



Y A N G O N 2 0 1 7

MYANMAR'S FIRST ARTS & LIFESTYLE FESTIVAL



THE DAWN FESTIVAL YANGON 2017 10TH - 19TH NOVEMBER

Myanmar's first arts, culture and lifestyle festival will take place in Yangon this November, featuring a plethora of international celebrities from the arts, music and cuisine - including David Foster and Friends featuring Katherine Jenkins, Michael Bolton accompanied by the Metropolitan Festival Orchestra from Singapore.

Spread across 10 days, The Dawn Festival Yangon 2017 will attract between 150,000 and 200,000 visitors in a celebration of music, visual arts and food under one cultural umbrella - injecting a new vibrancy and freshness to Myanmar's emerging communities through the arts.

This cultural and creative extravaganza will bring unique experiences and promote tourism in Myanmar. The Dawn Festival Yangon 2017 will:

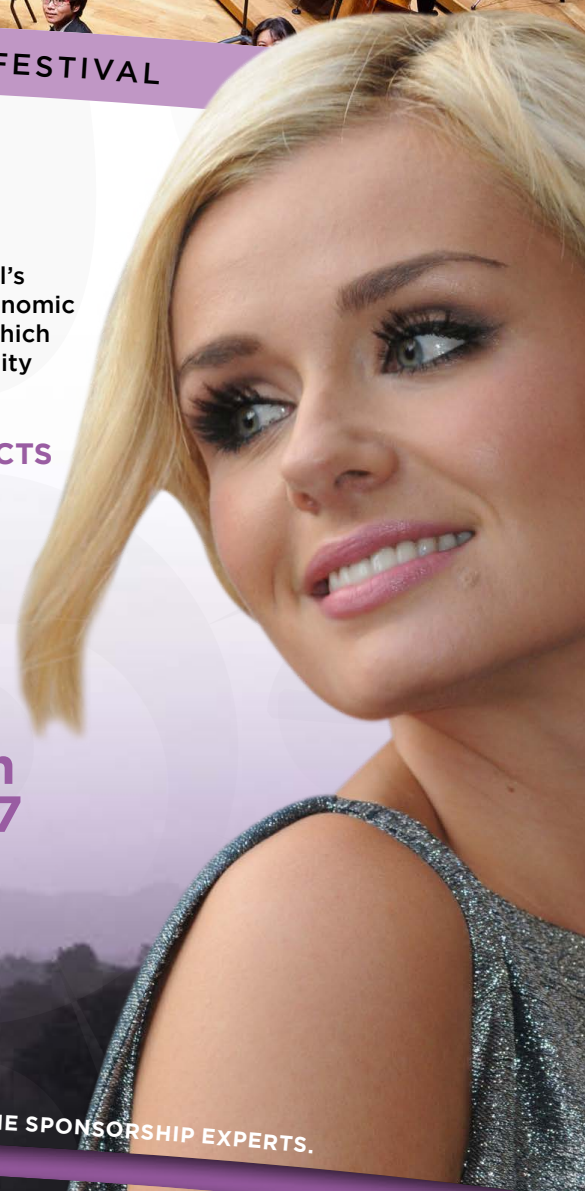
- Attract local and international investments
- Increase the number of tourists into the country
- Raise Myanmar's profile in the region and internationally
- Expand access and experiences for Myanmar's citizens
- Increase collaboration opportunities for Myanmar's arts and entertainment practitioners with artists of international standing and repute

The Myanmar Government and the Festival's Sponsors & Partners will gain from the economic and educational benefits of the Festival, which will contribute to a stronger local community spirit by bringing people together.

FESTIVAL OVERVIEW - QUICK FACTS

- 10-DAY FESTIVAL - INCLUDING TWO WEEKENDS
- OVER 50 TICKETED & FREE ARTS, MUSIC & CUISINE EVENTS
- OVER 200 ARTISTS & PARTICIPANTS
- 150,000 - 200,000 ATTENDEES ACROSS ALL EVENTS

Be Part Of The Dawn Festival Yangon 2017 Success





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INJECTING VIBRANCY & FRESHNESS TO MYANMAR'S ARTS SCENE

SPONSORSHIP PACKAGES

We have developed packages to suit a range of commercial Partners and Sponsors as well as the governmental sector.

