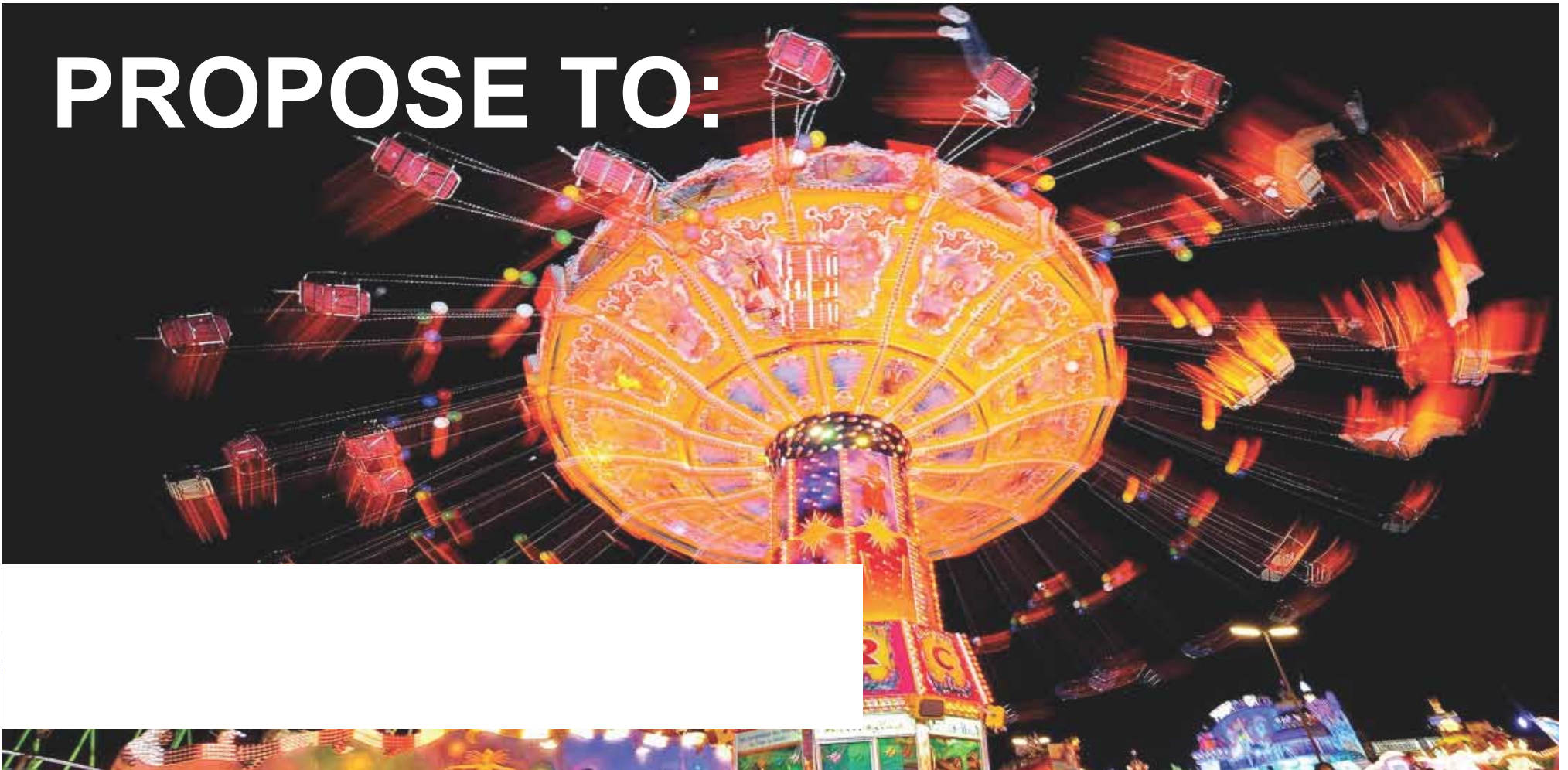


# THE GREAT BRITISH CARNIVAL 2017/ 2018



PROPOSE TO:



