



# LATIN MUSIC FESTIVAL **CALIENTE!**

A SHOWCASE OF LATIN, BRAZILIAN  
AND CARIBBEAN MUSIC & CULTURE

## **CALIENTE! LATIN MUSIC FESTIVAL BANGKOK 30th - 31st March 2018**

Caliente! Latin Music Festival, one of Europe's most respected music and culture festivals, is coming to Bangkok in 2018.

Situated at CentralWorld Caliente! Latin Music Festival Bangkok 2018 will take place over two days and is expected to attract over 20,000 visitors including Bangkok residents, Thai and international tourists in its inaugural year.

The festival will be a showcase of Latin Culture featuring: Live Acts; Salsa, Bachata, Merengue, Reggaeton and Kizomba Dance Shows; Street Food Festival; Arts; Live Painting; Fashion Shows; and Showcases of Latin Countries.

Caliente! Latin Music Festival Bangkok 2018 is organised by Swiss based company Caliente! Festival, which has conducted Latin Music Festivals for over 20 years in Switzerland, USA, Spain, Dominican Republic, Cuba and Brazil.

Caliente! Festival unites Latin music aficionados from all over the world - capturing the true essence of Latin culture.

The main goal of Caliente! Latin Music Festival Bangkok 2018 is to promote Latin Culture in Thailand to Thai Latin music fans and international tourists. The festival will spread a positive universal message through music & art, focusing on four pillars: unity, fun, culture and entertainment.

Caliente! Latin Music Festival Bangkok 2018 is looking to engage with the Royal Thai Government for logistical as well as financial support from its main agencies including: Thailand Convention & Exhibition Bureau (TCEB); Tourism Authority of Thailand (TAT); Bangkok Metropolitan Administration (BMA); and the Ministry of Culture.

## **INTEGRATE YOUR MARKETING WITH CALIENTE! LATIN MUSIC FESTIVAL BANGKOK 2018**







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## PACKAGES

We have developed packages to suit the Royal Thai Government agencies as well as commercial sector sponsors.

### HOST & PRESENTING SPONSORS

Presenting Sponsors for Caliente! Latin Music Festival Bangkok 2018 e.g. Thailand Convention & Exhibition Bureau (TCEB); Tourism Authority of Thailand (TAT); Bangkok Metropolitan Administration (BMA); and the Ministry of Culture

### TITLE SPONSOR

Title Sponsor for Caliente! Latin Music Festival Bangkok 2018

### CO-SPONSORS

Co-sponsors from non-competing categories for Caliente! Latin Music Festival Bangkok 2018

### OFFICIAL SUPPLIERS

Official Suppliers providing goods and services that are essential for Caliente! Latin Music Festival Bangkok 2018 including the following sectors:

<b>Airlines</b>	<b>Hotels</b>
<b>Banking &amp; Finance</b>	<b>Mobile Network / Mobile Handset</b>
<b>Beer, Wine, Spirits</b>	<b>Telecommunications</b>
<b>Courier</b>	<b>Ticketing</b>
<b>Event Infrastructure</b>	<b>Travel &amp; Tourism</b>
<b>Food</b>	

### MEDIA PARTNERS

Media Partners for Caliente! Latin Music Festival Bangkok 2018

### LOCAL PARTNERS

Packages for local Bangkok businesses







## WHO WILL BENEFIT

Caliente! Latin Music Festival Bangkok 2018 will have a positive affect on many sectors including:

- Arts Organisations
- Bangkok & Thailand Businesses
- Education
- Government
- Tourist Authorities
- Tourist & Travel Industry – Airlines, Hotels, Restaurants and Bars

## KEY BENEFITS TO GOVERNMENT AGENCIES

There are huge benefits for Host & Presenting Partners. Caliente! Latin Music Festival Bangkok 2018 will:

- Help position Thailand as a leading destination for Festivals and Events
- Enhance the network between related government and private sectors
- Encourage more Major Events to Thailand
- Generate significant economic benefits for Thailand through increased visits from international tourists, international spectators and international participants
- Highlight Thailand as an events destination through high profile, international media coverage

As Caliente! Latin Music Festival Bangkok 2018 has a wide and rich content it will showcase Thailand's strength and basic infrastructure to host major events from many sectors including: Arts & Culture; Entertainment; Creative & Lifestyle; and Tourism

## KEY BENEFITS TO SPONSORS

There are huge benefits for commercial partners including:

- **Association** - with a leading event and the press and publicity it will generate
- **Raising brand awareness** - of products and services through mass audience targeting
- **Networking** - with government agencies and other partners
- **Entertaining** - target audiences, both internal and external
- **Integrating with other marketing activity** - huge PR, sales promotion, direct and experiential marketing opportunity







## LOCATION

Caliente! Latin Music Festival Bangkok 2018 will be at CentralWorld.