TITLE SPONSOR

Title Sponsor for The Dawn Festival Yangon 2017

PRESENTING SPONSORS

Presenting Sponsors for The Dawn Festival Yangon 2017 components e.g. Music, Cuisine and Arts

HOST SPONSORS

Host Sponsors for The Dawn Festival Yangon 2017 e.g. Ministry of Hotels & Tourism; Myanmar Tourism Federation

CO-SPONSORS

Co-sponsors from non-competing categories for The Dawn Festival Yangon 2017

OFFICIAL SUPPLIERS

Official Suppliers providing goods and services that are essential for The Dawn Festival Yangon 2017 including the following sectors:

- Airlines & Hotels
- Automotive
- Banking & Finance
- Beer, Wine & Spirits
- Courier
- Event Infrastructure
- Food & Beverages (non alcoholic)
- Freight Forwarding
- Mobile Network / Mobile Handset
- Telecommunications
- Ticketing
- Travel & Tourism

MEDIA PARTNERS

Media Partners for The Dawn Festival Yangon 2017

LOCAL PARTNERS

Packages for local Yangon businesses



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WHO WILL BENEFIT

The Dawn Festival Yangon 2017 will have a positive affect on many sectors including:

- Arts, Music & Cuisine Organisations
- Education
- Government
- Tourist Authorities
- Tourist & Travel Industry – Airlines, Hotels, Restaurants and Bars
- Yangon & Myanmar Businesses

KEY BENEFITS TO GOVERNMENT AGENCIES

There are huge benefits for Host & Presenting Partners. The Dawn Festival Yangon 2017 will:

- Help position Myanmar as a new and upcoming destination for Festivals and Events
- Enhance the network between related government and private sectors
- Encourage more Major Events to Myanmar
- Generate significant economic benefits for Myanmar through increased visits from international tourists, international spectators and international participants

- Highlight Myanmar as an events destination through high profile, international media coverage

With The Dawn Festival Yangon 2017's wide and rich artistic content, it will showcase Myanmar's strength to host major events from many sectors including: Arts & Culture; Creative & Lifestyle; Entertainment; and Tourism.

KEY BENEFITS TO SPONSORS

There are many benefits for commercial Sponsors & 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 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 offering over 50 events in a ten-day period
- Integration With Other Marketing Activities - PR, sales promotion, direct and experiential marketing opportunities with Festival events, that can be tailored to fit Sponsors' needs



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FESTIVAL COMPONENTS

CUISINE

Brunches, Lunches, Dinners - Featuring Local, Regional & International Chefs
Culinary Classes - By World Class Chefs

MUSIC

Classical, Classical Crossover, Traditional, Pop
Local, Regional & International Artists
Outdoor Concerts At People's Park
Specially Commissioned Works

VISUAL ARTS & CRAFTS

Curated Exhibition By Internationally Prominent Local Artists
Free Exhibition Admission
Workshops, Children's Activities & Talks By The Artists
Artwork Auctions



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CALENDAR OF EVENTS

	TIME	10 NOV	11 NOV	12 NOV	13 NOV	14 NOV
VISUAL ARTS	1100-1800		Crafts Bazaar	Crafts Bazaar	Visual Arts Exhibition	Visual Arts Exhibition
	1500-1600		Curated Walk By Artist			
	1900-	Visual Arts Official Opening Ceremony				
CUISINE	1000-1200			Brunch - Festival Theme Menu	Cooking Class With Celebrity Chef	
	1200-1400		Lunch - Festival Theme Menu		Lunch - Festival Theme Menu	Lunch - Festival Theme Menu
	2000-2200	Gala Opening Dinner	Dinner - Festival Theme Menu	Dinner - Festival Theme Menu	Dinner - Festival Theme Menu	Dinner - Festival Theme Menu
MUSIC	1000-1200	MFO Outreach				MFO Outreach
	1200-1400					
	1900-		MFO Chamber Concert	MFO Performs Myanmar Folk Music with Local Orchestra Members		

