

**SIAM
SQUARE
COUNTDOWN**

**Celebrate
& Spark Up 2024**



**SIAM SQUARE
COUNTDOWN 2024
BANGKOK, THAILAND**



Organised by CMO

Marketing Support by Paul Poole (South East Asia) Co., Ltd. - The Sponsorship Experts



Celebrate
& Spark Up 2024



SIAM SQUARE COUNTDOWN 2024 BANGKOK, THAILAND

Showcasing the magic and glamour of Bangkok, this must-see spectacular month-long festival offers the perfect way to bid farewell to the year 2023 and see in 2024.

Themed around “Poppiness Spark Up”, SIAM SQUARE COUNTDOWN 2024 is an explosive celebration of HAPPINESS, vibrant POP culture, and CONNECTION for every generation... and is expected to attract one million visitors.

Featuring an action-packed series of events over the whole of December, the festival culminates in the countdown to 2024 with leading music acts: DR PAYE VIETRIO; ZOM MARIE; TWO POPETORN; HYBS; BAMM; PIXXIE; and BOTCASH.

A MUST-SEE SPECTACULAR SHOWCASE

IMMERSIVE STORYTELLING	UNIQUE HAPPENING	INTERACTIVE JOY USER GENERATED CONTENT
ATTENDEES FORGE UNFORGETTABLE CONNECTIONS THROUGH MULTIMEDIA DISPLAYS AND ACTIVITIES	ONE-OF-A-KIND HAPPENING WITH EXCLUSIVE & UNIQUE AGENDA, LIVE PERFORMANCE, ARTFUL CONSTRUCTION DESIGN	FOSTERING A SENSE OF TOGETHERNESS AND SHARED HAPPINESS THROUGH INTERACTIVE ACTIVITIES THAT ENCOURAGE ATTENDEES TO PARTICIPATE ACTIVELY AND ENGAGE WITH THE EVENT WITH THEIR OWN STORY
	MERGING CLASSIC AND POP MUSIC TOGETHER TO CELEBRATE DIVERSITY	

We have a number of Commercial Sponsorship and Partnership opportunities for businesses to integrate with SIAM SQUARE COUNTDOWN 2024 including: Presenting Sponsor; Co-sponsors; and Official Suppliers & Media Partners...

INTEGRATE YOUR MARKETING WITH SIAM SQUARE COUNTDOWN 2024



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PACKAGES

TIER 1: PRESENTING SPONSOR x 1

One Presenting Sponsor with naming rights to the event SIAM SQUARE COUNTDOWN 2024 presented by [Presenting Sponsor Name]

TIER 2: CO-SPONSORS x 6

Up to six Co-sponsors from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS x 10

Up to ten Official Suppliers & Official Media Partners from non-competing categories

An association with SIAM SQUARE COUNTDOWN 2024 allows Sponsors & Partners to tap into the following values and themes:

WONDER **ENTERTAINMENT**
FASHION **VIBRANCY**
DIVERSITY YOUTH POP
CULTURE **SURPRISE**
ART CREATIVITY
LEARNING **TRANSFORMATION**



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TIMETABLE

Located in the centre of Thailand’s capital at SIAM SQUARE, plus other events around the city including Soi 5, the festival comprises...

SIAM LUMINARY SPARK UP	SIAM STORY POP SPACE & STAGE	SIAM COUNTDOWN - SPARK UP 2024!
SIAM SQUARE: 1-31 DEC SOI 5: 20-31 DEC	29 - 31 DEC	31 DEC

VISITORS

SIAM SQUARE COUNTDOWN 2024 is expected to attract ONE MILLION visitors, including:

- BANGKOK RESIDENTS
- THAI TOURISTS
- INTERNATIONAL TOURISTS

SIAM SQUARE is a popular destination and traffic hub, with at least 400,000 people traveling to and through each day.



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THE EXPERIENCE: SIAM LUMINARY SPARK UP

The Siam Luminary Spark Up consists of the following activities...

SPARK UP STORIES WITH AR FILTERS



Attendees can... Snap & Share their experience with AR filters, enhancing the experience with motion graphics overlaying the SIAM SQUARE location.

SPARKLING & SHINING LIGHTING SHOW



A spectacle of luminous wonder. Attendees will be dazzled by an array of radiant lights and shimmering displays that will illuminate the night with a symphony of colors, captivated as the surroundings come alive.

SPARK OF JOY CROSSWORD

Creating engagement activity that relates to SIAM SQUARE with social sharing gimmicks such as the crossword game.

SIAM STORY IMMERSIVE MULTIMEDIA TECHNIQUE

Attendees will embark on a mesmerizing journey at SIAM SQUARE throughout 2023 through immersive multimedia technique. This unforgettable visual journey captures the essence and energy of this iconic location.



