

CHRISTMAS WONDERLAND

Mall Experience

33 Days
Of Excitement

A FUN EXPERIENCE FOR ALL

1st Dec 2024 - 2nd Jan 2025



TWIN STUDIOS MEDIA INTERNATIONAL
TSM NETWORK
CONSULTING & EVENTS

Your Events at Super Styles at Super Grands!

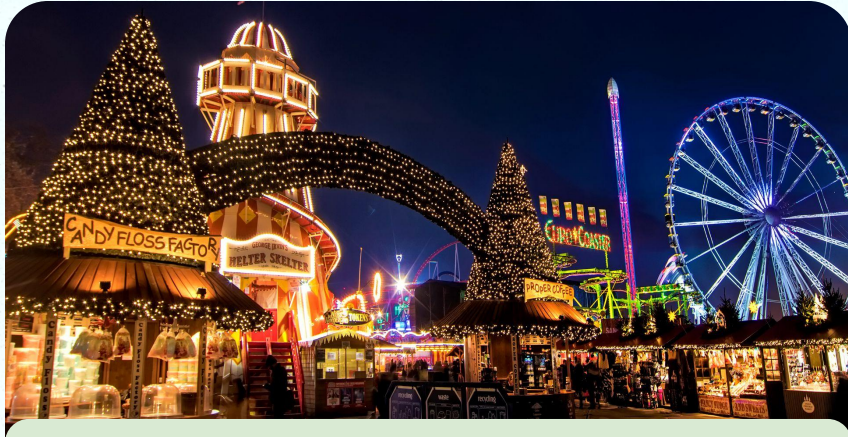
Introducing Christmas Wonderland

Christmas Wonderland is all about sparkles, smiles, and making memories with loved ones. Imagine a place where holiday stress melts away, leaving only joy, wonder, and enchantment. This event transports you to a wonderland filled with laughter, excitement, and festive cheer. Whether you're young or young at heart, it promises an unforgettable experience that will make your heart merry and bright!



Unveiling the Magic:

A Sneak Peek into the Christmas Wonderland
we want to create



About Us

Wonderment and excitement await you at Mall Christmas Wonderland, a festive event for the entire family.

With stunning light displays, Santa Claus, tasty festive fare, carnival games, live performances, brand activations and more, Christmas Wonderland at ICM Ikeja and Circle Mall Lekki by TSM Network promises magical fun for the entire family.

The Objective

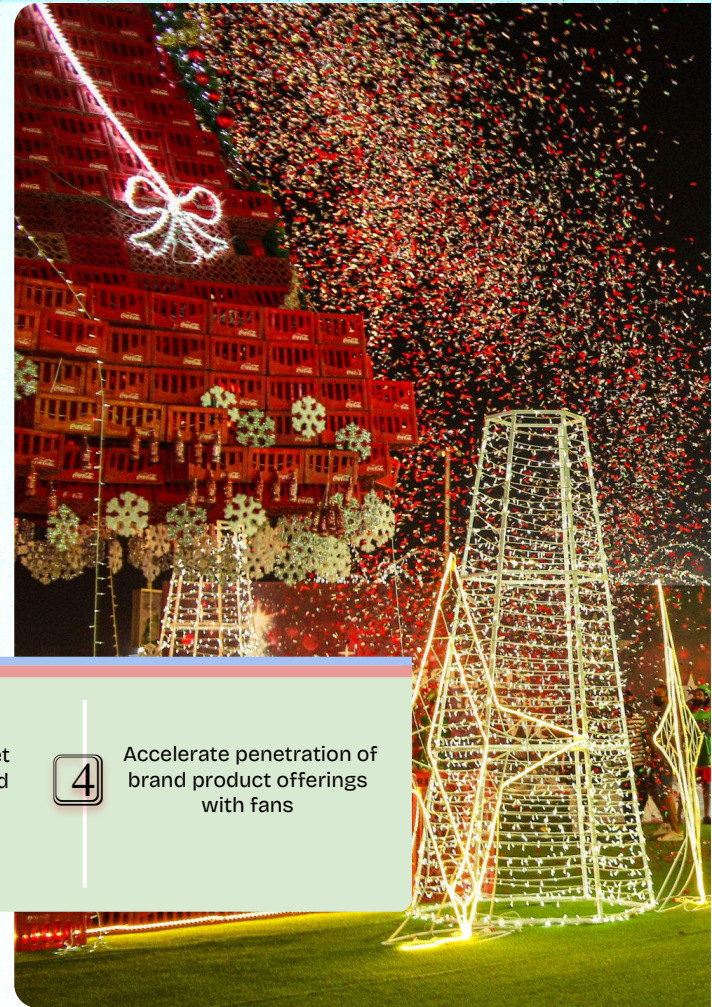
Mall Christmas Wonderland is designed to enhance & deepen foot traffic to the mall and the accompanying yuletide fun for the family, For brands: Massive sales at competitive prices

