



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

— THE GOLDEN VOICE OF —
ENIGMA

**ANDRU
DONALDS**

— LIVE IN BANGKOK —

17 OCTOBER 2026

THE GOLDEN VOICE OF ENIGMA - ANDRU DONALDS LIVE IN BANGKOK 2026

Thailand will welcome one of the most distinctive voices in international music in 2026, as Andru Donalds performs live in Bangkok.

Globally renowned as one of the iconic voices behind Enigma, Andru Donalds is an internationally acclaimed singer and composer. His unmistakable vocal style has reached millions around the world, blending soul, pop and mysticism into unforgettable performances that continue to resonate with international audiences.

The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 will take place at the Broadway-standard Muangthai Rachadalai Theatre in the heart of the city's Ratchada district.

With a sell-out audience of more than 1,400 expected, the show will bring together music lovers, international residents, VIP guests, media and cultural audiences for an atmospheric live concert celebrating one of the most recognisable sounds in modern music.

Organised by **Soul Events**, the concert offers sponsors and partners the opportunity to align with a world-famous artist with instant name recognition, appealing to audiences who value music, culture, nostalgia, exclusivity and high-quality live entertainment.

We have a number of commercial sponsorship and partnership opportunities for businesses to get involved with **The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026**, including: **Title & Presenting Sponsors; Official Partners; Official Suppliers; and Official Media Partners.**





QUICK FACTS & FIGURES

1,400 + Guests Expected

Sell-out audience anticipated for this exclusive Bangkok concert

Age 35+, HNWI's and Thai influencers

Music For Life Foundation

The event supports free music education projects for children living in the Khlong Toei slum communities of Bangkok

Broadway- Standard Venue

Muangthai Rachadalai Theatre, Ratchada District

Saturday 17 October 2026

Bangkok, Thailand

Sponsors & Partners

Opportunities for Title Sponsor, Presenting Sponsor, Official Partners, Suppliers and Media Partners

International Music Act

Andru Donalds, best known as the voice behind iconic tracks of Enigma

Premium Audience

VIP guests, international residents, media, music lovers and cultural audiences



PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

TIER 1: TITLE & PRESENTING SPONSORS

- One Title Sponsor with naming rights to the event
- One Presenting Sponsor with naming rights to the event

TIER 2: OFFICIAL PARTNERS

- Up to six Official Partners from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

- Up to 10 Official Suppliers providing goods and services essential to the event
- Up to 10 Media Partners providing advertising and guaranteed editorial essential to the event

A Journey Through Sound, Soul & Timeless Hits



WHO SHOULD SPONSOR?

The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 offers a strong sponsorship opportunity for brands seeking to connect with music lovers, VIP guests, international residents, cultural audiences and high-value consumers in Bangkok.

SECTOR	WHY IT IS A GOOD FIT
Airlines	Strong fit for an international artist and audience, especially for brands targeting premium travellers, expats and regional visitors.
Alcohol (Pouring rights at venue)	Live music, VIP hospitality and evening entertainment create natural opportunities for alcohol brands to align with a premium cultural event.
Automotive & Luxury Cars	High-end vehicle brands can use the concert for VIP hospitality, brand display, client entertainment and premium audience engagement.
Banks, Financial Services, Insurance & Wealth Management	The audience profile is well suited to brands targeting affluent consumers, international residents, business owners and VIP guests.
Beauty & Cosmetics	A natural lifestyle fit for a high-profile evening event attracting style-conscious, premium and culturally engaged audiences.
Communications & Telecoms	The event offers visibility with an international, connected audience and creates opportunities for digital, social and event-based activation.
Credit Cards & Payment Providers	Premium card brands can connect with travel, lifestyle, entertainment and hospitality audiences through VIP offers and exclusive experiences.
Digital Platforms & Online Services	The concert provides strong digital promotion opportunities, social content, video assets and online audience engagement.
Fashion	A natural association with live entertainment, style, VIP guests and premium social occasions.
Fine Dining & Premium Restaurants	Ideal for brands looking to reach audiences who value luxury experiences, hospitality, special occasions and premium nights out.

SECTOR	WHY IT IS A GOOD FIT
Hotels, Resorts & Hospitality	Strong fit for international guests, VIP packages, accommodation partners, pre-show hospitality and premium leisure audiences.
Jewellery	Aligns well with elegance, exclusivity, VIP experiences and a premium cultural audience.
Legal, Accounting & Professional Advisory Services	A useful platform for firms wanting to build visibility with business owners, international residents, entrepreneurs and high-value clients.
Luxury Property & Real Estate Developers	The event audience is relevant for developers, agents and luxury residence brands targeting affluent buyers, expats and investors.
Luxury Retail & Department Stores	Strong fit for brands wanting to associate with premium entertainment, cultural experiences and high-spending consumers.
Media, Radio & Entertainment Platforms	Natural partners for event promotion, interviews, audience engagement, ticket campaigns and content distribution.
Technology	Technology brands can use the concert to showcase innovation, audience experiences, digital engagement and premium brand positioning.
Travel, Tourism, Luggage & Lifestyle	The international nature of the event makes it a strong fit for travel brands, destination marketing, luggage companies and lifestyle services.
VIP Security & Event Services	Relevant as official suppliers or specialist partners supporting premium guest experiences, artist security and high-quality event delivery.
Watches	A strong luxury fit, especially for brands wanting to connect with affluent, style-conscious and internationally minded audiences.