### CENTRALWORLD

CentralWorld is a shopping plaza and complex in Bangkok. It is the sixth largest shopping complex in the world and includes a hotel and an office tower and is owned by Central Pattana.

Originally called the World Trade Centre, the eight-story mall was opened in 1990. In 2006, after three years of design and renovation, CentralWorld was expanded to 550,000 square metres of shopping mall and 1,024,000 square metres of complex.

The Centara Grand & Bangkok Convention Centre at CentralWorld is a 57-storey 5-star hotel.

There are 17,000 square metres area of convention hall and numerous function rooms on level 22nd of the hotel.

CentralWorld Square is the largest outdoor activity square in downtown Bangkok, covering an area of 8,000 square metres with 400 dancing fountain heads incorporated into the plaza.







## TIMETABLE & EVENTS

DATE	ACTIVITY	VENUE
Wednesday 28th March 1900 - late	VIP Party	Havana Bar
Thursday 29th March 1900 - late	Salsa Cruise	River Chao Praya
Friday 30th March 1400 - 2000	Showcase of Latin Culture featuring: Live Acts; Salsa, Bachata, Merengue, Reggaeton and Kizomba Dance Shows; Street Food Festival; Arts; Live Painting; and Fashion Shows.	CentralWorld
2000	Grande Fiesta Caliente! featuring Live Acts, Dance Shows, DJs and MCs	CentralWorld
Saturday 31st March 1400 - 2000	Showcase of Latin Culture featuring: Live Acts; Salsa, Bachata, Merengue, Reggaeton and Kizomba Dance Shows; Street Food Festival; Arts; Live Painting; and Fashion Shows.	CentralWorld
2000	Grande Fiesta Caliente! featuring Live Acts, Dance Shows, DJs and MCs	CentralWorld







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## FESTIVAL GOERS

Caliente! Latin Music Festival Bangkok 2018 is expected to attract 20,000 visitors and Festival goers in its first year including Bangkok residents, Thai and international tourists.

### INTERNATIONAL TOURISM

Bangkok is one of the world's top tourist destination cities. MasterCard ranked Bangkok as the global top destination city by international visitor arrivals in its Global Destination Cities Index, with 15.98 million visitors in 2013. The city is ranked fourth in cross-border spending, with 14.3 billion US\$ in 2013, after New York, London and Paris.

Tourism is a major economic factor in the Kingdom of Thailand. According to the Travel and Tourism, Economic Impact 2014, in 2013 tourism directly contributed 9% (THB1 trillion) to Thailand's GDP. When including the indirect effects of tourism, it accounted for 20.2% (THB2.4 trillion) of Thailand's GDP.

As the main gateway through which visitors arrive in Thailand, Bangkok is visited by the majority of international tourists to the country.

### DOMESTIC ATTENDEES

Domestic tourism is also prominent. The Department of Tourism recorded 26,861,095 Thai and 11,361,808 foreign visitors to Bangkok in 2010. Lodgings saw 15,031,244 guests, who occupied 49.9 per cent of the city's 86,687 hotel rooms.

Chinese visitors spend a lot of money and most goes to retailers in Bangkok. Chinese visitors stayed an average of one week in Thailand, spending US\$1,000-1,300 each or US\$167 per day each.

### BANGKOK - TOP 20 ARRIVALS BY NATIONALITY

RANK	COUNTRY OR TERRITORY	2014	2013	2012
*	ASEAN	6,620,231	7,396,297	6,253,480
1	China	4,623,806	4,705,173	2,789,345
2	Malaysia	2,644,052	2,996,071	2,560,963
3	Russia	1,603,813	1,736,990	1,317,387
4	Japan	1,265,307	1,537,979	1,371,253
5	South Korea	1,117,449	1,297,200	1,169,131
6	India	946,249	1,049,856	1,015,865
7	Laos	934,253	1,106,080	951,090
8	United Kingdom	909,335	906,312	870,164
9	Singapore	864,681	936,477	821,056
10	Australia	835,517	907,868	930,599
11	United States	764,745	826,350	767,420
12	Germany	717,631	744,363	681,566
13	France	632,242	614,455	572,996
14	Vietnam	557,135	787,301	617,804
15	Cambodia	553,809	468,366	424,766
16	Indonesia	508,171	589,079	448,748
17	Hong Kong	483,883	581,871	472,699
18	Taiwan	392,758	503,157	394,475
19	Philippines	338,055	326,245	288,889
20	Sweden	324,780	337,812	350,565





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## PROMOTIONAL CAMPAIGN

Caliente! Latin Music Festival Bangkok 2018 will be promoted to businesses and organisations, which will be part of the event.

The promotional campaign will focus on marketing and promoting the Festival to potential goers from Thailand and abroad.

