



## The Broadway Style Musical Adaptation Of The Famous TV Show

### JAO KHUN THONG A NEW MUSICAL 2020

#### MARCH 2020

Jao Khun Thong the puppet TV show that brought joy and laughter to children of all ages everyday before school is set to return to Thailand next year with the launch of Jao Khun Thong A New Musical at Bangkok's M Theatre.

Jao Khun Thong first broadcasted on Channel 7 in 1991 telling a story of an animal community in the Thai countryside. It featured legendary characters loved by all generations for its moral, language and cultural lessons.

Produced by Bangkok based international theatre company, Selladoor Asia Pacific Co., Ltd, Jao Khun Thong A New Musical will feature real actors playing the characters in a new exciting Broadway style musical adaptation with new music and colorful production.

Jao Khun Thong A New Musical promises to be a huge success with over 9,000 people expected to see the revival of the Show, which ran for 26 years coming off air in 2017.

#### SOCIAL IMPACT

The Show raises awareness of important social issues and is a catalyst for social impact beyond it's entertainment value, educating audiences of social ethics by:

- Separating right and wrong
- Raising awareness of environmental issues
- Teaching respect for one another in the modern society

## Integrate Your Brand With Jao Khun Thong A New Musical...

### NEW MUSICAL QUICK FACTS

 **VENUE**  
M Theatre

 **TICKET PRICES**  
1000 / 1500 / 2000 / 2500 THB

**FORMAT STYLE**  
BROADWAY MUSICAL

**CAPACITY**   
12 Shows Over 3 Weeks  
787 Seats Per Show  
9,444 Seats Total

 **SHOW DURATION**  
2 hours 15 minutes

 **DATE**  
March 2020

 **POSSIBLE CAST**  
Including Arm Kongkan

**INCLUSION**   
Inclusion of Sponsor & Partner brands in the Musical

**ACCESS TO THE STARS**  
Inclusion of Sponsor & Partner brands in the Musical

**EXCLUSIVE**   
VIP hospitality and seats for every performance

**LANGUAGE**  
 **THAI**



# THE BULLDOG A NEW MUSICAL



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### SPONSORSHIP PACKAGES

We have developed packages to suit a range of Commercial Partners and Sponsors and Government Agencies, which include:

#### TIER 1

##### TITLE & PRESENTING SPONSORS

- 1 x Title Sponsor with naming rights
- 1 x Presenting Sponsor with naming rights

#### TIER 2

##### OFFICIAL PARTNERS & SUPPORTING AUTHORITIES

- Up to 6 x Official Partners from non-competing categories
- Packages for Supporting Authorities

#### TIER 3

##### OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 x Official Suppliers providing goods and services that are essential to the event
- Up to 10 x Media Partners providing editorial and advertising support

#### Corporate Hospitality Ticket Only Packages

We have a number of a number of ticket only packages, available on request







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### KEY BENEFITS TO SPONSORS

There are many benefits for Commercial Sponsors & Partners including:

- **Association** - with a leading cultural and arts Show and the press and publicity it will generate
- **Raising Brand Awareness** - of products and services through mass audience targeting
- **Networking Opportunities** - with government agencies and other partners - exclusive high-end experiences to a selected client group as well as catering to the broader masses
- **Entertainment** - target audiences, both internal and external
- **Integration With Other Marketing Activities** - PR, sales promotion, direct and experiential marketing opportunities with concert events, that can be tailored to fit Sponsors' needs
- **Sales On Line** - a large number of theatre-goers purchase their tickets online. There are many opportunities to sell products via web links through Show email marketing newsletters, social media sites and website where people buy tickets, for example, purchase theatre tickets and qualify for a promotion

### KEY BENEFITS TO GOVERNMENT AGENCIES

There are huge benefits for government agencies. The Show will:

- Further position Bangkok as a leading destination for Musical Shows
- Encourage more Major Events to Bangkok and Thailand
- Generate significant economic benefits for Thailand through increased visits from local tourists and international spectators
- Highlight Bangkok as an events destination through high profile, international media coverage

*Selladoor Asia Pacific past productions include: Little Shop of Horrors The Musical, Jersey Boys and Madagascar The Musical*





Commercial Sponsorship & Partnership Opportunities



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### THE NEW MUSICAL STORY

Set in the present day at a countryside village with the characters all known and loved.