ABOUT ANDRU DONALDS

Andru Donalds is an internationally acclaimed singer and composer, best known as the voice behind the iconic tracks of Enigma.

With a distinctive vocal style blending soul, pop and mysticism, Andru has reached millions of listeners around the world and built a reputation for powerful, atmospheric live performances.

ANDRU & ENIGMA

Andru became a prominent vocalist for Enigma in 1999, working with Michael Cretu, the creative force behind the project. His collaboration with Enigma helped shape the sound of several major albums and tracks, including **Return to Innocence, Why, The Roundabout, Sadness, Modern Crusaders, The Screen Behind the Mirror, Boum-Boum, In the Shadow, In the Light, Hello and Welcome, Seven Lives, Touchness, The Same Parents, Distorted Love, Je T'aime Till My Dying Day and The Language of Sound.**

SOLO CAREER

Alongside his work with Enigma, Andru has built a successful solo career. Since launching as a solo artist in 1994, he has released four albums and achieved international recognition with songs including **Mishale, Simple Obsession, All Out of Love and Rivers of Belief.**

Andru continues to perform internationally, with live appearances across Thailand, India, Cyprus, Israel and Europe, as well as upcoming tour activity in the USA and Canada.

For **The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026**, Andru will perform live on stage with his professional original band, delivering an emotional, nostalgic and atmospheric concert experience for audiences in Bangkok.



A Journey Through Sound, Soul & Timeless Hits



VENUE

The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 will take place at Muangthai Rachadalai Theatre, one of Bangkok's premier live performance venues, located within Esplanade Ratchada in the heart of the city's Ratchada district.

Recognised as a Broadway-standard theatre, Muangthai Rachadalai Theatre accommodates up to 1,408 guests and is fully equipped for high-quality concerts, musicals, stage productions and premium live events. Its facilities include rehearsal rooms, performer dressing rooms, VIP lounges and a gala event space suitable for prestigious launches and special occasions.

The venue combines Thai cultural design with a contemporary theatre experience, supported by professional lighting, sound and stage technology.

With convenient access by MRT and private car, it offers a premium and accessible setting for an international concert audience in Bangkok.

www.rachadalai.com

MUSIC FOR LIFE FOUNDATION

In collaboration with **Music for Life Foundation**, the event supports free music education projects for children living in the Khlong Toei slum communities of Bangkok.

Through this partnership, funds raised from the event will help to provide access to musical instruments, educational programs, mentorship, and creative opportunities for children growing up in vulnerable environments.

Together, we believe that music can become a source of confidence, healing, inspiration, and future opportunity. Music can give the Children a new identity and show a better way in life.

The Immanuel's string orchestra will be accompanying Andru in a perfect union of the Magical Voice and live instrumental music.

www.musicforlifefound.org



WITH SOCIAL IMPACT 





WHY GET INVOLVED?

The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 offers sponsors a powerful opportunity to align with a world-famous artist and a premium international concert experience.

Sponsorship packages are designed to combine corporate branding, audience engagement, hospitality and networking opportunities.

