



Y A N G O N 2 0 1 9

2 4 TH - 2 7 TH O C T O B E R

The Dawn Festival Yangon, Myanmar's first arts and lifestyle festival will take place in Yangon in October 2019.

A celebration of music, dance and visual arts under one umbrella, The Dawn Festival Yangon 2019 will attract over 20,000 visitors and inject a new vibrancy and freshness to Myanmar's emerging communities through the arts.

Spread across four days, it will feature world-class performances, cross cultural collaborations and local community initiatives.

The Festival hub will be the Rosewood Yangon Hotel and the sites around the hotel, in recognition of the culture, heritage and history of Yangon / Myanmar.

This cultural and creative extravaganza will bring unique experiences and promote tourism in Myanmar. The Dawn Festival Yangon 2019 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

**4-DAY
EVENT**



**OVER 20,000
ATTENDEES ACROSS
ALL EVENTS**

**OVER 100
PRACTITIONERS**

**PRIMARILY FREE
MUSIC, DANCE &
VISUAL ARTS EVENTS**

BE PART OF THE DAWN FESTIVAL YANGON 2019 SUCCESS



Y A N G O N 2 0 1 9

INJECTING VIBRANCY & FRESHNESS TO MYANMAR'S ARTS SCENE

PROMOTING MYANMAR TO THE WORLD

The Dawn Festival Yangon 2019 is a cultural and creative initiative to promote Myanmar and tourism. It will spotlight Yangon as a cultural and arts hub, and a leading centre and tastemaker for arts and culture in the region.

With the Festival hub in and around the newly opened five star Rosewood Hotel, the Festival offers a perfect platform to promote Yangon as a destination for unique, innovative and authentic experiences.

The new festival represents a vibrant cultural, arts and entertainment scene positioning Myanmar as an attractive destination for cultural tourists, raising Myanmar's profile in the region and internationally.

By expanding its tourism and cultural agenda, Myanmar is able to further increase the number of tourists into the country, and attract local and international investments.

A thriving cultural, arts and entertainment scene will contribute towards the expansion of access, opportunities and experiences for Myanmar audiences, making the arts accessible to Myanmar nationals and providing them the opportunity to experience and embrace local, regional and international arts and culture.

The Dawn Festival Yangon 2019 will open doors to Myanmar's cultural, arts and entertainment practitioners enabling them to collaborate with international / regional artists, and arts and entertainment practitioners.

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 2019

PRESENTING SPONSORS

Presenting Sponsors for The Dawn Festival Yangon 2019 components e.g. Music, Dance and Visual Arts

HOST SPONSORS

Host Sponsors for The Dawn Festival Yangon 2019 e.g. Ministry of Hotels & Tourism; Myanmar Tourism Federation

CO-SPONSORS

Co-sponsors from non-competing categories for The Dawn Festival Yangon 2019

OFFICIAL SUPPLIERS

Official Suppliers providing goods and services that are essential for The Dawn Festival Yangon 2019 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 2019

LOCAL PARTNERS

Packages for local Yangon businesses



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LOCATION

The Festival hub will be at the new Rosewood Yangon Hotel, which will open in Winter 2018, and sites around the Hotel including Bank Street, which will be closed off for the entire Festival.

Managed by Rosewood Hotels & Resorts the Hotel is the brand's first property in Myanmar and sixth in Asia. Located on The Strand in the heart of the city's historic district, Rosewood Yangon will offer guests unparalleled access to the cultural riches of Myanmar's largest city.

Ideally situated amidst classic colonial landmarks in the cultural heart and central business district, within walking distance to the city's most notable attractions, guests can easily take in the bustling city life at the Bogyoke Aung San Market (formerly known as Scott's Market), enjoy a cruise down the winding Yangon river, or immerse themselves in local culture at the iconic Shwedagon Pagoda.

METICULOUSLY RESTORED

Housed in a stunning heritage building that was originally constructed in 1927 as the New Law Courts by architect Thomas Oliphant and Doorman Long UK, the engineers behind the iconic Sydney Harbor Bridge,

the property has been meticulously restored to incorporate every contemporary amenity and comfort while simultaneously preserving the essence and splendor of the building's storied past.

The property is the first building to receive approval from Yangon Heritage Trust, founded in 2012 by Dr. Thant Myint-U, the renowned Burmese writer and historian, for a Conservation Management Plan that permitted this carefully executed restoration of a historic structure.