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THE EXPERIENCE: SIAM STORY POP SPACE & STAGE

OPEN SPACE TO CELEBRATE ARTISTIC POP CULTURE

Creating pop art with both seasoned and young artists in SIAM SQUARE.

The POP SPACE will bring together two distinct generations of artists to collaborate on creating art pieces, transforming SIAM SQUARE Walking Street into an inclusive space for a vibrant and inspiring artistic experience that welcomes everyone to celebrate.

Featuring artists, such as:

LOLAY

WILD SO SERIOUS



ARTFUL KINETIC SNOWFALL

This extraordinary installation merges the graceful movements of a kinetic ball with the enchanting allure of artful falling snow, creating an immersive experience that delights the senses and sparks the imagination along with the art pieces.



FOODIE POP FESTIVAL

There will be nothing quite like the smell of the Foodie Pop Festival during festive season with its wonderful aromas of traditional Thai food.

Nestled in the heart of the city, this bustling market is a feast for the senses, boasting a delightful array of Instagrammable food creations.



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THE EXPERIENCE: SIAM COUNTDOWN - SPARK UP 2024!

TIMETABLE: 31 DEC 2023

TIME	DURATION (MINUTES)	SHOW
17:00 - 18:00	60	OPENING STAGE: DR PAYE VIETRIO / ORCHESTRA
18:00 - 19:00	60	ZOM MARIE
19:00 - 19:45	45	VIETRIO + LIGHTING SHOW #1 + ORCHESTRA
19:50 - 20:00	10	Presenting Sponsor Engagement Activity
20:00 - 21:00	60	TWO POPETORN
21:00 - 22:00	60	HYBS
22:00 - 22:10	10	LIGHTING SHOW #2 + ORCHESTRA
22:10 - 23:00	50	BAMM
23:00 - 23:50	50	PIXXIE
23:50 - 00:05	15	COUNTDOWN CELEBRATION
00:05 - 01:00	55	ORCHESTRA X DJ (TBC. BOTCASH)

THE STAGE

A spectacular with a blend of three visual formats
LED Screens
Transparent LED Screens

SPARK UP WITH IMMERSIVE MULTIMEDIA TECHNIQUE

The event visual is designed and styled in street typography involving engaging storytelling, with narrative intricately woven into a synchronized and immersive presentation through multimedia.

LED TRANSPARENT



Reality meets illusion with transparent LED video walls strategically installed around the venue, allowing attendees to enjoy the captivating visuals while still seeing through the displays to the surroundings. This enables the event's atmosphere and ambiance to remain intact, providing a seamless visual experience.

INTERACTIVE MEDIA - NEW YEAR WISHES

Amongst the energetic and celebratory atmosphere, people are encouraged to express their New Year Wishes & Aspirations via an interactive platform on their smartphone to show the world.

CLASSIC MEETS POP

SIAM SQUARE COUNTDOWN 2024 is a one-of-a-kind performance offering an extraordinary fusion of two contrasting styles by merging classic and pop music together to celebrate diversity.

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THE EXPERIENCE: SIAM COUNTDOWN - SPARK UP 2024!

ARTISTS INCLUDE

DR PAYE VIETRIO

The internationally renowned cross-over band, VieTrio comprises three siblings; Dr.Payee, Parn & Pui Srinarong. The band creates an exciting musical experience, both vocal and non-vocal, from electronic dance to samba, from classical to rock.

ZOM MARIE

Zom Marie (Marie 'Zom' Eugenie Le Lay) is Thailand's leading coming-of-age artist and a hugely successful 'YouTuber' with over 3.2 million subscribers.

TWO POPETORN

Popetorn Soonthornyanakij, mostly known as Two Popetorn, is a popular actor, singer, and songwriter from Bangkok with many hit singles.

BAMM

Is a co-ed Thai pop group. They debuted in 2021 after being part of The Voice Kids Thailand and The Voice Thailand Season 6.

HYBS

The Thai indie pop duo has taken the world by storm. The duo was formed by two long-lost friends who hadn't met each other for eight years, who shared their love in laid back Pop / R&B tunes. The pair released their debut single 'Ride' in 2021 and have since seen a meteoric rise in the region's indie music scene

PIXXIE

Are a three-member teenager 'Girl Power' group. The Thai group debuted in 2021 with the single 'Ded' Their name is from pixie gnome fairies. The "XX" in PiXXiE is from the female XX chromosome.

BOTCASH

Is the hottest DJ and Producer of 2023, winning the "Most Popular DJ / Producer" award and has over 2.6 Million TikTok followers.

Subject To Change

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VENUE SIAM SQUARE

SIAM SQUARE is a vibrant and bustling commercial district situated in the heart of Bangkok. Spanning several city blocks, it's renowned as a hub for shopping, entertainment, and youthful energy. The area is characterised by a mix of modern architecture and colourful billboards that light up the night sky.