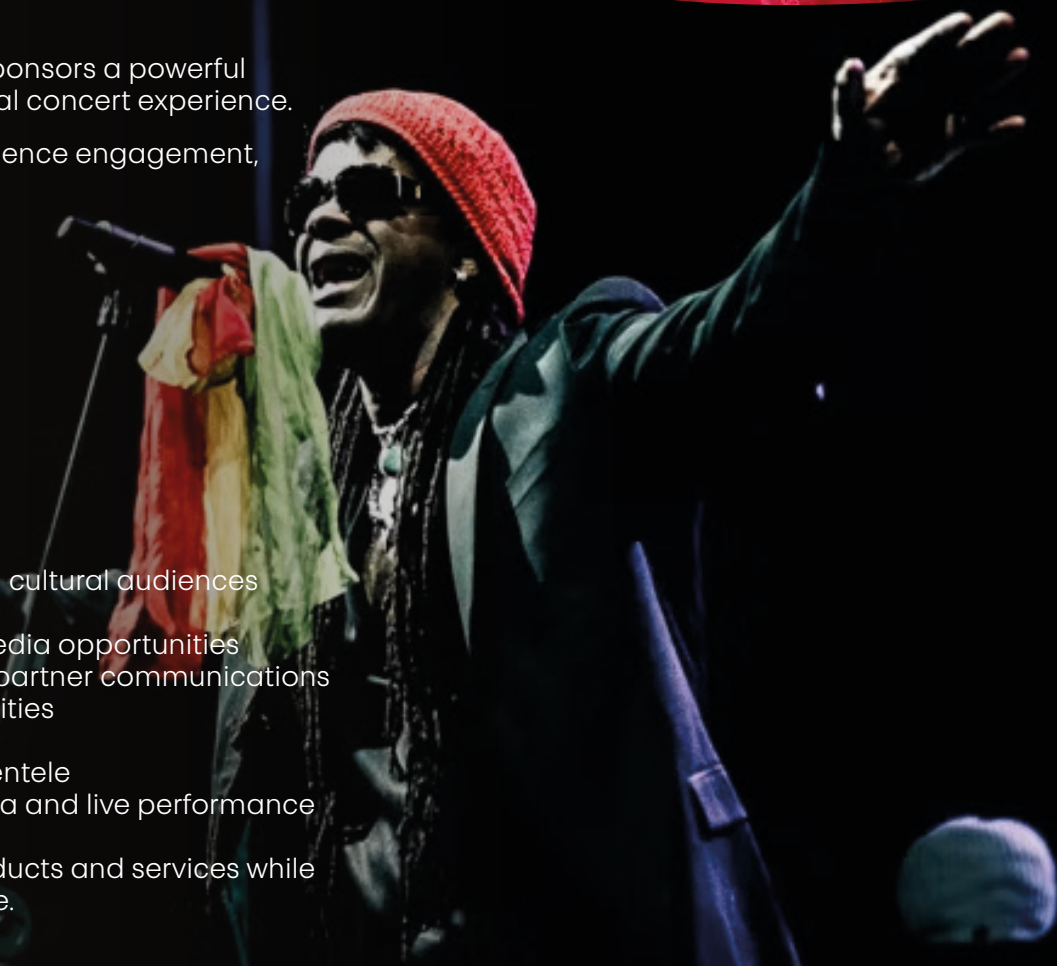
Packages include:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

These benefits create opportunities for sponsors to achieve:

- Association with a world-famous artist with instant name recognition
- Access to music lovers, VIP guests, international residents and premium cultural audiences
- New client acquisition and direct access to target markets
- Publicity through event marketing, digital promotion, PR activity and media opportunities
- Brand exposure across the concert, venue, promotional materials and partner communications
- VIP hospitality, client entertainment and relationship-building opportunities
- Enhanced corporate image and positioning as an industry leader
- A high-end atmosphere that appeals to international and premium clientele
- A lasting emotional connection with audiences through music, nostalgia and live performance

A company's participation in the concert strengthens awareness of its products and services while reinforcing its position as a leading brand in front of an influential audience.





MAIN BENEFITS

BRAND EXPOSURE

The opportunity to integrate with **The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026**.

NAMING RIGHTS TO THE EVENT | EVENT BRANDING | EXHIBITOR PRESENCE

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.

The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 is hot news. All Sponsors and Partners will have rights to associate with the event for PR and advertising activity. Sponsors and Partners can create content through: Event Highlights; Onsite Promotion; and Press Conferences.

The PR campaign ensures wide coverage both during and after the event, featuring:

- Media engagement and editorial in business, lifestyle, luxury and travel magazines
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

MEDIA PARTNERS

Guaranteed coverage with our Media Partners – currently being confirmed.

ADVERTISING

A media-wide advertising campaign will begin months before the show, focusing on industry, news, lifestyle and business publications enhanced with editorial content.

The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 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, the event is widely promoted across both international and local stages.

In addition to print and online coverage, direct mails, e-newsletters and the promotion of the event's news via social media are all used to deliver the event's message to the target audience.

A Journey Through Sound, Soul & Timeless Hits



MAIN BENEFITS

DIGITAL & SOCIAL RIGHTS

A dedicated digital and social media campaign will support **The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026**, creating opportunities for sponsors to be featured across event promotion, artist-led content and audience engagement activity.

Planned content includes promotional videos from Andru Donalds inviting audiences to the concert, with the opportunity for main sponsors to be named or acknowledged within selected video content. Sponsors may also be included across social media posts, digital advertising, event announcements, promotional videos and campaign updates.

The campaign may also include community-focused video content connected to the Music For Life Foundation, showing how children are preparing for the concert and highlighting areas where sponsor support can make a meaningful impact. Where sponsor contributions help meet specific needs, follow-up content can showcase that positive impact, giving brands a powerful story of involvement beyond standard logo exposure.

Exposure through...