# THE GREAT BRITISH CARNIVAL 2017/ 2018



## EVENT SHOUT!

The **DAILY PERFORMANCES** in one Single Carnival

<b>ATTENDANCE</b>	Expected 500,000 visitors for 45 days.
<b>ENTRANCE PRICE</b>	RM65 (Adult), RM35 (Children and 60+), RM45 (Student)
<b>SIZE</b>	230,000 sq ft area (approximately 6 acre)
<b>WHERE</b>	Malaysia Agro Exposition Park Serdang (MAEPS), Serdang
<b>ACTIVITIES</b>	Daily performances, Unlimited 18 international rides, ice rink, inflatable playground zone, carnival games booths, numbers photos booth, local and international mascot apperances.
<b>TIME</b>	5pm - 1 am (everyday including holidays)
<b>DATE</b>	18th Nov 2017 - 2nd January 2018

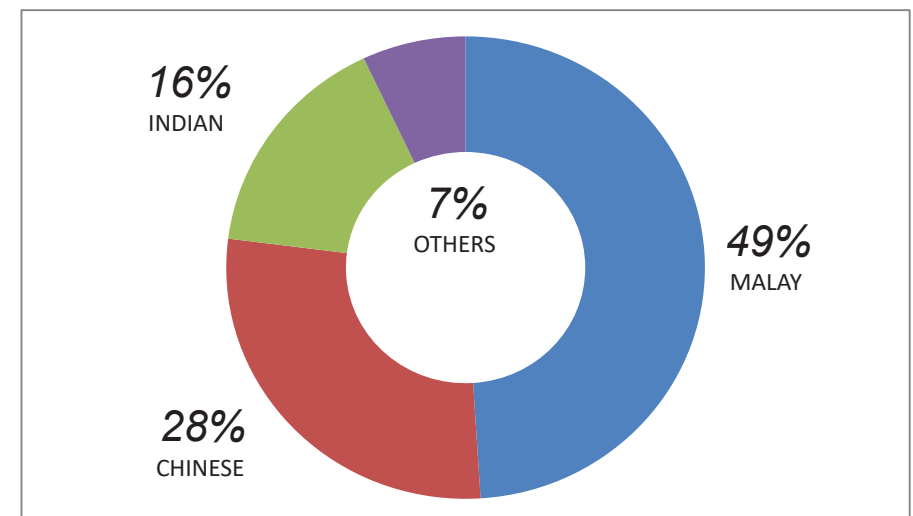
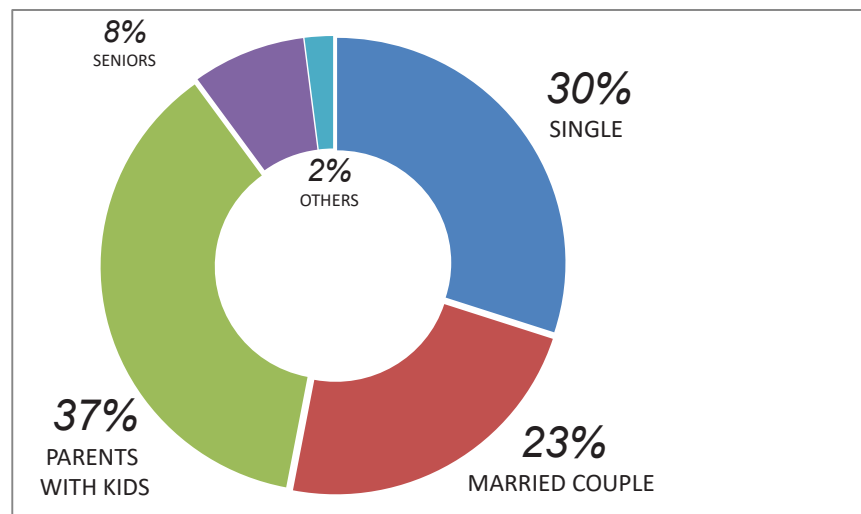
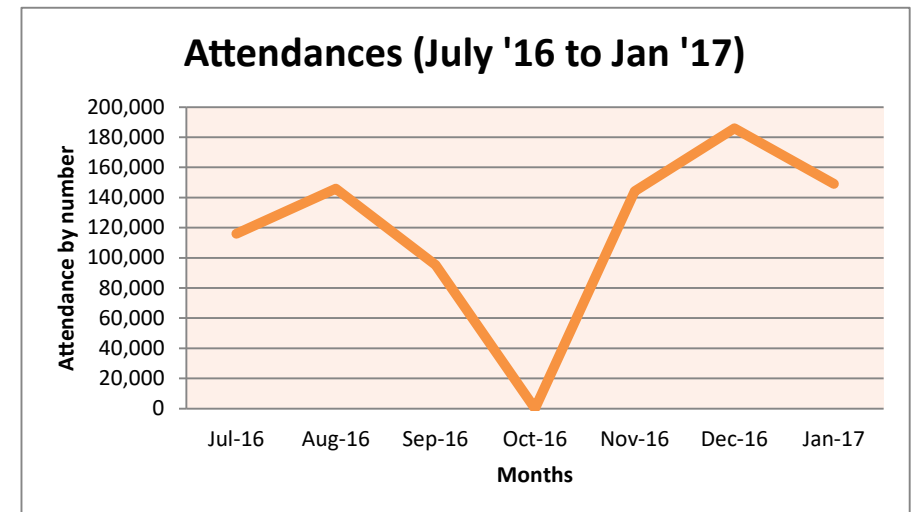
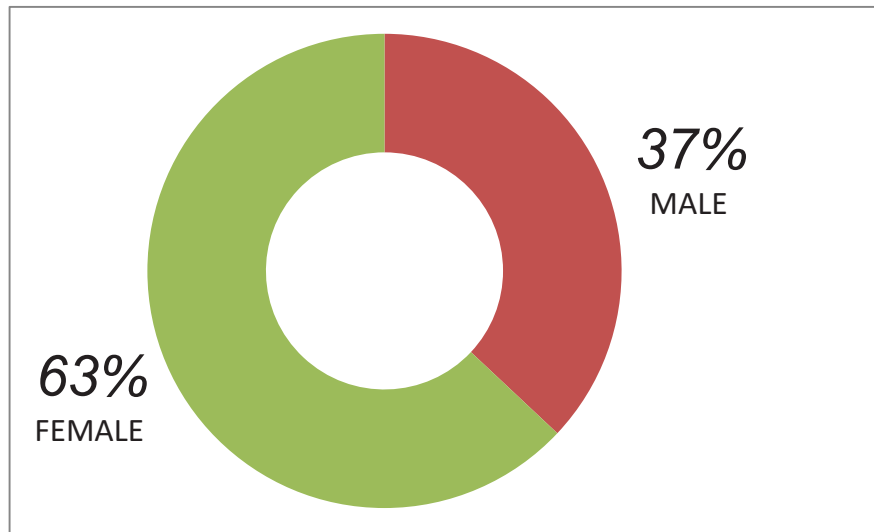


# PERFORMANCE FOR PAST 6 MONTHS IN MALAYSIA



Hong Kong Attendances  
in 2014 - 830,000  
in 2015 - 995,987  
in 2016 - 1,123,762.

Total attendance past 6 months for ordinary park in Malaysia = 836,300  
Average per month 139,383 visitors.



