,900,000 12,000 63,000 72,000 25,000 190,000 12,493,100 tbc 3,000,			Licensing Fees	45 days	50,000		50.000	
30,000 20,000 1,900,000 12,000 63,000 72,000 25,000 190,000 12,493,100 tbc 3,000, 3,000,		wernment	Entertaiment tax (cukai hiburan)	300,000 pieces	. 9		1,800,000	
20,000 1,900,000 12,000 63,000 72,000 25,000 190,000 12,493,100 tbc 3,000,		Related	Agent fees	1 time	30,000		30,000	
1,900,000 12,303,100 12,000 30,000 63,000 72,000 25,000 12,493,100 1bc tbc 3,000,000 12,493,100 15,493,1			Engineer department inspection	1 time	20,000		20,000	
12,000 30,000 63,000 72,000 25,000 190,000 12,493,100 15,493,7			Subtotal				1,900,000	12,303,100
12,000 30,000 63,000 72,000 25,000 190,000 11,493,10 15,493,1	۵	Fyent						
63,000 72,000 25,000 190,000 12,493,100 tbc 3,000,	ď	omotion.		1 year	30,000		30 000	
72,000 25,000 190,000 12,493,100 tbc 15,493,1		w the line.		350 Set	180		63,000	
25,000 190,000 12,493,100 tbc 3,000,		placement		800,000 Pcs	0.0		72,000	
tbc 3,000,000 12,493,100,000,000,000,000,000,000,000,000,00	<u> </u>	all prints laterials)	Posters	50,000 Pcs	0.70		25,000	
190,000 12,493,100 tbc 3,000, 3,000, 15,493,7		action of						
3,000,			Subtotal				190,000	12,493,100
3,000,			NTV7				tbc	tbc
15.		_	VT8					
15.		_	TV3					
15.			Astro - Wah Lai Toi					
15.			Astro - Animax Astro - Disney Channel					
15.			Astro - Nickelodeon					
15.								
15.			Fly FM					
15.		dia Value	988 Mi* EM					
15.			Hot FM					
15.			The Star					
15.			The Sun					
15			China Press					
<u>t</u>			Sin Chew Press					
15,			Harlan Metro Gempak King					
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15,			MYC					3,000,000
				Total				Į,
THE PROPERTY OF THE PROPERTY O								

TOTAL COST OF INVESTMENT = RM 15,493,100.00



CASHLESS PAYMENT APPLICATION

- The Carnival specified apps for all payment system with cheaper rate and free promotional item.
- Communication with customer thru the application.