This time, the stake is higher than ever! Jao Khun Thong and friends must face major changes that are creeping into their lives along with a natural disaster beyond expectations.

Who will be the hero that saves the day? Jao Khun Thong and friends must face these life threatening challenges together.

### PRODUCTION

COLOURFUL VIBRANT PRODUCTION  
Human version of the cartoon characters

Modern music and choreography

Quirky fantasy scenic design

Similar to Sponge Bob Square Pants the Broadway hit musical

### CAST

The cast will feature a number of stars including Arm Kongkan.

### JAO KHUN THONG FACTS & FIGURES

#### AUDIENCE

Thai Male / Female 90s  
Children  
Age 20 - 35  
Grew up with TV program

#### BRAND AWARENESS

26 years on TV  
1991 - 2017 CHANNEL 7



#### THEME SONG

Over 2.4 M views on YouTube  
Multi million views of episodes,  
song covers on social media





# เจ้าขุนทอง

A NEW MUSICAL



## The Broadway Style Musical Adaptation Of The Famous TV Show

### WHY GET INVOLVED?

**Jao Khun Thong A New Musical 2020** will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.

By working with a comprehensive range of media, from advertising in the arts, culture and theatre publications and international newspapers to gaining extensive press coverage in leading lifestyle titles, the Show will be widely promoted across Thailand and Asia.

Direct mails, e-newsletters and the promotion of the Show's news via social media are all used to deliver the event's message to the target audience.

**Jao Khun Thong A New Musical 2020** has a comprehensive Commercial Sponsorship and Partnership Program that enables corporate Asia to get involved with this unique Show.

**Jao Khun Thong A New Musical 2020** is a perfect opportunity to boost a company's profile, strengthen awareness of its products and services and link in with an integral part of Thai culture.



### Ad BRAND EXPOSURE

Sponsors, Partners, Supporting Authorities, Official Suppliers and Media Partners will have rights to associate with **Jao Khun Thong A New Musical 2020** for PR and advertising activity.

NAMING RIGHTS  
TO THE SHOW

SHOW BRANDING

SHOW PROMOTIONAL  
CAMPAIGN

SHOW LITERATURE  
BRANDING

### 📷 MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

### 📺 MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.

### ★ CAST ACCESS

Direct access to the stars, management and backstage VIP experiences for guests.





## The Broadway Style Musical Adaptation Of The Famous TV Show

### WHY GET INVOLVED?

#### EXPERIENTIAL RIGHTS

Bangkok attracts thousands of visitors in March and with it huge opportunities for Sponsors & Partners to promote their products and services. Jao Khun Thong A New Musical 2020 provides sponsors with a mass audience including: Bangkok Residents; Domestic Tourists; and International Tourists.

The Show will feature a special Sponsor area in the theatre foyer, where Sponsors and Partners can sell and showcase their products and services.

#### DIGITAL & SOCIAL RIGHTS



[www.facebook.com/SelladoorAsiaPacific](http://www.facebook.com/SelladoorAsiaPacific)



[Selladoor Asia Pacific](https://www.youtube.com/SelladoorAsiaPacific)



[www.instagram.com/selladoorasiapacific](http://www.instagram.com/selladoorasiapacific)



[www.selladoor.com](http://www.selladoor.com)



#### HOSPITALITY & NETWORKING RIGHTS

Jao Khun Thong A New Musical 2020 offers a fantastic opportunity to entertain customers, clients and executives in Bangkok. With VIP tickets, cast and backstage access and the chance to have an exclusive performance solely for your guests this is an excellent way to do and promote your business.



#### CORPORATE SOCIAL RESPONSIBILITY

We have developed an exclusive opportunity for Sponsors and Partners to be part of Workshops with the Show director and his team and some of the cast backstage.

There is also the opportunity for work experience for children interested in a career in theatre.



#### MERCHANDISING RIGHTS

We offer our Sponsors, Partners Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, Jao Khun Thong A New Musical 2020 toys, office mugs, t-shirts, caps etc.