# 12 REASONS WITH US

---

## 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

Children



Families



Youth



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 conducive 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





## 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.



# CARNIVAL RIDES

- 18 showpiece rides
- Rides for all demographics
- Safe yet exciting rides over the skyline
- The most complete rides for all level of challenger

# THRILL RIDES



Extreme Ride



Ferris Wheel



Wave Swinger



Top Gun



Aerospace  
Ship



Ali  
Baba



# FAMILY RIDES

Paratrooper



British Carousel



Scorpion



Apple Coaster



Dodgems Car



Scorpion



# JUVENILE RIDES

Balloon



Pirate Ship



Cuppy Cup



Classic Train Rides



Rocking Tug



Round Car





# CARNIVAL GAMES





## CARNIVAL GAMES BOOTH

- 24 skilled games
- 300,000 licensed toys to be giving away





# CARNIVAL ATTRACTIONS



# 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



In Malaysia, the “Bus Sekolah” will be renovated.



# ICE RINK



# INFLATABLE ZONE



10 different types of bouncy castle under a giant marquee tent with platform



# SELFIE BOARDS

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





**IN PARK ENTERTAINMENT**





# CARNIVAL ENTERTAINERS



# PERFORMANCES & COMPETITIONS



## Performances



## Competition



# COMMUNITY STAGE & SOCIAL RESPONSIBILITIES



- 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 be entitled to use the stage for performance in order to raise more funds in the public.





# FOOD & BEVERAGE

# 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

# 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

*\*Subject to change*



## ONLINE & SOCIAL

## SOCIAL MEDIA



Google Display Network (GDN)  
10,000,000+ impressions



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)

 MACH 5 2 TOKENS OFF	 NO LIMIT 2 TOKENS OFF	 ATMOS FEAR 2 TOKENS OFF	
 REMIX 2 TOKENS OFF	 OBLIVION 2 TOKENS OFF		
1 TOKEN OFF APPLE COASTER	1 TOKEN OFF MINI MIAMI 2	1 TOKEN OFF SUPER GIANT SLIDE	1 TOKEN OFF CIRCUS 2000
1 TOKEN OFF X TREME	1 TOKEN OFF CYCLONE COASTER	1 TOKEN OFF WAVE SWINGER	1 TOKEN OFF DODGEMS
1 TOKEN OFF DAS FUN SCHAFF	1 TOKEN OFF FUN HOUSE	1 TOKEN OFF BALLOON RIDE	1 TOKEN OFF DUMBO
ADULT FREE WITH 1 CHILD LONDON BUS	ADULT FREE WITH 1 CHILD SANTA'S TRAIN	ADULT FREE WITH 1 CHILD GO CATON	ADULT FREE WITH 1 CHILD PORT ADVENTURE
			5 FREE ARCADE COINS ARCADE

- 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.