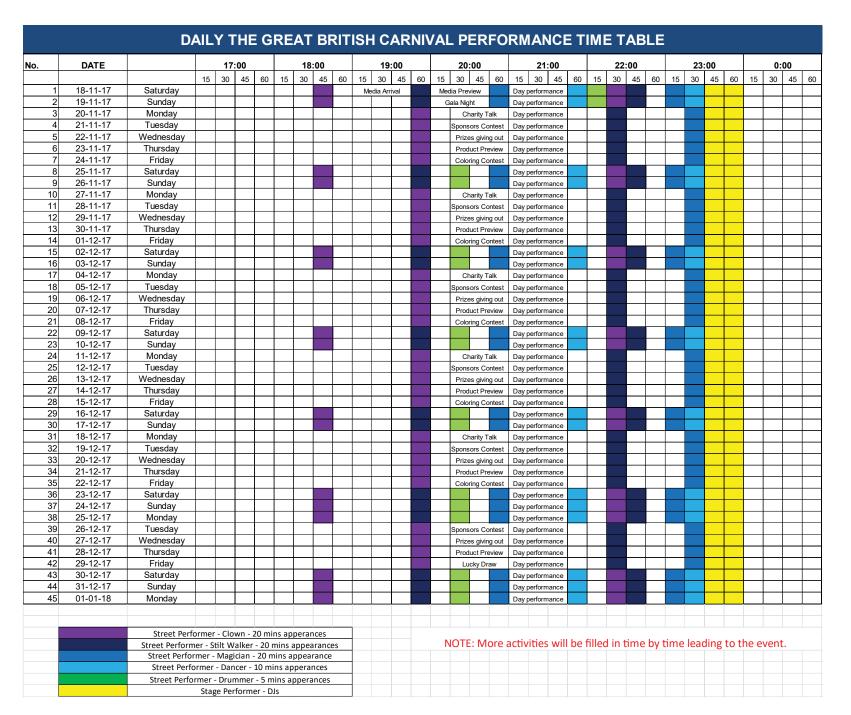




PROJECT TIMELINE

		N	/lar-1	7		Apr-17					Ma	y-17				Jun-	17			J	ul-17			Aug-	17			Ser	o-17		Oct-17				Nov-17					Dec-17				Remarks
	1-5	6-12	13-19	20-26	27-2	3-9			4-30	-	T i	$\overline{}$	22-28	29-4	5-11	12-1	8 19-2	5 26-2	2 3-9		$\overline{}$	_	31-6		21-27	28-3	4-10			25-1	2-8	9-15	16-22	23-29	30-5	6-12	13-19	9 20-26	27-3	4-10	11-17	18-24	25-31	
Animation Final Confirmation																																												
Sponsorship Proposal																																												
Event Proposal																																								T				
Press Conference + Launch																																												
Sponsorhip Searching																																								T				
Event permit application																																												
Booking of Venue																																												
Ticketing System																																												
Payment System																																												
Final floor plan arrangement																																												Ī
All activities search																																												
All activities confirmation																																												Ī
All final schedule on stage																																												
All final design																																												
Sponsorhip review																																												ĺ.
Final decision on project																																												
Staff Training																																												<u> </u>
All partners training on SOP																																												
Distribution of ticket																																								T				Ī

DAILY PERFORMANCE SCHEDULE





OTHER FACILTIES IN PARK



Prayer Hall (To be decorate in "UMMI" concept)



Hospitality Hall



Free Rain Coat and Sufficient toilet facilities



Medic and Nursery Hall



ASSOCIATE SPONSOR OPPORTUNITIES (ON PARK)

What does the Carnival offer a local and International Brand?



Brand Awareness

Brand Association

Brand Building

Brand Activation

Brand Engagement

Brand Product Launch

ASSOCIATES SPONSORS ENTITLEMENTS

Animation IPs Usage

Branding on Rides/ Games

Tickets, VIP & Fast Track

News Conferences/ Media Kits

On / Off Site Promotion

Exclusive Sales







Sponsorship on Games Structures

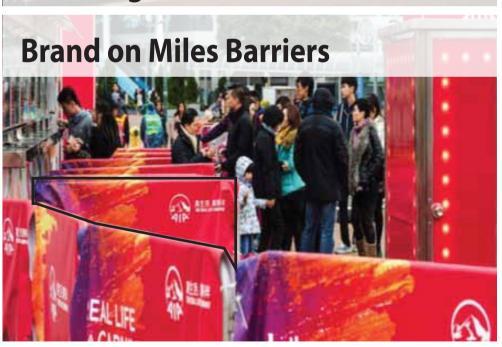


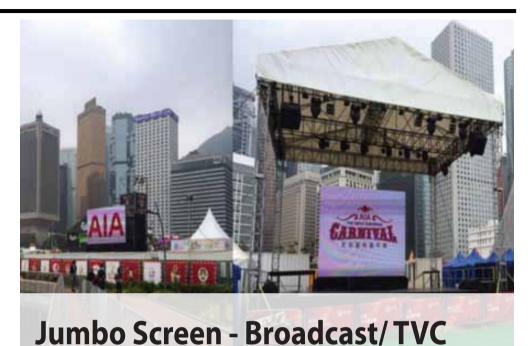


Park Entrance & Exit Structures









Sponsorship on Selfie Boards





Token Booth Branding



Internal Games Fences

Fully Branded Corporate/ VIP Tents



Sponsorship of Directional flags





Product Demostrations / Trials







Branded Tickets (Physical & Online)