# A NEW MUSICAL

## Commercial Sponsorship & Partnership Opportunities

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	TITLE & PRESENTING SPONSORS	OFFICIAL PARTNERS	SUPPORTING AUTHORITIES	OFFICIAL SUPPLIER / MEDIA PARTNER
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>				
Rights to title "[Title Sponsor Name] Jao Khun Thong A New Musical 2020 presented by [Presenting Sponsor Name]" for PR and advertising use	Yes			
Rights to title "Official Partner [Title Sponsor Name] Jao Khun Thong A New Musical 2020 presented by [Presenting Sponsor Name]" for PR and advertising use		Yes		
Rights to title "Supporting Authority [Title Sponsor Name] Jao Khun Thong A New Musical 2020 presented by [Presenting Sponsor Name]" for PR and advertising use			Yes	
Rights to title "Official Supplier / Official Media Partner [Title Sponsor Name] Jao Khun Thong A New Musical 2020 presented by [Presenting Sponsor Name]" for PR and advertising use				Yes
Company name incorporated in Show logo	Yes			
Category exclusivity	Yes	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>				
Integration of brand into the Show	Yes			
Logo on Front of House Banner	Yes	Yes	Yes	Yes
Signage in Foyer area. Composite logo boards by level (1m by 1m) For example: Tier 1 composite board contains 2 x Sponsors; Tier 2 composite board contains all Official Partners and Supporting Authorities	X 10	X 6	X 6	X 3
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>				
Composite logo boards by level (1m by 1m) in Bar / Hospitality Area	X 2	X 1	X 1	X 1
Name / logo acknowledgement on event tickets	Yes			
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>				
Inclusion in Show promotional campaign covering: including Video Trailer, Posters, TVG / Radio / Print / Online Advertisements	Yes	Yes	Yes	Yes
Logo on promotional literature pre / post event, website, stationery, poster, postcards	Yes	Yes	Yes	Yes
Short company profile & logo on event website sponsor page and ticket partner (Ticket Me!on) page	Yes	Yes	Yes	Yes
Advertisement in Show Programme	Full Page	1/2 Page	1/2 Page	1/4 Page
Brand name mention and logo in any Show press and advertisements	Yes	Yes	Yes	Yes
Promotional opportunities to build loyalty with customers through special tickets and competitions offered	Yes	Yes	Yes	Yes

INVENTORY OF RIGHTS	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	TITLE & PRESENTING SPONSORS	OFFICIAL PARTNERS	SUPPORTING AUTHORITIES	OFFICIAL SUPPLIER / MEDIA PARTNER
<b>MEDIA CONFERENCE</b>				
Exclusive invitations to the event's media conference	X 20	X 10	X 5	X 5
Speaking opportunity at the event's media conference	Yes	Yes	Yes	
Logo acknowledgement on media conference backdrop with interview opportunities for the Sponsor's spokespeople	Yes	Yes	Yes	Yes
<b>CAST ACCESS</b>				
Direct access to the stars, management and backstage VIP experiences for your guests	Yes	Yes	Yes	
2 hour slot for a mutually agreeable event e.g. dinner, post-show drinks in theatre, Q&A at sponsor HQ etc. with main actors	Yes			
Photo opportunity with Sponsor CEO and cast	Yes	Yes	Yes	
<b>EXPERIENTIAL / PRESENCE MARKETING RIGHTS</b>				
Promotional trade area in foyer Sponsor area with promotional staff, activations sampling and promotional literature	5m by 3m	2m by 2m	2m by 2m	
<b>DIGITAL &amp; SOCIAL RIGHTS</b>				
Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube & other digital channels including EDMs	Yes	Yes	Yes	Yes
<b>HOSPITALITY, TICKETING &amp; NETWORKING RIGHTS</b>				
Access to Back Stage Tour	Yes	Yes	Yes	Yes
Tickets to Opening Night - Exclusive Invitation Only	120	70	70	20
Invites to full dress rehearsal	Yes	Yes	Yes	Yes
Tickets – discount on 2500 THB tickets	350 @ 10%	200 @ 10%	200 @ 10%	80 @ 10%
Co-promotion – discount promo codes on 2000 THB and 2500 THB tickets	500 @ 30%	350 @ 20%	350 @ 20%	100 @ 20%
Gala Night with Stars and Cast present	Yes			
Private Hire of M Theatre for Exclusive Performance	Additional	Additional	Additional	Additional
Right to be formally introduced by Selladoor to as many contacts as practicable by introductory letter	Yes	Yes	Yes	Yes
<b>CSR</b>				
A workshop Q&A with the director, his team and some cast backstage in the theatre. Potential to use this idea as an outreach to local schools	Yes			
A week's work experience for six children; one each week including a week of rehearsals working for the producers	Yes			
<b>MERCHANDISING RIGHTS</b>				
Right to produce & distribute premium items bearing Show logo with approval of Selladoor	Yes	Yes	Yes	Yes