At SIAM SQUARE, you'll find a plethora of high-end shopping malls, including Siam Paragon, Siam Centre, and MBK Centre, offering everything from luxury fashion brands to quirky boutiques and electronics shops. It's a paradise for fashionistas and tech enthusiasts alike.

Beyond shopping, SIAM SQUARE is a culinary delight with a diverse range of restaurants, street food stalls, and trendy cafes serving Thai and international cuisine. The district also boasts a popular night-life scene, with numerous bars and clubs to cater to various tastes.

SIAM SQUARE is not just a shopping mecca; it's a cultural and social epicentre, where locals and tourists come together to experience the energy of Bangkok's urban life. It's a must-visit destination for anyone seeking a taste of the city's dynamic spirit.



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WHY GET INVOLVED?

KEY BENEFITS TO SPONSORS

SIAM SQUARE COUNTDOWN 2024 is more than just spectacular must-see show...

There are huge benefits for Sponsors & Partners including:

- Association with a leading event and the national and international press and publicity it will generate - a huge opportunity to promote your brand through news PR, advertising, direct marketing and sales promotion activity
- Visibility onsite and KOL campaign on social media and LED screens at SIAM SQUARE one month prior the event (1 Dec – 31 Dec)
- Raising brand awareness of products and services - mass audience targeting
- Networking with government agencies and other partners
- Entertaining target audiences - internal and external

BRAND EXPOSURE



ON SITE BRANDING

Main Stage, Landmark - including LED screens and brand illuminations.

NB. no branding at the illumination shows.

Visibility of the branding logo on KV and teaser VDO on the SIAM SQUARE LED screens.

LED SCREENS...

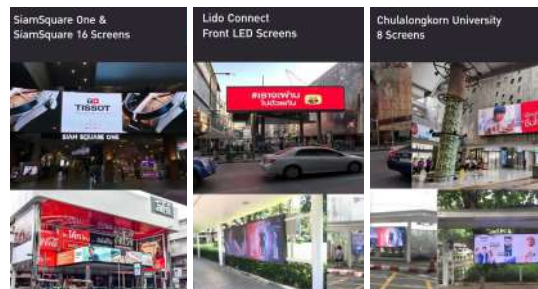
SIAM SQUARE One & SIAM SQUARE - 16 x Screens

Lido Connect – Front LED Screens

Chulalongkorn University – 8 x screens

Main Press Centre

All media venues & interview area backdrops



PROMOTION & PR RIGHTS



ONLINE MEDIA
COVERAGE
ESTIMATED
2.5 MILLION
EYEBALLS

SIAM SQUARE
ESTIMATED
1 MILLION
EYEBALLS

PR & CONTENT



Inclusion in any editorial campaign running in the build up to and throughout the event.

The PR campaign ensures wide coverage and will cover: features, blogging and social media and International and local news channels.

ADVERTISING & PROMOTIONAL CAMPAIGN



Inclusion in online promotional via KOL campaign on social media.

OFFICIAL PROGRAMMES, BOOKLETS, BROCHURES

Sponsors & Partners will be included in all online / digital Programmes, Booklets and Brochures, where relevant.



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WHY GET INVOLVED?

DIGITAL & SOCIAL RIGHTS

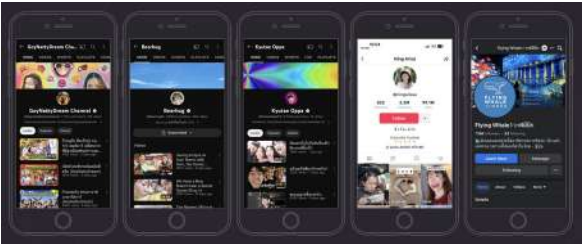
Inclusion in any official social and digital media opportunities. Including Facebook, Instagram, and other digital channels.

INFLUENCER COLLABORATIONS

The organisers are partnering with influencers and local personalities sharing sneak peeks or personal stories about their anticipation for the event.

INFLUENCER CAMPAIGN

TEASER: 20 – 30 November 10 pax
CAMPAIGN: 1 – 18 December 30 pax
PUSH UP: 18 – 29 December 50 pax
FINAL CALL: 30 December 1 pax



PRE-EVENT PROMOTION
SOCIAL MEDIA TEASERS

Post intriguing teasers on social media platforms to build excitement and curiosity. Use visually appealing graphics, videos, or countdown posts to hint at what’s in store for the event.

Create and share attention-grabbing video clips that showcase a glimpse of event’s atmosphere and performances with unique typography styling.