HERITAGE ROOM

As the most significant historic restoration project in Yangon to date, great care has been taken to restore both the exterior and interior to its former glory. Of particular note is the spectacular Heritage Room on the hotel's fourth floor, which for many years had laid hidden beneath modern interventions but will now once again showcase its original beauty after a thoughtful and thorough restoration.

ROOMS

Rosewood Yangon will feature 209 spacious guestrooms, suites and one- and two-bedroom apartment units. Boasting high ceilings and abundant natural light, most guestrooms also feature patios and balconies where guests can take in views of the majestic Yangon River or the beautifully landscaped internal courtyards. The hotel's interiors have been designed to seamlessly blend the historical restoration with contemporary Burmese touches – all in Rosewood's signature residential style.

FIVE STAR FACILITIES

The hotel will also offer five distinct dining venues featuring local, Asian, and internationally-influenced cuisine, including a residential-style tea lounge and patisserie, a modern Cantonese restaurant, a convivial brasserie, an intimate bar and cigar lounge, and a panoramic rooftop bar boasting sweeping views of the city and the Yangon River.

Additional amenities will include several event venues and extensive leisure facilities over three floors with Sense, A Rosewood Spa, in addition to a state-of-the-art gym, yoga / Pilates studio, and a rooftop pool. The hotel will also offer Yangon's well-groomed and well-dressed residents a stylish getaway with a classic men's grooming salon, a beauty bar and an artisanal leather workshop.

<https://www.rosewoodhotels.com/en/yangon>

ROSEWOOD
YANGON



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MYANMAR'S FIRST ARTS & LIFESTYLE FESTIVAL

WHO WILL BENEFIT

The Dawn Festival Yangon 2019 will have a positive affect on many sectors including:

- Music, Dance and Visual Arts 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 2019 will:

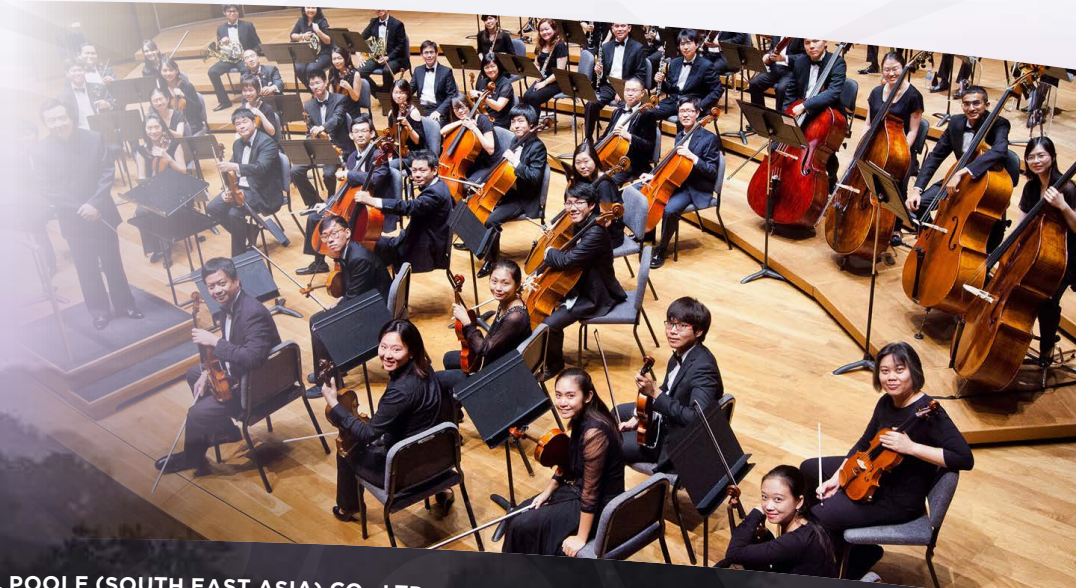
- Help position Myanmar as a new and upcoming destination for Festivals and Events
- Enhance the network between related government and private sectors
- Encourage more Major Events to Myanmar
- Generate significant economic benefits for Myanmar through increased visits from international tourists, international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

With The Dawn Festival Yangon 2019'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 30 events over a four 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