CALENDAR OF EVENTS

	TIME	15 NOV	16 NOV	17 NOV	18 NOV	19 NOV
VISUAL ARTS	1100-1800	Visual Arts Exhibition	Visual Arts Exhibition	Visual Arts Exhibition	Crafts Bazaar	Crafts Bazaar
	1500-1600				Curated Walk By Artist	
	1900-					
CUISINE	1000-1200	Cooking Class With Celebrity Chef				Brunch - Festival Theme Menu
	1200-1400	Lunch - Festival Theme Menu	Lunch - Festival Theme Menu	Lunch - Festival Theme Menu	Lunch - Festival Theme Menu	
	2000-2200	Dinner - Festival Theme Menu	Sponsor Dinner	Dinner - Festival Theme Menu	Post Concert reception	Festival Gala Dinner
MUSIC	1000-1200					
	1200-1400	MFO Chamber Concert				
	1900-		Sponsor Dinner With David Foster		Festival Closing Concert - David Foster & Friends	

Subject to change



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LIST OF ARTISTS - MUSIC

DAVID FOSTER

David Foster is a world-renowned musician, songwriter, composer, arranger, producer and recording artist with 16 Grammy Awards under his belt, including three for Producer of the Year, an Emmy Award and a Golden Globe. He has also racked up three Oscar nominations for "Best Original Song".

One of the most successful record producers in history, Foster has created hit songs and award-winning gold and platinum albums for a diverse array of artists including: Celine Dion; Michael Jackson; Michael Buble; Josh Groban; Earth, Wind & Fire; Michael Bolton; Chaka Khan; Dolly Parton; Chicago; 'N Sync; and Gloria Estefan.

Subject to change



MICHAEL BOLTON

Michael Bolton is an American singer and songwriter who has sold more than 75 million records, recording eight top 10 albums and two number-one singles on the Billboard charts, as well as winning multiple American Music Awards and Grammy Awards.



PETER CETERA

Peter Cetera is an American singer, songwriter, and bassist best known for being an original member of the rock band Chicago, before launching a successful solo career. His career as a recording artist encompasses seventeen albums with Chicago and eight solo albums.

With "If You Leave Me Now," a song written and sung by Cetera off the group's tenth album, Chicago garnered its first Grammy Award. It was also the group's first number one single. As a solo artist, Cetera has scored six Top 40 singles, including two that reached number one on Billboard's Hot 100 chart in 1986, "Glory of Love" and "The Next Time I Fall".





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LIST OF ARTISTS - MUSIC

KATHERINE JENKINS

Katherine Jenkins OBE is a Welsh lyric mezzo-soprano, singer/songwriter. She is a popular classical-crossover singer who performs across a spectrum of operatic arias, popular songs, musical theatre and hymns. She came to wide public attention in 2003 when she sang at Westminster Cathedral in honour of Pope John Paul II's silver jubilee.

Since 2004, she has released numerous albums that have performed well on British and foreign charts. In both 2005 and 2006, her albums received Classic Brit Awards as Album of the Year.

METROPOLITAN FESTIVAL ORCHESTRA (SINGAPORE)

The Metropolitan Festival Orchestra (MFO) is Singapore's only fully independent professional symphony orchestra. With its roots in the acclaimed Singapore Festival Orchestra (SFO), resident orchestra of the Singapore Arts Festival from 2007 to 2012, the MFO was founded in 2013 as the spiritual successor of the SFO.

The MFO 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.

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LIST OF ARTISTS - ARTS

TIN AUNG KYAW

Born in Kyaiklat, Myanmar in 1973, Tin Aung Kyaw is a leading Myanmar artist who studied under U Win Pe Myint and U Khin Tun.

From 1987 to 2003 he worked as a professional artist drawing people's portraits. He has had many exhibitions in Yangon and has also exhibited at the New Beginning Group Show, Princeton, USA in 2010.

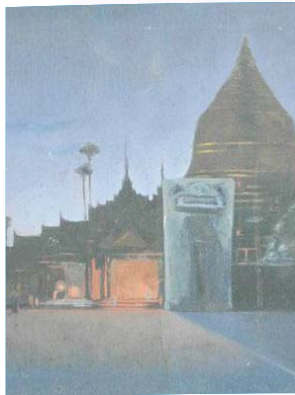
His Awards include, the Highly Commended Award, Myanmar National Portrait Awards 2011.