## MEDIA PREVIEW NIGHT

18<sup>th</sup> November 2017

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



## GALA NIGHT

19<sup>th</sup> NOVEMBER 2017

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



# PARK INFORMATION



# FLOOR PLAN



CAROUSEL



ROCKING TUG



DODGEMS CAR



CUPPY CUP



DUMBO



AEROSPACE SHIP



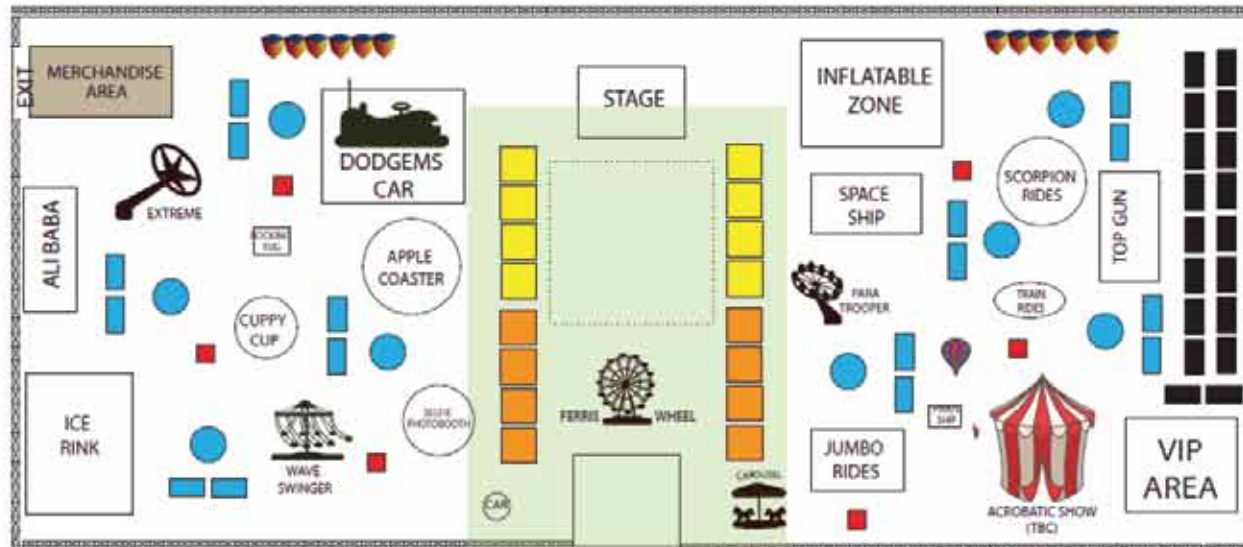
ALI BABA



APPLE COASTER



ROUND CAR



CLASSIC TRAIN RIDES



BALLOON



PARATROOPER



EXTREME



WAVE SWINGER



FERRIS WHEEL



TOP GUN



SCORPION



PIRATE SHIP

TOKEN BOOTH

STAFF OFFICES

GRASS CARPET

GAMES BOOTH

TOILET

TITLE	PROJECT	EVENT DATE	DRAWING DATE	OTHER INFO
FLOOR PLAN FOR TGBC	THE GREAT BRITISH CARNIVAL	15TH NOV 2017 - 2ND JAN 2018	12/01/2017	1) SIZE: 700FT x 300FT (APPROX. 6 ACRE) 2) GRASS CARPET SIZE: 180FT x 250FT
	PROPOSE LOCATION KUALA LUMPUR, MALAYSIA	DRAWING NO. TGBC/2938/129122017	BY, ANTHONY SILVA	