SUPPORTING AUTHORITY, COMMERCIAL SPONSORSHIP & PARTNERSHIP OPPORTUNITIES



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INJECTING VIBRANCY & FRESHNESS TO MYANMAR'S ARTS SCENE

FESTIVAL COMPONENTS

MUSIC

- Classical, Classical Crossover, Traditional, Pop
- Featuring Local & Regional / International Artists
- Featuring A South East Asian Premiere
- Outdoor Concerts On Bank Street (Behind The Rosewood Yangon Hotel)
- Gala & Sponsor Concerts At The Rosewood Yangon Hotel

DANCE

- Local / Traditional
- Performances
- Workshops

VISUAL ARTS

- A Curated Exhibition Of Works By Local Artists
- Specially Commissioned Street Art
- Free Admission To The Exhibition
- Workshops & Talks By The Artists
- Auction Of Selected Artwork



ORGANISED BY DAWN FESTIVAL PTE. LTD.

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS.



Y A N G O N 2 0 1 9

MYANMAR'S FIRST ARTS & LIFESTYLE FESTIVAL



CALENDAR OF EVENTS

THURSDAY 24 TH OCTOBER	FRIDAY 25 TH OCTOBER	SATURDAY 26 TH OCTOBER	SUNDAY 27 TH OCTOBER
Visual Arts Exhibition Gala Opening Event With Visual Art / Music / Dance	Visual Arts Exhibition F&B Lunch Time Concert Dance Performance DJ	Visual Arts Exhibition Visual Arts Children's Programme F&B Visual Arts Curated Walk Music Talk Music Concert DJ	Visual Arts Exhibition Visual Arts Children's Programme F&B Lunch Time Concert Visual Arts Curated Walk Art Talk Film Concert Festival Closing Party

Subject to change



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LIST OF ARTISTS - MUSIC

Music is one of the three main components of The Dawn Festival Yangon 2019, reflecting the local appetite for traditional, classical and contemporary music. Staged in several different locations throughout the Rosewood Yangon and on Bank Street, these performances in site-specific locations will showcase various types of music, ensembles and performers at their best. The Festival will feature performances by the Metropolitan Festival Orchestra of Singapore, as well as pop / rock / blues artists from Indonesia, Thailand and Malaysia. It will also be the platform for the debut of a new chamber ensemble called the Dawn Festival Chamber Orchestra, comprising musicians from the region performing not just classical music but crossing multiple genres.



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.

NOAH

NOAH are an Indonesian alternative pop / rock band, known in Indonesia for their simple, poetic lyrics and catchy beats. NOAH has sold more than 9 million albums in Indonesia alone and are recognised as the country's best selling alternative pop / rock band. Two of their albums are included on the list of Indonesian all time best selling albums.

SLOT MACHINE

Slot Machine are a Thai rock band from Bangkok. The band has won many awards including: The Guitar Mag Awards 2011 for Best Style Artist; Best Group at the Kom Chad Luek Awards 2011; "Song of the Year "Yesterday" at the 2007 SEED Awards; and were nominated at the MTV Europe Music Awards 2013 and 2014 for Best South East Asian Act.

Subject to change



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MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSORSHIP EXPERTS.



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MYANMAR'S FIRST ARTS & LIFESTYLE FESTIVAL

LIST OF ARTISTS - MUSIC

PATRICIA K - DJ

TV host, music eclecticist, emcee and DJ, Patricia Knudsen exudes warmth and confidence in everything that she sets her sights on, making her one of the most sought after personalities in the Malaysian entertainment industry.

Born in Hong Kong to a Danish father and a Chinese-Malaysian mother, Patricia's mixed heritage has equipped her with a worldly and unique perspective on life. After spending her early years living in Japan and Hong Kong until she moved to Denmark with her father at the age of 10, she spent her formative years studying in Denmark and her summers with her mother in Malaysia.

Subject to change





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LIST OF ARTISTS - DANCE

SHWE MAN THABIN

As an ode to Myanmar's rich traditional culture, the Festival is proud to spotlight the Myanmar's premier dance theatre Shwe Man Thabin in its dance component.

Showcasing some of Myanmar's greatest living dancers and musicians in zat-pwe performances that combine the resplendence of tradition with the immediacy of the present, Shwe Man Thabin will feature a live traditional Myanmar orchestra led by the renowned Thiri Maung Maung, a 19-time recipient of Myanmar's national gold medal for music.