The pre-promotional plan will include: social media, PR, and advertising both regionally and internationally.

Caliente! Latin Music Festival is looking to work closely with the Royal Thai Government Agencies who will help us with our international promotion program; overseas marketing activities; international media/press program; and fast track and media at Suvarnabhumi airport.

We will work with hotel groups and tourist authorities to ensure Caliente! Latin Music Festival Bangkok 2018 is well prepared for the influx of tourists.

## WEBSITE

The Caliente! Latin Music Festival Bangkok 2018 will have an all singing and dancing website detailing:

- Accommodation
- City Maps
- Event Timings
- Free & Ticketed Events
- Places To Eat
- Transport





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## ORGANISERS

Caliente! Latin Music Festival Bangkok 2018 is organised by Caliente Festival a Swiss based company headed up by CEO Roger Furrer.

The company has been organising Latin Music Festivals for over 20 years specialising in event management of festivals, production of CD compilations and merchandising.

Other Festivals and Events organised by Caliente Festival include:

- Caliente! Festival - Zurich, Switzerland
- Caliente! Out In The Snow - Arosa, Switzerland
- Montreux Jazz Tours, Sun Festival - Ibiza, Spain
- UBS Dance Explosion, CD Production Caliente!
- Latin & Brazil Night, Grand Casino - Baden, Germany
- Caliente! - Stage @ ZüriFäscht - Switzerland
- Caliente! Tram - Zurich, Switzerland
- Caliente! FM Radio Station - Zurich, Switzerland
- Caliente! Festival - La Habana, Cuba
- Caliente! Festival - Miami, USA
- Caliente! Festival - Punta Cana, Dominican Republic

## THE CALIENTE! FESTIVAL IN SWITZERLAND

The Caliente! Latin Music Festival in Zurich takes place over 3 days and attracts 300,000 visitors mainly from Switzerland, Italy, Germany, Austria and France.

Caliente! is the leading Latin Music Festival in Europe - capturing the true essence of Latin culture. The festival is also promoted by the Swiss Tourism office and supported by the local authorities in Zurich.

In addition to the prominent music festival each year in Switzerland, the Caliente! brand hosts a number of events throughout the year in Zurich and surrounding cities.

Caliente! has become one of Europe's most respected music and culture festivals and continues to publish the very successful series of Caliente! music CD compilations featuring top Latin artists and an exclusive collection of the finest Latin rhythms.

## SPONSORS

Previous and current sponsors and partners include:

Asia365.ch  
CentralWorld  
Edelweissair  
Grand Casino Baden

Kuoni  
Lebara Mobile (Sunrise)  
Mövenpick Hotels  
San Miguel Beer

Swiss Tourism Office  
Tagblatt (Daily newspaper)  
Thai Airways  
Western Union



SPONSORSHIP INVENTORIES	PARTNER LEVEL			
	TITLE SPONSOR	PRESENTING SPONSOR	HOST SPONSOR	CO-SPONSOR
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>				
Rights to title "[Title Sponsor Name] Caliente! Latin Music Festival Bangkok 2018 presented by [Presenting Sponsor]" for PR and advertising use	Yes	Yes		
Rights to title "[Host Sponsor Name] Official Host Sponsor of "[Title Sponsor Name] Caliente! Latin Music Festival Bangkok 2018 presented by [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title [Sponsor Name] Official Co-sponsor of "[Title Sponsor Name] Caliente! Latin Music Festival Bangkok 2018 presented by [Presenting Sponsor]" for PR and advertising use				Yes
Company name incorporated in event logo	Yes	Yes		
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>				
Branding in main event area at CentralWorld	X 8 logos	X 4 logos	2 x logo	2 x logo
Logo on main stage and other stages	Yes	Yes	Yes	Yes
Logo on all major Festival events and parades	Yes	Yes	Yes	Yes
Joint advertising boards with Title, Presenting & Host logos	X 8	X 4	X2	
Logo on main backdrop on presentation stage	Yes	Yes	Yes	Yes
Logo on presentation stage podium	Yes	Yes	Yes	Yes
Interview area backdrop branding	Yes	Yes	Yes	Yes
Banners in Festival Main VIP Bar/Hospitality Area	Yes	Yes	Yes	Yes
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>				
Logo on literature pre/post events, website, stationery, poster, postcards	Yes	Yes	Yes	Yes
Short company/product profile & logo on Festival website sponsors page	Yes	Yes	Yes	Yes
Full page in Festival programme advertisement	Premium Location	Premium Location	Yes	Yes
Inclusion in Festival promotional campaign	Yes	Yes	Yes	Yes
Brand name mention and logo in press and advertisements	Yes	Yes	Yes	Yes
Inclusion in any TV/Radio advertisement produced	Yes	Yes		
Inclusion in any TV documentary produced	Yes	Yes	Yes	Yes
Inclusion in any marketing/sales materials including post event DVD	Yes	Yes	Yes	Yes
<b>EXPERIENTIAL/PRESENCE MARKETING RIGHTS</b>				
Promotional/trade booth in any Sponsor Village with promotional staff	Yes	Yes	Yes	Yes
Sampling and promotional literature around main event areas	Yes	Yes	Yes	Yes
<b>DIGITAL &amp; SOCIAL RIGHTS</b>				
Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube and other digital channels.	Yes	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>				
VIP tickets for any official events	20 per event	20 per event	10 per event	6 per event
Pairs of Salsa Cruise tickets	2 x pair	2 x pair	1 x pair	1 x pair
VIP sponsor passes	50	50	30	30
<b>MERCHANDISING RIGHTS</b>				
Opportunity to put Logo on Festival merchandise	Yes	Yes	Yes	Yes