SNEAK PEEK TOURS

Influential personalities will be invited for an exclusive sneak peek tour of the event setup and preparations to share behind-the-scenes videos and stories on their social media platforms to give their followers a glimpse of what’s in store.

HASHTAG CAMPAIGN

The event will have a catchy and unique hashtag that attendees can use to share their excitement and connect with others.

90
NO. OF KOLS

2.7
MILLION
TOTAL FOLLOWERS

900K+
IMPRESSIONS

300K+
ENGAGEMENT

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WHY GET INVOLVED?

EXPERIENTIAL RIGHTS

With over one million visitors expected this is a major opportunity for Sponsors, Partners & Suppliers to promote their products and services through experiential marketing.

HOSPITALITY & TICKETING

OPENING NIGHT & NEW YEAR'S EVE

Must attend events. A major marketing and publicity campaign is planned for the run up to the Opening Night & NEW YEAR'S EVE events.

MERCHANDISING RIGHTS

We offer our Sponsors, Partners & Suppliers the opportunity to produce joint branded merchandise. This could be used as giveaways through media and presence marketing promotions.





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INVENTORY OF RIGHTS	PARTNER LEVEL		
	TIER 1 PRESENTING SPONSOR X 1	TIER 2 OFFICIAL CO-SPONSORS X 6	TIER 3 OFFICIAL SUPPORTERS & OFFICIAL MEDIA PARTNERS X 10
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title for PR and advertising use SIAM SQUARE COUNTDOWN 2024 presented by [Presenting Sponsor Name]	Yes		
Rights to title for PR and advertising use [Co-sponsor Name] Co-sponsor of SIAM SQUARE COUNTDOWN 2024 presented by [Presenting Sponsor Name]		Yes	
Rights to title for PR and advertising use [Sponsor Name] Official Supporter / Official Media Partner of SIAM SQUARE COUNTDOWN 2024 presented by [Presenting Sponsor Name]			Yes
Category Exclusivity	Yes		
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGO & IMAGE RIGHTS			
Right to use composite (lock-up) logo on all internal and external marketing - comprising your logo and SIAM SQUARE COUNTDOWN 2024 presented by [Presenting Sponsor Name]	Yes	Yes	Yes
BRAND EXPOSURE – GENERAL			
Total branding area available will be allocated in the following ratios: Tier 1: 40% - shared between Tier 1 Tier 2: 40% - shared between Tier 2 Tier 3: 20% - shared between Tier 3	Yes	Yes	Yes
ON SITE BRANDING			
Main stage	Yes	Yes	Yes
Landmark	Yes	Yes	Yes
LED Screens	Yes	Yes	Yes
Brand illuminations	Yes	Yes	Yes
Media Backdrop	Yes	Yes	
Press Conference Speech	Yes	Yes	
OFF SITE BRANDING			
Around SIAM SQUARE & Bangkok e.g. Buses, Poster Sites, Press Campaign, Promotional Materials e.g. flyers	Yes	Yes	
PROMOTION & PR RIGHTS			
PR & CONTENT CAMPAIGN			
Inclusion in any campaign running throughout event	Yes	Yes	Yes
ADVERTISING & PROMOTIONAL CAMPAIGN			
Inclusion in campaign of advertising, editorial, blogging and social media	Yes	Yes	Yes
OFFICIAL PROGRAMMES, BOOKLETS, BROCHURES			
Sponsors & Partners will be included in all digital and online Programmes, Booklets and Brochures, where relevant	Yes	Yes	Yes
DIGITAL & SOCIAL RIGHTS			
Inclusion in any official social and digital media opportunities. Including Facebook, Instagram, and other digital channels	Yes	Yes	Yes
Logo on official website	Yes	Yes	Yes
Access to event attendee data and promotion to organiser databases	Yes	Yes	Yes
Inclusion in organiser e Newsletter mailings	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Sponsor Booth – presence at event	Yes		
HOSPITALITY & TICKET RIGHTS			
Complimentary VIP tickets to special events such as Opening Night and New Year’s Eve	Yes 50 per event	20 per event	10 per event
MERCHANDISING RIGHTS			
Opportunity to produce joint branded merchandise	Yes	Yes	Yes

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ORGANISERS

CMO

Leading the Thai event industry since 1986, CMO is the largest public-listed event firm in Thailand. Offering an end-to-end, one-stop solution for upscale business events executed by 300+ staff members with diversified expertise from 15 sub units, including one of the biggest event equipment inventories in the region.

CMO creates tech-savvy event solutions with uniquely Thai hospitality, effective management, creative visualisation, and execution.

In alignment with national and global movements to make business events carbon-neutral and beneficial to local communities, CMO delivers experiences with sustainable practices from design to dismantling.

Recent projects include: Health Expo 2022; HOOK 2022; and Google Hotelier Summit Bangkok 2022.

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