WIN PE MYINT

Born in 1948, Win Pe Myint is a noted Burmese painter who studied under four outstanding art masters: Lun Gywe; Shwe Oung Thame; Paw Oo Thet; and Thein Han.

Win Pe Myint is particularly well known for his excellent still life works, although in recent years he has been painting landscapes and portraits. In February 2005 he opened his studio True Colour in Hlaingthaya Township, designed by architect Aung Soe Myint. The studio features over a hundred of his paintings.



MAUNG AW

Born in Myanmar in 1945, Maung Aw studied under Art Master U Thein Han. He has had many exhibitions in Yangon and has also exhibited in Australia, Canada, China, France, Hong Kong, India, Italy, Singapore and USA.



MIN WAE AUNG

Born in 1960 in Myanmar, Min Wae Aung studied traditional landscape and portrait painting at the State School of Fine Art in Yangon. He has exhibited his work in the UK as well as at international art fairs like Tresors and Taipei Art Fair International. His works form part of private collections in the UK, USA, Hong Kong, Taiwan, Singapore, Malaysia and Japan - to name but few.

While his present style of figure drawing is almost photographic, his composition is intentionally contrived. Monks and nuns are arranged in aesthetically pleasing compositions, always with a perfect sense of movement and energy in his works.

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LIST OF ARTISTS - CUISINE

JUSTIN QUEK - SKY ON 57, SINGAPORE

Justin Quek is Singapore's most internationally known chef and the first Asian chef invited to participate in Lufthansa's Star Chefs program. Based in Singapore, his specialty is in Franco-Asian cuisine.

In 2010, he opened the Sky On 57 at Marina Bay Sands, Singapore. The restaurant showcases an array of Franco-Asian cuisine, and offers a view of the Singapore skyline. In 2009, Quek received World Gourmet Summit Award of Excellence Hall of Fame Best chef.

HENRIK YDE-ANDERSEN

Henrik Yde-Andersen is the head chef at Kiin Kiin, Copenhagen & Sra Bua by and Kiin Kiin, Bangkok.

HENDRIK OTTO

Hendrik Otto is a German Michelin Star Chef, based at Lorenz Adlon Dining Room, Berlin.

Hendrik took over the Lorenz Adlon restaurant in the Hotel Adlon in 2010 - since then the restaurant has been awarded Michelin Stars in 2011 and 2012 and the Gault Millau 2014 with 18 points. As well as Michelin Stars his Awards include: "Chef of the Year" in the Gusto 2013.

Subject to change



SPONSORSHIP INVENTORIES

	PARTNER LEVEL			
	TITLE SPONSOR	PRESENTING SPONSOR	HOST SPONSOR	CO-SPONSOR
CATEGORY EXCLUSIVITY & TITLE RIGHTS				
Rights to title "[Title Sponsor Name] The Dawn Festival Yangon 2017 presented by [Presenting Sponsor]" for PR and advertising use	Yes	Yes		
Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor Name] The Dawn Festival Yangon 2017 presented by [Presenting Sponsor]" for PR and advertising use			Yes	
Rights to title "[Sponsor Name] Official Co-sponsor of [Title Sponsor Name] The Dawn Festival Yangon 2017 presented by [Presenting Sponsor]" for PR and advertising use				Yes
Company name incorporated in event logo	Yes	Yes		
Category exclusivity	Yes	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS				
Signage in main event area (A frame advertising boards 1m by 3m)	X 20	X 10	X 5	X 5
Logo at all major Festival events and venues	Yes	Yes	Yes	Yes
Joint advertising boards with Title, Presenting & Host logos	X 8	X 8	X 8	
Interview area backdrop branding	Yes	Yes	Yes	Yes
Banners in Festival Main VIP Bar / Hospitality Area	Yes	Yes	Yes	Yes
Opportunity to deliver a welcome address at the Festival's opening ceremony	Yes	Yes		
Verbal acknowledgement at all Festival events	Yes	Yes		
MEDIA & PROMOTIONAL RIGHTS				
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 advertisement in Festival / Concert Programme and The Dawn Festival Yangon 2017 Brochure	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
Name / logo acknowledgement on Festival tickets	Yes	Yes	Yes	Yes
Promotional opportunities to build loyalty with customers through special tickets and competitions offered	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