## EVENT OVERALL COSTING

The Great British Carnival Cost Presentation								
NO	EVENT	ACTIVITIES & COMPONENT	PRESENTING SPONSOR		Value RM	Total		
			Value	RM@ pax				
1	On-Event Activities	45 days Funfair Amusement Rides Logistic+ Custom + Tax	18 units	80,000	2,500,000			
		Generator Rental and Daily Diesel	58 loads	12,000	696,000			
		Daily Diesel	8 units	45,000	360,000	8		
		Amusement Rides maintenance	45 days	5,000	1,800,000			
		Carnival Games Booths Setup	18 units	6,000	108,000			
		Inflatable Setup and rental	24 booths	5,000	120,000			
		Washroom	6 units	20,000	120,000			
		Ice Rink with facilitators	24 units	15,000	360,000			
		Main Entrance Setup	45 days	3,000	135,000			
		Venue Rental	45 days	120,000	120,000			
		Surrounding Lighting	60 days	150,000	150,000			
		Fences covering the park (700ft X 300ft)	45 days	180,000	180,000			
		Performance Stage (40ft X 30ft)	80 days	80,000	80,000			
		Sound and Lights on stage	45 days	250,000	250,000			
		LED Backdrop with technician	45 days	80,000	80,000			
		Performances by Animation	45 days	150,000	150,000			
2	Administration & Management	Photo booths	250 X 180 ft	250,000	96,000			
		Artificial grass carpet area	8 parties	12,000	96,000			
		Value Added Activities (clown, stiltwalker)	8 areas	3,500	28,000			
		F&B booths and seated area	250 X 180 ft	85,000	85,000			
		Credit Card merchant setup	45 days	3,000	135,000			
		Online ticketing setup	60 seats	250	15,000			
		Telco Signal enhancement	1 time	8,000	8,000			
		Marquee Tent Setup with Air Conditioner	1 time	6,000	6,000			
		Surrounding Banner Printing	3 channels	10,000	30,000			
		VIP Tent and Area	45 days	250,000	250,000			
		Prayer Hall + Medic Room	45 days	80,000	80,000			
		Fire Hazard Equipment	45 days	70,000	70,000			
		Rain Coat	45 days	15,000	15,000			
				8,000	8,000			
				45 days	0.3	400,000	120,000	8,325,000
		4	Government Related	Manpower (Part time) +Training	2 months	3,000	420,000	70
Management	10 months			5,000	500,000	15		
International Engineer	2 months			15,000	90,000	3		
Standby technician	2 months			7,000	84,000	6		
Event manager	50 days			250	37,500	3		
Event Coordinator	50 days			200	60,000	6		
Accommodation	45 days			400	144,000	8		
Food & Beverage	45 days			50	67,500	30		
Encee	45 days			180	8,100	1		
DJs	15 days			1,000	15,000	1		
Security	60 days			150	45,000	5		
Rela on Operation	45 days			150	101,250	15		
Ticket Printing	200,000 pieces			0.05	10,000	1		
Online ticketing fees	100,000 pieces			0.02	2,000	1		
Operating Expenses (petrol etc.)	10 months			15,000	150,000	1		
Medic officer	45 days			350	78,750	5		
Uniform	45 days	1,000	15,000	15				
					2,078,100	10,403,100		
5	Pre Event Promotion. Below the line. (logo placement in all prints materials)	Licensing Fees	45 days	50,000	50,000			
		Entertainment tax (cukai hiburan)	300,000 pieces	6	1,800,000			
		Agent fees	1 time	30,000	30,000			
		Engineer department inspection	1 time	20,000	20,000			
							1,900,000	12,303,100
		Website	1 year	12,000	12,000			
		Design creative	1 person	30,000	30,000			
		Street Buntlings (3 by 6)	350 Set	180	63,000			
		Flyers	800,000 Pcs	0.09	72,000			
		Posters	50,000 Pcs	0.70	25,000			
							190,000	12,493,100
		NTV7				tbc	tbc	
		8TV						
		TV/3						
		Astro - Wah Lai Tol						
		Astro - Animax						
Astro - Disney Channel								
Astro - Nickelodeon								
6	Media Value	Fly FM						
		988						
		Mix FM						
		Hot FM						
		The Star						
		The Sun						
		China Press						
		Sin Chew Press						
		Harian Metro						
		Gempak King						
		Comic King						
		MYC						
							3,000,000	
							15,493,100	
		* Subject to change based on availability. In the event of changes in selection of media due to unforeseen circumstances, same and equivalent worth of value medium will be employed for the same purposes.						

**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

[illegible]