Commercial Sponsorship & Partnership Opportunities



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### OTHER OPPORTUNITIES

*Selladoor Asia Pacific has a number of other opportunities for Sponsors and Partners including:*

#### MUSICAL & PLAYS

Selladoor produce original tailor-made shows and licensed productions helping brands engage with the audience with meaningful stories and unforgettable experiences, Broadway style!

#### BRAND IMMERSIVE EXPERIENCES

Selladoor is at the forefront of next generation live entertainment creating immersive experiences by putting the audience right into the story allowing them to engage deeply with your stories, brands or products. Immersive Experience can be tailor-made to merge with different types of events or venues. It often combines live actors, art installations and interactive stories with plenty of opportunities for seamless brand engagement.

#### SHOWS - TAKE YOUR STORY ONTO THE STAGE

Selladoor produce live performances for corporate events, seminars or special occasions. The team of producers and creatives enhance events with integrated live entertainment through acting, music and dance – taking stories and ideas onto the stage.

#### 'SHOWTIME!' THEATRE WORKSHOPS

Selladoor Asia Pacific offers unique workshops designed to arm organisations with specialised tools used by professional actors all over the world. The 'SHOWTIME!' workshops are tailor-made for each client's requirements. They are designed to improve confidence, vocal strength, communication, teamwork both in personal and professional life.

#### PRODUCTION MANAGEMENT

Selladoor provide Broadway & West End quality productions on time and on budget. Sourcing and managing Directors, Writers, Music, Choreographers, Casting and Designers. Sourcing and managing Stage Crew, Technical Suppliers, Props, Costumes and Set Constructions. Executive management, supervising all production departments, ensuring the show delivers on time and budget.

#### INTERNATIONAL PRODUCTIONS

Selladoor manage and produce World-class productions locally in Bangkok and along side its partners in UK and US.

[www.selladoor.com](http://www.selladoor.com)







## The Broadway Style Musical Adaptation Of The Famous TV Show

### FUTURE MUSICALS

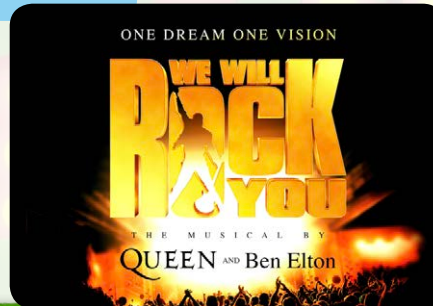
#### Madagascar The Musical - Available for 2020

This smash hit musical features all the favourite crack-a-lackin' friends as they escape from their home in New York's Central Park Zoo and find themselves on an unexpected journey to the madcap world of King Julien's Madagascar. This brand new musical from Dreamworks (Shrek The Musical) will leave audiences with no choice but to 'move it, move it'!