SPONSORSHIP INVENTORIES

	PARTNER LEVEL			
	TITLE SPONSOR	PRESENTING SPONSOR	HOST SPONSOR	CO-SPONSOR
MEDIA CONFERENCE				
Exclusive invitations to the Festival's media conference	X 20	X10	X 5	X 5
Speaking opportunity at the Festival's media conference	Yes	Yes		
Logo acknowledgement on media conference backdrop with interview opportunities for the Sponsor's spokespeople	Yes	Yes	Yes	Yes
EXPERIENTIAL / PRESENCE MARKETING RIGHTS				
Promotional / trade area in Sponsor area with promotional staff	10m by 10m	10m by 10m	10m by 5m	10m by 5m
Sampling and promotional literature around main event areas	Yes	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS				
Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube and other digital channels including EDMs	Yes	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS				
SPECIAL RECEPTION & ARTIST ACCESS				
Complimentary pre-concert, intermission and post-concert Corporate Hospitality reception for Sponsor's guests	X100	X50	X20	X20
Festival artists to meet and greet the Sponsor's VIP guests at post-concert reception	Yes	Yes	Yes	
Full access to functions for all of the Sponsor's VIP guests attending the concerts in the Festival including complimentary food and beverages and opportunity to mingle with the Festival stars	Yes	Yes		
CONCERTS				
VIP tickets to each of the Festival's Opening and Closing Concerts	100	40	20	20
Category 1 tickets to each of the Festival's Opening and Closing Concerts	200	80	40	40
Free Standing tickets to each of the Festival's Opening and Closing Concerts	5,000	1,000	200	200
10% discount on ticket purchases on all ticket categories (except VIP category) for each Opening and Closing Concerts (maximum 500 tickets per concert)	Yes	Yes		
ARTS & CUISINE				
1 Exclusive Dinner with a Celebrity Chef / Artist for 20 people (subject to celebrity approval)	Yes			
1 VIP table at the Gala Dinner for 10 people	Yes	Yes	Yes	Yes
Exclusive tickets to Culinary Class by World Class Chef	X 10	X 10	X 5	X 5
Exclusive invitations to the Visual Arts Exhibition opening	X 20	X 10	X 5	X 5
Exclusive invitations to the Visual Arts Curated Walks	X 20	X 10	X 5	X 5
SPECIAL ACCESS				
Priority booking period for the Sponsor's members / account holders	Yes	Yes		
MERCHANDISING RIGHTS				
Opportunity to put Logo on Festival merchandise	Yes	Yes	Yes	Yes



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OFFICIAL SUPPLIERS & MEDIA PARTNERS

CATEGORY EXCLUSIVITY & TITLE RIGHTS	
Rights to title "[Sponsor Name] Official Supplier / Media Partner of [Title Sponsor Name] The Dawn Festival Yangon 2017 presented by [Presenting Sponsor]" for PR and advertising use	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS	
Signage in main event area (A frame advertising boards 1m by 3m)	2
Logo at all major Festival events and venues	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
Advertisement in Festival / Concert Programme and The Dawn Festival Yangon 2017 Brochure	Half page
MEDIA & PROMOTIONAL RIGHTS	
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
EXPERIENTIAL / PRESENCE MARKETING RIGHTS	
Sampling and 3m by 3m booth at Sponsor area	Yes
HOSPITALITY & NETWORKING RIGHTS	
VIP tickets for any official events	4 per event
VIP sponsor passes	5

LOCAL (YANGON) PARTNERS

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

- Use The Dawn Festival Yangon 2017 name / logo in your own publicity (e.g. "Official Partner of...")
- Logo / hotlink on The Dawn Festival Yangon 2017 website Sponsors' page
- Logo + 1/4 page advertisement in The Dawn Festival Yangon 2017 Brochure
- Logo on The Dawn Festival Yangon 2017 poster / billboards
- Logo in local advertising
- 5 x VIP passes to all events
- Promotional literature at Sponsor's area
- Logo on interview area backdrop(s)



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ABOUT MYANMAR

Myanmar is a sovereign state in South East Asia with a population of 51 million and is bordered by Bangladesh, India, China, Laos and Thailand.