OFFICIAL SUPPLIERS, MEDIA PARTNERS	
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>	
Rights to title "[Sponsor Name] Official Supplier/Media Partner of "[Title Sponsor Name] Caliente! Latin Music Festival Bangkok 2018 presented by [Presenting Sponsor]" for PR and advertising use	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>	
Branding in main event area at CentralWorld	2
Logo on all major Festival events and parades	Yes
Logo on main backdrop on presentation stage	Yes
Interview area backdrop branding	Yes
Logo on literature pre and post events, website, stationery, poster, postcards	Yes
Short company/product profile & logo on Festival website sponsors page	Yes
Festival Programme advertisement	Half page
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>	
Brand name mention and logo in press information and advertisements	Yes
Inclusion in any TV documentary produced	Yes
Inclusion in marketing/sales materials including post event DVD if applicable	Yes
<b>EXPERIENTIAL/PRESENCE MARKETING RIGHTS</b>	
Sampling	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>	
VIP tickets for any official events	4 per event
VIP sponsor passes	5

## LOCAL (BANGKOK) PARTNERS

We have a limited number of opportunities for our Local (Bangkok based) Partners at the following level, which offer branding and hospitality benefits...

- Use Caliente! Latin Music Festival Bangkok 2018 name/logo in your own publicity (e.g. "Official Partner of...")
- Logo/hotlink on Caliente! Latin Music Festival Bangkok 2018 website Sponsors' page
- Logo + ¼ page advertisement in Caliente! Latin Music Festival Bangkok 2018 programme
- Logo on Caliente! Latin Music Festival Bangkok 2018 poster/billboards
- Logo in local advertising
- 5 x VIP passes to all events
- Promotional literature at Sponsor's Village
- Logo on stage / interview area backdrop(s)





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## BENEFITS

Caliente! Latin Music Festival Bangkok 2018 offers a huge opportunity to commercial sponsors.

According to Asian Sponsorship News Annual Report 2014, over US\$160 million was spent by the Travel & Tourist industry on sponsorship in 2013, the sixth biggest sector in Asia after Consumer Packaged Goods; Retail; Auto; Financial Services and Telcos. The Report also found that Events in Asia attracted over US\$684 million in sponsorship in 2014, the third largest genre behind Celebrities & Teams and Content.

### BRANDING & PR

Sponsors, Supporters, Suppliers and Partners will have rights to associate with Caliente! Latin Music Festival Bangkok 2018 for PR and advertising activity.

Caliente! Latin Music Festival Bangkok 2018 offers huge opportunities to create media coverage for sponsors through news PR activity.

Press releases and email newsletters will also be issued through a variety of regional and international web sites as well as editorial agreements with Media Partners leading to widespread editorial coverage in TV, print and on the web.

### MEDIA

Bangkok is the centre of Thailand's media industry. All national newspapers, broadcast media and major publishers are based in the capital. Foreign publications including The Asian Wall Street Journal, Financial Times, The Straits Times and the Yomiuri Shimbun also have operations in Bangkok. The large majority of Thailand's more than 200 magazines are published in the capital, and include news magazines as well as lifestyle, entertainment, gossip and fashion-related publications.

### HOSPITALITY

Caliente! Latin Music Festival Bangkok 2018 offers a plethora of fantastic opportunities to entertain customers, clients and executives - an excellent way to promote your business.

### MERCHANDISING

We offer our Sponsors, Supporters, Suppliers and Local Partners the opportunity to produce joint branded merchandise.

This could be used as give-away through media and presence marketing promotions. For example: Caliente! Latin Music Festival Bangkok 2018 caps, polo shirts, as well as sponsor give-aways.

### EXPERIENTIAL MARKETING

Caliente! Latin Music Festival Bangkok 2018 provides sponsors with a mass audience including: Bangkok Residents; Domestic Tourists; and International Tourists.







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## CONTACT

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