

SUPPORTING AUTHORITY, COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



IN CONCERT



**IN CONCERT**

# CELEBRATING THE 25TH ANNIVERSARY OF JURASSIC PARK

## JURASSIC PARK IN CONCERT – THAILAND 2018 11TH – 12TH JUNE 2018

25 years ago, one movie made history! Jurassic Park captured the imaginations of audiences around the world and transported them to a place where dinosaurs still roamed the earth.

Jurassic Park In Concert – Thailand 2018 will celebrate this anniversary and the lead-up to the new movie Jurassic World: Fallen Kingdom, scheduled for a June 2018 release.

Jurassic Park In Concert – Thailand 2018, held at the Thailand Cultural Centre, Bangkok, is an immersive experience featuring the entire Jurassic Park film projected on large cinematic screen. At the same time, a full-sized symphony orchestra performs “live” the iconic soundtrack composed by John Williams, complete with dialogue and sound effects.

Jurassic Park changed cinematic history when it was released in 1993 and the Bangkok movie-concert celebration will be no exception celebrating the legacy & future of Jurassic Park.

Performed by Asia's very own Metropolitan Festival Orchestra the movie-concert spectacular features two evening shows viewed by an audience of 1,400 each night and will be the first Steven Spielberg movie presented in movie-concert format in Southeast Asia.

### QUICK FACTS



#### VENUE

Thailand Cultural Centre Main Hall



#### EVENING PERFORMANCES

7.00pm - 10.00pm

Monday 11th & Tuesday 12th June 2018



#### CONCERT DURATION

2 hours 30 minutes (including 20 minute intermission)



#### OFFICIAL HALL CAPACITY

2,800 Seats Across 2 Shows - 1,400 Per Show



#### CONDUCTED BY

Benjamin Northey



#### PERFORMED BY

Metropolitan Festival Orchestra

Asia's Pioneering Blockbuster Movie-Concert Orchestra

## JURASSIC PARK IN CONCERT – THAILAND 2018 A CULTURAL EXTRAVAGANZA & FIRST FOR THAILAND



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## SPONSORSHIP PACKAGES

We have developed packages to suit a range of commercial Partners and Sponsors and Government Agencies.

### TIER 1

#### MAIN SPONSORS

Up to 4 x Main Sponsors from non-competing categories.  
Naming rights not available

### TIER 2

#### OFFICIAL SUPPORTERS

Up to 10 x Official Supporters from non-competing categories

#### SUPPORTING AUTHORITIES

Packages for supporting authorities

### TIER 3

#### OFFICIAL SUPPLIERS & MEDIA PARTNERS

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

## THAILAND & DINOSAURS

Jurassic Park In Concert - Thailand 2018 offers a perfect way to educate the Thai public about Thailand's rich dinosaur heritage.

Northeast Thailand is an important source of dinosaur fossils and other archaeological discoveries, and nine new dinosaur species were first found in Thailand, of which six are found nowhere else on earth.

A little known fact is that two species of dinosaurs - Phuwiangosaurus Sirindhornae and Sirindhorna Khoratensis - are named after Princess Maha Chakri Sirindhorn in honour of her Royal patronage of dinosaur research in Thailand.

PERFORMED BY METROPOLITAN FESTIVAL ORCHESTRA - ASIA'S PIONEERING BLOCKBUSTER MOVIE-CONCERT ORCHESTRA  
MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS.





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## WHO WILL BENEFIT

Jurassic Park In Concert - Thailand 2018 will have a positive affect on many sectors including:

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

## KEY BENEFITS TO GOVERNMENT AGENCIES

There are huge benefits for government agencies. Jurassic Park In Concert - Thailand 2018 will:

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

## KEY BENEFITS TO SPONSORS

There are many benefits for commercial Sponsors & Partners including:

- Association - with a leading cultural and arts event 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

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## TICKETS

2,800 Seats Across 2 Shows - 1,400 Per Show

AREA	NO. OF SEATS	
Circle 1	200 seats	Premium section, where the Royal Box is located. Royal Box is left empty when royalty is not in attendance
Stalls	900 seats	Top Tier - 130 2 <sup>nd</sup> Tier - 240 3 <sup>rd</sup> Tier - 530
Circle 2	300 seats	

## LOCAL COMMUNITY ENGAGEMENT

Jurassic Park In Concert - Thailand 2018 is partnering with Thai Youth Orchestra, under the auspices of the Department of Cultural Promotion.