EXPERIENTIAL RIGHTS

The concert environment offers powerful opportunities for experiential marketing. Brands can create interactive activations that allow audiences to engage directly with products, services and brand stories, creating memorable experiences that strengthen brand connection.

Experiential activities include display areas – to exhibit and market product and services.

HOSPITALITY & NETWORKING RIGHTS

The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 offers sponsors a range of high-quality hospitality and networking opportunities to entertain customers, clients, executives and VIP guests. Hospitality opportunities include:

- VIP Welcome Party – Meet & Greet before the Show including photo opportunities and the option of a signed commemorative card
- After Party with Andru Donalds in attendance

Depending on the level of sponsorship, packages also include: VIP ticket allocations; premium seating; and general admission tickets for guests.

Additional tailored hospitality opportunities before and after the concert such as exclusive receptions, with Andru Donalds in attendance may be arranged subject to sponsor requirements and agreement.

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, **The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026** Goodie Bags.

A Journey Through Sound, Soul & Timeless Hits



RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS/ MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to title "[Title Sponsor name] The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 in association with [Presenting Sponsor name]" for PR and advertising use	Yes		
Rights to title "[Sponsor Name] Official Partner of [Title Sponsor name] The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 in association with [Presenting Sponsor name]" for PR and advertising use		Yes	
Rights to title "[Sponsor Name] Official Supplier / Media Partner [Title Sponsor name] The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 in association with [Presenting Sponsor name]" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	Yes
INTELLECTUAL PROPERTY & BRANDING RIGHTS			
LOGOS & IMAGES			
Right to use The Golden Voice of Enigma - Andru Donalds Live in Bangkok 2026 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
EVENT BRANDING - GENERAL			
Corporate logo displayed on a banner with Andru Donalds' image at PhotoZone in first floor theatre Lobby, where visitors will take photographs	Prominent	Less Prominent	Less Prominent
Corporate logo displayed on a banner at second floor Main Entrance to the Concert Hall	Prominent	Less Prominent	Less Prominent
Corporate logo on Media interview area backdrop branding in Lobby on first floor	Prominent	Less Prominent	Less Prominent
Corporate logo on corporate booths at: Main Entrance of Concert Hall situated on second floor of theatre; and in Lobby area on first floor	Prominent	Less Prominent	Less Prominent
Logo on large LED screens in Concert Hall and 2 x smaller LED screens on both sides of stage	Prominent	Less Prominent	Less Prominent
BROADCAST			
Logo coverage in any streamed coverage of the event	Prominent	Less Prominent	Less Prominent
OTHER			
Logo on officials' clothing	Yes		
Logo on VIP, media & staff passes	Yes		

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS/ MEDIA PARTNERS
MEDIA, PROMOTION & PR RIGHTS			
Logo on literature pre / post events, website, stationery etc.	Prominent	Less Prominent	Less Prominent
Programme advertisement, if applicable	Full Page Premium Location	½ Page	¼ Page
Brand name mention and logo in press information and advertisements and any marketing / sales materials	Yes	Yes	Yes
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Prominent	Less Prominent	Less Prominent
Representative to speak at press conferences	Yes		
DIGITAL & SOCIAL RIGHTS			
Branding on event emails, website, and all site communications including e newsletters	Prominent	Less Prominent	Less Prominent
Part of digital engagement programme e.g. Instagram & FB posts	Prominent	Less Prominent	Less Prominent
Top-level corporate placement on event page on www.soulevents.asia	Prominent	Less Prominent	Less Prominent
Logo inclusion in corporate sponsor rotator page on www.soulevents.asia	Prominent	Less Prominent	Less Prominent
EXPERIENTIAL RIGHTS			
Trade booth at theatre	Yes	Yes	Yes
Promotional literature at theatre	Yes	Yes	Yes
Sampling	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS			
VIP tickets for Welcome Party & After Party	x10	x6	x3
Ticket allocation for premium seating	x10	x6	x3
General admission tickets for guests	x20	x10	x5
MERCHANDISING RIGHTS			
Insertion of promotional material or product sample into goodie bag	Yes	Yes	Yes

ENIGMA

ANDRU DONALDS

— LIVE IN BANGKOK —

17 OCTOBER 2026

Commercial Sponsorship & Partnership Marketing Opportunities

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ORGANISERS

The Golden Voice of Enigma - Andru Donalds Live In Bangkok 2026

is organised by Soul Events, providing support across the full delivery and logistics of the event.

Soul Events is a multinational event company specialising in premium cultural, educational and entertainment experiences across Asia.

The company brings together international speakers, performers and audiences through high-quality live events designed to inspire, connect and create lasting memories.

Soul Events' experience includes retreats in Phuket, seminars with Irina Khakamada, events with Satya Das, musical performances, professional forums, stand-up shows and thematic festivals.



CONTACT

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