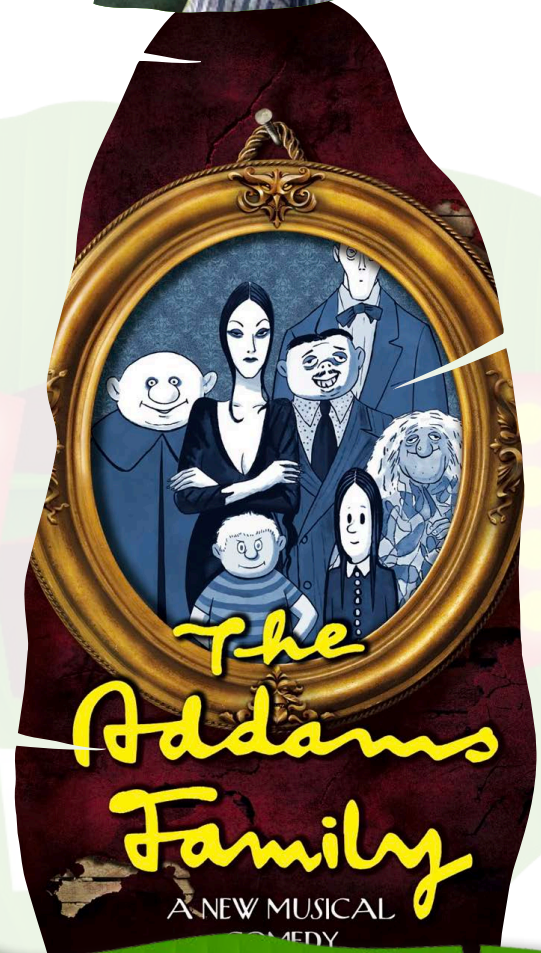
#### We Will Rock You The Musical - Available 2021

A major worldwide tour of Queen & Ben Elton's electrifying hit musical. The production will embark on an extensive world tour, opening in Cape Town, South Africa on 29 August 2020, before touring to Johannesburg, the Philippines, Singapore, Hong Kong, Israel and beyond. Full casting and further dates and venues to be announced in due course.



#### THE ADDAMS FAMILY - 2020 - 2021 Bangkok Productions

Features an original story, and it's every father's nightmare. Wednesday Addams, the ultimate princess of darkness, has grown up and fallen in love with a sweet, smart young man from a respectable family - a man her parents have never met. And if that weren't upsetting enough, Wednesday confides in her father and begs him not to tell her mother. Now, Gomez Addams must do something he's never done before - keep a secret from his beloved wife, Morticia. Everything will change for the whole family on the fateful night they host a dinner for Wednesday's 'normal' boyfriend and his parents.





# บ้านเพื่อน A NEW MUSICAL



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### THE PRODUCERS

Selladoor Asia Pacific Co., Ltd. was established in 2018 by Selladoor Worldwide Limited and Peevara Kitchumnongpan and Jessada Danparn, with the mission to import high quality theatre productions into Thailand and the Asia Pacific territory, as well as producing international licensed musicals for Thai market and ultimately exporting local productions to the global market.

The company's vision is to enrich lives through storytelling and shared experience and its mission to bring high quality theatre & live performance experience to everyone.

Selladoor Asia Pacific Co., Ltd. is managed by Peevara Kitchumnongpan (Managing Director) and Jessada Danparn (Senior Producer).

#### **PEEVARA KITCHUMNONGPAN** - Managing Director

Peevara has an MA (Distinction) Creative Producing from Mountview Academy of Theatre Arts University of East Anglia, London UK and a BA (HONS) Acting from Birmingham School of Acting, Birmingham City University UK and the National Council of Drama Training UK. With over 14 years of theatre experience under his belt he has directed, produced and performed professionally in Bangkok, UK, New Zealand and Australia.

#### **JESSADA DANPARN** - Senior Producer

Jade has a Bachelor of Broadcasting Communication Arts from Durakijpandit University, Bangkok and over six years of theatre experience at Rachadalai Theatre. His previous roles include Co-Production Manager and Producer for KAN SHOW, Pattaya and Executive Assistant to Takonkiet Viravan, CEO of ONE 31.

Selladoor Worldwide Limited is an International Theatre Touring company based in London, UK, established in 2009 by Phillip Rowntree (Executive Commercial Producer) and David Hutchinson (Executive Creative Producer). In 2017, Selladoor Worldwide produced nine shows, with over 700 performances, across eight countries, engaging an audience of over 400,000.

**SELLADOOR**

ASIA PACIFIC





Commercial Sponsorship &  
Partnership Opportunities

# สัตว์หอนาน

A NEW MUSICAL



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