The Goal

- Beautifully illuminated structures, festive lights and unforgettable sights await visitors to this year's edition of Christmas Wonderland.
- Stroll through or snap a photo with your loved ones at the Walk of Lights, a 50-metre-long spectacular light tunnel display. Highly branded.
- Visitors to this Yuletide wonderland will be able to immerse themselves in a plethora of exciting games, activities and unforgettable sights.

More About Christmas Wonderland

A full stack event that comprises numerous leisure activities happening simultaneously with an array of music performances - all orchestrated to engage every guest in attendance and create a pleasurable experience.



1

To engage any personality type among our guests in attendance.

2

To finely fuse the music and brand product into the heart of the festival vibe.

3

To win more market share in your brand space

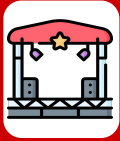
4

Accelerate penetration of brand product offerings with fans

KEY Features



MEET
SANTA



STAGE



DOUBLE
STORY
CAROUSEL



WHIMSICAL
WINDMILL



WALK OF
LIGHTS



BAR



FOOD
OUTLET



CARNIVAL
GAMES



FIRST AID



INFORMATION

Facilities



PARKING



TOILET



LIFTS



DROP OFF



BABY CHANGING
ROOM



STAIRS



WHEELCHAIR
ACCESSIBLE
TOILET



PATRON
GATES



WALKING
ROUTES

Target Audience

1 Family & Children

Families seeking for memorable holiday experiences, photo opportunities and interested in festive decorations, Santa visits, and kid-friendly entertainment

2 Couples and Young Adults

Looking for romantic holiday outings and interested in festive food and drinks, live music, performances, and Instagram-worthy spots.

3 Fun Lovers

Attendees seeking for all things Christmas and holiday shopping. Loves live music, performances, and unique holiday experiences.



Target Audience

4 Shoppers & Local Business

Shoppers are looking for discounts and offers on a variety of products. Vendors who need a platform to showcase and sell their products to a wider audience.

5 Corporate Groups and Team Outings

Looking for fun, engaging experiences that foster team spirit and celebration.

6 Potential sponsors

Potential sponsors or companies seeking to align their brand with social events and gain exposure to a diverse, engaged audience



Mainland

Mall Christmas Wonderland Event Details

Almost every activity at the Mall Christmas Wonderland event has its own opening and closing time.

DATE

DEC 1st - JAN 3rd

TIME

10am - 5pm DAILY

VENUE

IKEJA CITY MALL, LAGOS

With the Christmas Wonderland daily tickets, you can meet the Santa Claus by 10 am.



Mall Christmas Wonderland

Event Details

Almost every activity at the Mall Christmas Wonderland event has its own opening and closing time.

DATE

DEC 12th - 26th, 2024

TIME

10am - 5pm DAILY

VENUE

CIRCLE MALL, LAGOS

With the Christmas Wonderland daily tickets, you can meet the Santa Claus by 10 am.



FEATURES

Co-branded Illumination & Enchantment

Magical Carriage at Christmas Wonderland taking place on a massive fairground of our mall, Christmas Wonderland is home to unforgettable sights and Yule-themed extravaganzas.



Illumination and Enchantment



Tall Whimsical Windmill

FEATURES

Co-branded Tall Whimsical Windmill

Be mesmerised by the 10m tall Whimsical Windmill at Gingerbread Grove and feast your eyes on the 250 candy-cane-shaped decorations surrounding it, or snap a selfie at the Walk of Lights, a 50-metre long tunnel illuminated by over 50,000 LED lights.