There will also be a special appearance by the beloved film star, Kyaw Kyaw Bo, who is a member of the Shwe Man Thabin family.

Founded more than 80 years ago by the late legendary dancer U Tin Maung, the dance theatre is now under the direction of his sons – star dancer U Chan Thar, dance master U Win Maung and the very popular Tin Maung San Min Win.

Subject to change





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LIST OF ARTISTS - VISUAL ARTS

The Dawn Festival Yangon 2019 is a series of Visual Arts events that best reflect the dynamism of Myanmar's thriving Fine Art movement.

These events will include a major curated exhibition, various artist-initiated street events, a multi-panelled epic mural facing the waterfront and various other public programmes.

ART EXHIBITION - SUBLIME INTERACTIONS A DECADE OF MYANMAR ART FROM MODERNITY TO THE CONTEMPORARY

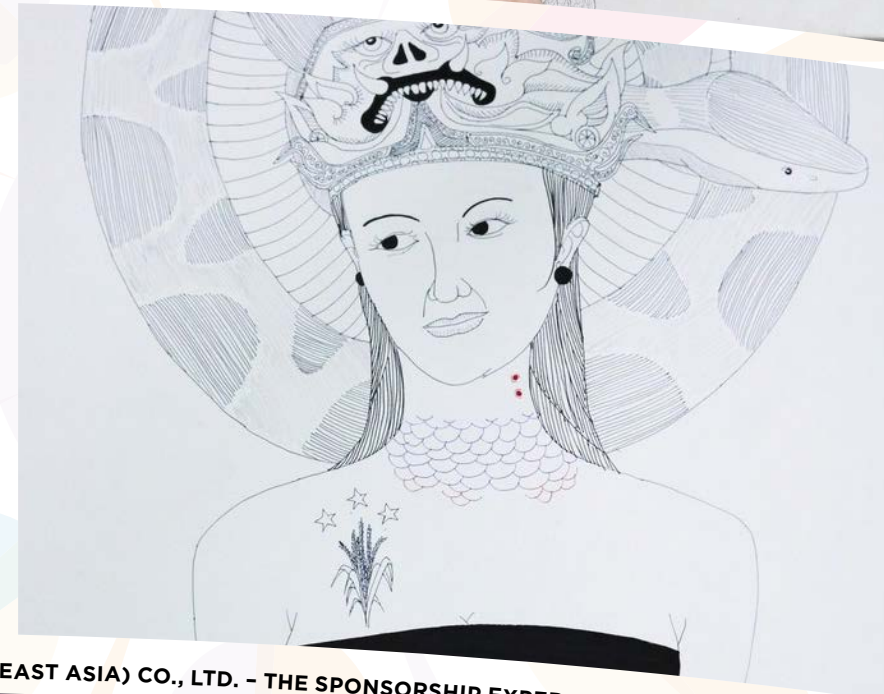
Sublime Interactions, the anchor exhibition for the Festival is spread over three main areas of the new Rosewood Yangon Hotel - from a dedicated gallery space to site-specific areas.

While the exhibition briefly explores the origins of Myanmar art, its main curatorial emphasis is on more recent developments in the country's art movement. Showcasing many of Myanmar's famous practitioners, Sublime Interactions presents a bridge between modernity and contemporary trends in Myanmar's art movement.

The line-up for the exhibition boasts some of Myanmar's most prominent and exciting artists and performers, including Modernists like Aung Ming Wei, Khin Zaw Latt and Sonny Nyein, and contemporary practitioners like Aung Myint, San Minn, Htein Linn, Maung Day, Anung Kyi Soe, Nge Lay, Tun Win Aung and Wh Nu.

Sublime Interactions also showcases site-specific installations by famous artists like Po Po and Emily Pyo throughout the hotel, as well as performance art events by Moe Satt, Ma Ei and Nyan Linn Htet.

Subject to change





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BLVD MURAL

Yet another highlight of the Festival will be a commissioned Blvd Mural along the hotel's arched frontage facing Yangon's scenic waterfront. Led by prominent contemporary artist Maung Day, this 6-month project will include the talents of other artists like Thin Lei Nwe, Yadanar, Myat Kyawt, and Wunna Aung.

Drawing from local folklore, each artist will present his / her individual styles and visions to a storyline about good over evil, tradition and modernity, and the various upheavals that change presents.