The youth musicians will benefit hugely from being given access to observe an open rehearsal by the MFO.

## ABOUT METROPOLITAN FESTIVAL ORCHESTRA

The concert will be performed by the Metropolitan Festival Orchestra, the orchestra that pioneered the blockbuster movie-concert format in Asia.

It is the only orchestra in Asia to have been specially approved to perform the movie-concerts of The Lord of the Rings, Harry Potter, Star Wars, Frozen and now Jurassic Park.

There is no better way to experience blockbuster movies!

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## ABOUT THE COMPOSER

John Towner Williams, born February 8, 1932, is an American composer, conductor, and pianist. With a career spanning over six decades, he has composed some of the most popular and recognisable film scores in cinematic history, including the Star Wars series, Jaws, Close Encounters of the Third Kind, Superman, E.T. the Extra-Terrestrial, the Indiana Jones series, the first two Home Alone films, the first two Jurassic Park films, Schindler's List, and the first three Harry Potter films.

Williams has been associated with director Steven Spielberg since 1974, composing music for all but three of his feature films. Other notable works by Williams include theme music for the 1984 Summer Olympic Games, NBC Sunday Night Football, "The Mission" theme used by NBC News and Seven News in Australia, the television series Lost in Space and Land of the Giants, and the incidental music for the first season of Gilligan's Island.

Williams has won 24 Grammy Awards, seven British Academy Film Awards, five Academy Awards, and four Golden Globe Awards. With 51 Academy Award nominations, Williams is the second most-nominated individual, after Walt Disney.



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## ABOUT JURASSIC PARK

### Celebrating The 25th Anniversary Of Jurassic Park

Jurassic Park was directed by Steven Spielberg and produced by Kathleen Kennedy and Gerald R. Molen. The first instalment in the Jurassic Park franchise is based on the 1990 novel of the same name by Michael Crichton and a screenplay written by Crichton and David Koepp.

The film is set on the fictional island of Isla Nublar, located off Central America's Pacific Coast near Costa Rica, where a billionaire philanthropist and a small team of genetic scientists have created a wildlife park of cloned dinosaurs.

The dinosaurs were created with ground-breaking computer-generated imagery by Industrial Light & Magic and with life-sized animatronic dinosaurs.

Following an extensive \$US65 million marketing campaign, which included licensing deals with 100 companies, Jurassic Park grossed over \$US914 million worldwide in its original theatrical run, becoming the highest-grossing film ever at the time, a record held until the 1997 release of Titanic. It was well received by critics, who praised its special effects, John Williams' musical score, and Spielberg's direction. Following its 3D re-release in 2013 to celebrate its 20th anniversary, Jurassic Park became the 17th film to surpass \$US1 billion in ticket sales, and the film ranks among the 30 highest-grossing films ever.

The film won more than twenty awards, including three Academy Awards for its technical achievements in visual effects and sound design. Jurassic Park is considered a landmark in the development of computer-generated imagery and animatronic visual effects, and was followed by three commercially successful sequels, The Lost World: Jurassic Park (1997), Jurassic Park III (2001), and Jurassic World (2015). A fifth film, titled Jurassic World: Fallen Kingdom, is scheduled for a June 2018 release.