# DAILY PERFORMANCE SCHEDULE



DAILY THE GREAT BRITISH CARNIVAL PERFORMANCE TIME TABLE																																		
No.	DATE		17:00				18:00				19:00				20:00				21:00				22:00				23:00				0:00			
			15	30	45	60	15	30	45	60	15	30	45	60	15	30	45	60	15	30	45	60	15	30	45	60	15	30	45	60	15	30	45	60
1	18-11-17	Saturday													Media Preview				Day performance															
2	19-11-17	Sunday													Gala Night				Day performance															
3	20-11-17	Monday													Charity Talk				Day performance															
4	21-11-17	Tuesday													Sponsors Contest				Day performance															
5	22-11-17	Wednesday													Prizes giving out				Day performance															
6	23-11-17	Thursday													Product Preview				Day performance															
7	24-11-17	Friday													Coloring Contest				Day performance															
8	25-11-17	Saturday																	Day performance															
9	26-11-17	Sunday																	Day performance															
10	27-11-17	Monday													Charity Talk				Day performance															
11	28-11-17	Tuesday													Sponsors Contest				Day performance															
12	29-11-17	Wednesday													Prizes giving out				Day performance															
13	30-11-17	Thursday													Product Preview				Day performance															
14	01-12-17	Friday													Coloring Contest				Day performance															
15	02-12-17	Saturday																	Day performance															
16	03-12-17	Sunday																	Day performance															
17	04-12-17	Monday													Charity Talk				Day performance															
18	05-12-17	Tuesday													Sponsors Contest				Day performance															
19	06-12-17	Wednesday													Prizes giving out				Day performance															
20	07-12-17	Thursday													Product Preview				Day performance															
21	08-12-17	Friday													Coloring Contest				Day performance															
22	09-12-17	Saturday																	Day performance															
23	10-12-17	Sunday																	Day performance															
24	11-12-17	Monday													Charity Talk				Day performance															
25	12-12-17	Tuesday													Sponsors Contest				Day performance															
26	13-12-17	Wednesday													Prizes giving out				Day performance															
27	14-12-17	Thursday													Product Preview				Day performance															
28	15-12-17	Friday													Coloring Contest				Day performance															
29	16-12-17	Saturday																	Day performance															
30	17-12-17	Sunday																	Day performance															
31	18-12-17	Monday													Charity Talk				Day performance															
32	19-12-17	Tuesday													Sponsors Contest				Day performance															
33	20-12-17	Wednesday													Prizes giving out				Day performance															
34	21-12-17	Thursday													Product Preview				Day performance															
35	22-12-17	Friday													Coloring Contest				Day performance															
36	23-12-17	Saturday																	Day performance															
37	24-12-17	Sunday																	Day performance															
38	25-12-17	Monday																	Day performance															
39	26-12-17	Tuesday													Sponsors Contest				Day performance															
40	27-12-17	Wednesday													Prizes giving out				Day performance															
41	28-12-17	Thursday													Product Preview				Day performance															
42	29-12-17	Friday													Lucky Draw				Day performance															
43	30-12-17	Saturday																	Day performance															
44	31-12-17	Sunday																	Day performance															
45	01-01-18	Monday																	Day performance															

	Street Performer - Clown - 20 mins apperances
	Street Performer - Stilt Walker - 20 mins appearances
	Street Performer - Magician - 20 mins appearance
	Street Performer - Dancer - 10 mins apperances
	Street Performer - Drummer - 5 mins appearances
	Stage Performer - DJs

NOTE: More activities will be filled in time by time leading to the event.

## — OTHER FACILITIES IN PARK



Prayer Hall (To be decorate in “UMMI” concept)



Free Rain Coat and  
Sufficient toilet facilities



Hospitality Hall



Medic and Nursery Hall



# BRANDING OPPORTUNITY



# 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**

# IN PARK ASSOCIATES SPONSOR OPPORTUNITIES



**Rides Sponsorship & Branding**



**Sponsorship on Games Structures**



**Lighting Tower Wraps**



**Park Entrance & Exit Structures**

# IN PARK ASSOCIATES SPONSOR OPPORTUNITIES



**Branding on the Fences Parameter**



**Jumbo Screen - Broadcast/ TVC**



**Brand on Miles Barriers**



**Sponsorship on Selfie Boards**

# IN PARK ASSOCIATES SPONSOR OPPORTUNITIES



**Token Booth Branding**



**Internal Games Fences**

**Fully Branded Corporate/ VIP Tents**



**Sponsorship of Directional flags**



# IN PARK ASSOCIATES SPONSOR OPPORTUNITIES



**Product Demonstrations / Trials**



**Product Launches**



**Branded Parasols**



**Branded Tickets (Physical & Online)**



**DANIEL WONG**

**daniel@dj-events.com**  
**www.dj-events.com**