ARTSTREET! CARNIVAL

Working with a local gallery and various artists, The Dawn Festival Yangon 2019 will also present ArtStreet! Aptly positioned on the Bank Street side of the hotel, ArtStreet! brings together members of Yangon's vibrant street art fraternity to transform the bustling commercial street into a carnival of graffiti panels, art mobiles and performances.

PUBLIC PROGRAMS

For the duration of the exhibition, the organisers will conduct a series of public programmes – from children's workshops to public forums and artist talks – that will extend beyond the Festival itself. There will also be satellite exhibitions at other Yangon art spaces curated in conjunction with the Festival.

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 2019 presented by [Presenting Sponsor Name]" for PR and advertising use	Yes	Yes		
Rights to title "[Host Sponsor Name] Official Host Sponsor of [Title Sponsor Name] The Dawn Festival Yangon 2019 presented by [Presenting Sponsor Name]" for PR and advertising use			Yes	
Rights to title "[Sponsor Name] Official Co-sponsor of [Title Sponsor Name] The Dawn Festival Yangon 2019 presented by [Presenting Sponsor Name]" 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 2019 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 Gala Concerts	5,000	1,000	200	200
10% discount on ticket purchases on all ticket categories (except VIP category) for each Gala Concert (maximum 500 tickets per concert)	Yes	Yes		
VISUAL ARTS & DANCE				
1 VIP table at the Gala Dinner for 10 people	Yes	Yes	Yes	Yes
Exclusive tickets to all Dance events	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



YANGON 2019

INJECTING VIBRANCY & FRESHNESS TO MYANMAR'S ARTS SCENE

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 2019 presented by [Presenting Sponsor Name]" for PR and advertising use	Yes
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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 2018 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
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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 2019 name / logo in your own publicity (e.g. "Official Partner of...")
- Logo / hotlink on The Dawn Festival Yangon 2019 website Sponsors' page
- Logo + ½ page advertisement in The Dawn Festival Yangon 2019 Brochure
- Logo on The Dawn Festival Yangon 2019 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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MYANMAR'S FIRST ARTS & LIFESTYLE FESTIVAL

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 2019 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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MYANMAR'S FIRST ARTS & LIFESTYLE FESTIVAL



BENEFITS

The Dawn Festival Yangon 2019 offers a huge opportunity to commercial sponsors.

According to the latest Asian Sponsorship News Annual Report, over US\$160 million was spent by the Travel & Tourist industry on sponsorship, 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, 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 2019 for PR and advertising activity.

The Dawn Festival Yangon 2019 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 2019 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 2019 caps, polo shirts, as well as sponsor give-aways.

EXPERIENTIAL MARKETING

The Dawn Festival Yangon 2019 provides sponsors with a mass audience including: Yangon Residents; Domestic Tourists; and International Tourists.

The Dawn Festival Yangon 2019 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 2019 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

DAWN FESTIVAL PTE. LTD.

Survey-Block No. 14(E),
Strand Road, Kyauktada Township
Yangon
Myanmar

1090 Lower Delta Road, #06-08/16
Tiong Bahru Industrial Estate
Singapore 169201
www.thedawnfestival.com

MEERA VIJAYENDRA - Festival Director

Email: meera@thedawnfestival.com
Tel. +6012 372 0307

PAUL POOLE (SOUTH EAST ASIA) CO., LTD.

198 Tanou Road
Bovornives
Pranakorn
Bangkok 10200
Thailand
Tel./Fax: +66 2622 0605 - 7
www.paulpoole.co.th/thedawnfestival

**PAUL POOLE -
Managing Director
(English Speaking)**
email: paul@paulpoole.co.th
Tel. +66 8 6563 3196

**UDOMPORN PHANJINDAWAN -
Personal Assistant
(Thai/English Speaking)**
email: udomporn@paulpoole.co.th
Tel. +66 8 6382 9949

XAN DESTINY GROUP CO. LTD.

No. 99 A2 / 1 Than Lwin Road, Ward 10
Kamayut Township
Yangon
Myanmar

**HTWE HLA HAN - PRESIDENT
(Burmese / English Speaking)**
Email: htwehlan@gmail.com
Tel. +95 9 2627 99133 / +95 9 7959 15423

**CHAN WIN - MANAGING DIRECTOR
(Burmese / English Speaking)**
Email: chan.win81@gmail.com
Tel. +95 9 784 860 209