About one third of Myanmar's border forms an uninterrupted coastline of 1,930 km (1,200 miles) along the Bay of Bengal and the Andaman Sea.

Myanmar is a country rich in jade and gems, oil, natural gas and other mineral resources.

The most popular tourist destinations include:

- Cities - Yangon and Mandalay
- Religious Sites - Mon State, Pindaya, Bago and Hpa-A
- Nature Trails - Inle Lake, Kengtung, Putao, Pyin Oo Lwin
- Ancient Cities - Bagan and Mrauk-U
- Beaches - Nabule, Ngapali, Ngwe-Saung, Mergui

ABOUT YANGON

Yangon formerly known as Rangoon is a former capital of Myanmar and the capital of Yangon Region. It is the country's largest city with a population of over seven million, and is the most important commercial centre.

Since independence from the British in 1948, Yangon has expanded outwards. Successive governments have built satellite towns such as Thaketa, North Okkalapa and South Okkalapa in the 1950s to Hlaingthaya, Shwepyitha and South Dagon in the 1980s.

Today, Greater Yangon encompasses an area covering nearly 600 square kilometres (230 square miles).

Yangon is the country's hub for the movie, music, advertising, newspaper and book publishing industries.





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PROMOTIONAL CAMPAIGN

The Dawn Festival Yangon 2017 will be supported by a four-month campaign with a marketing value of USD \$1 Million.

TARGET MARKET

18 - 60 Year Olds
Male & Female
Professionals & Business People
General Community
Tourists



TV

- TV Myanmar
- Myawaddy TV
- Myanmar International



PRINT ADVERTISEMENTS

- Local Dailies / Popular Magazines
- ST Life
- International Herald Tribune
- Travel & Leisure Magazine
- Expat Magazine
- Bangkok Times
- The Star Malaysia
- Jakarta Post
- In-flight Magazines



RADIO

- Shwe FM
- Yangon FM
- Mandalay FM



ONLINE

- Facebook, Google+ and Yahoo! - Targeting Myanmar, Singapore, Malaysia, Thailand, Indonesia, China, Hong Kong, India, Philippines
- Ticketing Site Online
- Channel NewsAsia Online
- EDM to Databases
- Festival & Partner Websites



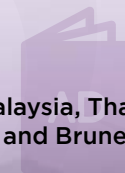
OUTDOOR

- Billboards - Strategic Locations Within Yangon
- Banners / Flags - Strategic Locations Throughout Yangon City



FESTIVAL PRINT MATERIAL

- 5,000 - Official Brochures
- 100,000 - Flyers
- 20,000 - Travel Packages Flyers - Distributed to Malaysia, Thailand, Indonesia, Shanghai, Hong Kong, India, Philippines and Brunei
- Extensive Signage & Branding - All Festival Events





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BENEFITS

The Dawn Festival Yangon 2017 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 The Dawn Festival Yangon 2017 for PR and advertising activity.

The Dawn Festival Yangon 2017 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 leading to widespread editorial coverage in TV, print and on the web.

HOSPITALITY

The Dawn Festival Yangon 2017 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: The Dawn Festival Yangon 2017 caps, polo shirts, as well as sponsor give-aways.

EXPERIENTIAL MARKETING

The Dawn Festival Yangon 2017 provides sponsors with a mass audience including: Yangon Residents; Domestic Tourists; and International Tourists.

The Dawn Festival Yangon 2017 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 team behind The Dawn Festival Yangon 2017 has a collective experience of over 35 years in the festival, arts and entertainment business. These experiences include setting up festivals across the region, creating special experiences for the general audience, sponsors and stakeholders alike. Some of the projects involved include:

- Titian Budaya 2015/16 - a season of Singapore-Malaysia events in celebration of 50 years of bilateral relations
- Sing50 Concert 2015 - one of the flagship events of Singapore's SG50 celebrations
- The cultural events at the Beijing Olympics 2008
- The Singapore Sun Festival 2007-2010
- The KL BBC Proms 2002 - the first Proms outside the United Kingdom
- The establishment of Dewan Filharmonik PETRONAS, the Malaysian Philharmonic Orchestra and the Metropolitan Festival Orchestra, Singapore

CONTACT

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