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INVENTORY OF RIGHTS	PARTNER LEVEL			
	TIER 1	TIER 2		TIER 3
	MAIN SPONSORS	OFFICIAL SUPPORTERS	SUPPORTING AUTHORITIES	OFFICIAL SUPPLIER / MEDIA PARTNER
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>				
Rights to title "Main Sponsor Jurassic Park In Concert – Thailand 2018" for PR and advertising use	Yes			
Rights to title "Official Supporter Jurassic Park In Concert – Thailand 2018" for PR and advertising use		Yes		
Rights to title "Supporting Authority Jurassic Park In Concert – Thailand 2018" for PR and advertising use			Yes	
Rights to title "Official Supplier / Media Partner Jurassic Park In Concert – Thailand 2018" for PR and advertising use				Yes
Company name incorporated in event logo	No	No	No	No
Category exclusivity	Yes	Yes	Yes	Yes
<b>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</b>				
Signage in Main Hall area. Composite corporate logo boards by level (1m by 1m) For example: Main Partner composite board contains all 4 x Main Partners; Official Supporter composite board contains all 10 Official Supporters	X 10	X 6	X 6	X 3
Interview area backdrop branding	Yes	Yes	Yes	Yes
Composite corporate logo board in Bar / Hospitality Area	X 2	X 1	X 1	
<b>MEDIA &amp; PROMOTIONAL RIGHTS</b>				
Logo on literature pre / post event, website, stationery, poster, postcards	Yes	Yes	Yes	Yes
Short company profile & logo on event website sponsor page	Yes	Yes	Yes	Yes
Advertisement in any Concert Programme	Full Page	½ page	½ Page	¼ Page
Inclusion in event promotional campaign	Yes	Yes	Yes	Yes
Brand name mention and logo in any press and advertisements	Yes	Yes	Yes	Yes
Inclusion in any TV / Radio advertisement produced	Yes	Yes		
Promotional opportunities to build loyalty with customers through special tickets and competitions offered	Yes	Yes	Yes	
<b>MEDIA CONFERENCE</b>				
Exclusive invitations to the event's media conference	X 20	X10	X 5	X 5
Speaking opportunity at the event's media conference	Yes	Yes		
Logo acknowledgement on media conference backdrop with interview opportunities for the Sponsor's spokespeople	Yes	Yes	Yes	Yes
<b>EXPERIENTIAL / PRESENCE MARKETING RIGHTS</b>				
Promotional/trade area in Sponsor Area with promotional staff	5m by 3m	2m by 2m	2m by 2m	
Sampling and promotional literature at Sponsor Area at venue foyer	Yes	Yes	Yes	Yes
<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 &amp; NETWORKING RIGHTS</b>				
Complimentary Ticket, plus pre-concert, intermission and post-concert Corporate Hospitality reception for Sponsor's guests per evening per partner	X 25 Circle 1	X 10 Circle 2 / Stalls	X 10 Circle 2 / Stalls	X 5 Stalls



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## BENEFITS

Jurassic Park In Concert - Thailand 2018 offers a huge opportunity to commercial sponsors.



### BRANDING & PR

Main Partners, Official Supporters, Supporting Authorities, Official Suppliers and Media Partners will have rights to associate with Jurassic Park In Concert – Thailand 2018 for PR and advertising activity.

Jurassic Park In Concert – Thailand 2018 offers huge opportunities to create local, regional and international 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, including the Robb Report, leading to widespread editorial coverage in TV, print and on the web.



### HOSPITALITY

Jurassic Park In Concert – Thailand 2018 offers a plethora of fantastic opportunities for Main Partners, Official Supporters, Supporting Authorities, Official Suppliers and Media Partners to entertain customers, clients and executives - an excellent way to promote your business.



### EXPERIENTIAL MARKETING

Jurassic Park In Concert – Thailand 2018 provides sponsors with a mass audience including: Bangkok Residents; Domestic Tourists; and International Tourists.

Jurassic Park In Concert – Thailand 2018 will feature a special Sponsor area, where Sponsors and Partners can sell and showcase their products and services.





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## THE ORGANISERS

The Metropolitan Festival Orchestra (MFO) was founded in 2013 and is inspired by its philosophy that the orchestra is a powerful tool for bringing people together through the experience of music, and is constantly breaking new grounds through its forward-looking programmes. Bringing together some of the best professionally-trained musicians in the region, the MFO is known for its spirited camaraderie, technical brilliance and musical versatility.

The MFO also believes that orchestras and musicians are a model and inspiration for what can be achieved in society through combining mastery of the self with mastery of collaboration. Mobilising its musicians in innovative and sustainable ways that unlock their ability to play a powerful role in society, the MFO envisions a society where everyone is empowered through music to live, work and grow better, no matter who they are and what they do.

Notable international collaborations include performances with Tan Dun, Lang Lang, Kitaro, Paul Anka, Il Divo, Stefanie Sun, JJ Lin, and the Korea National Opera. The MFO is also the pioneer in bringing the immersive movie-concert format to Asian audiences, presenting the Asian and Southeast Asian premieres of the movie-concerts of the Lord of the Rings, Harry Potter and Star Wars film franchises. Other global cultural franchises that the MFO is associated with include Final Fantasy, Kingdom Hearts and Disney on Classic.

The MFO is a regional leader in applying the dynamics of the orchestra as a high performance organisation to senior executive leadership training, through its partnerships with INSEAD - The Business School for the World (Asia Campus), the Lee Kuan Yew School of Public Policy and Deloitte University Asia Pacific.

## CONTACT

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