Santa Claus Experience

A Magical Experience for Kids

Dates & Locations:

- **ICM Ikeja:** 1 Dec 2024 - 2 Jan 2025 (33 Days)
- **Circle Mall:** 15 - 26 Dec 2024 (12 Days)

Daily Access: 10 AM - 6 PM

Exciting Activities for Kids:

- Meet & Greet with Santa Claus
- School Dance Competition
- Castle Games
- Toy Purchase Stations
- Ice Cream Treats
- Gift Bags
- Fun Activities & More!
- Kids land discounted sales integration.

FEATURES

Co-branded Giant SuperTrees

As part of the celebrations, Gardens by the Mall's iconic SuperTrees will be holding a special festive edition of the Garden Rhapsody light and sound show, a spectacle that's bound to enchant and captivate.



Giant SuperTrees

Jumptopia: Festive Village - 45,000 sq ft of bouncy castle fun!



Games Center

FEATURES

Games Center

Christmas Wonderland offers a range of carnival games and amusements for families to enjoy and get into the holiday spirit.

The Games Village zone boasts a range of traditional carnival games and challenges, like Ring Toss, Pyramid Smash and High Striker, alongside fishing games and other activities.

MORE **ATTRACTIONS**

Musical Artist & DJs

Multi Locations

Influencers

Photo ops & Booths

Food & Drink Vendors

Product Integration

Comedy

Games & Activities

Shopping Experience

360 Cam Booth

Money Rush Booth

Brand Merch Collaterals

Advert Shoots

Latest Song Launch



Latest Song Launch



Massive Brand Integration & Engagement Marketing Campaigns

Deepen **Market Penetration**

Product

- Drive competition with product offering
- Brand storyboards
- Product Storyboards
- Engage via Card usage for purchase
- Generate instant card at Festival venue

Rewards/Award

- VIP Existing users VS Onboard NTB
- POS transaction count Users/Agents
- Card Transaction Count
- Consolation Prizes for runner-up

Deepen **SME Market Penetration**

Product

Brand's Business Meet & Greet

- Content Creation
- Photo Oops
- High End users Christmas party
- Share Ease of getting web shop
- Tracking/Management
- Drive instant Biz account signup delivery

CHRISTMAS WONDERLAND

VIP Mini Music Concert

A FUN WEEKENDS EXPERIENCE FOR ALL



TWIN STUDIOS MEDIA INTERNATIONAL
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About Christmas Wonderland VIP Mini Music Concert

Peace Concert: Fully Sponsored by Air Peace

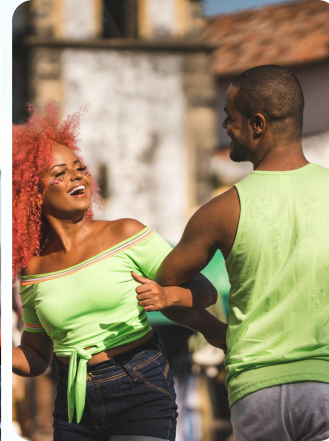
Join us for the Peace Concert, fully sponsored by Air Peace, during the TSM Christmas Wonderland at Ikeja City Mall. This event is part of Air Peace Customer Loyalty Program, celebrating their valued clients and welcoming new customers to the brand. Enjoy a memorable evening of music and festivities as we express our gratitude to our loyal passengers.

It's an All White Party for Air Peace Fun in Lagos, Abuja and Port Harcourt



Target Audience

- 1 18 - 55
- 2 Urban
- 3 Fun Lovers
- 4 Digital Natives
- 5 Pop Culture Enthusiasts
- 6 Football Brand fans
- 7 Betting Fans





13 - VIP Mini Music Concert Series

Concert Details

CONCERT	DATES (Dec 2024)	TIME
Fridays: Genz Concerts	6, 13, 20, 27	7:00 Pm - 1:00 am
Saturdays: General Concert	7, 14, 21, 28	7:00 Pm - 1:00 am
Sundays: VIP Concert Only	1, 8, 15, 22, 29	7:00 Pm - 1:00 am

Venue Options

LOCATIONS	CAPACITY
Ikeja City Mall	10,000
Circle Mall, Lekki II	7,000

Event **Benefits**



BRAND EXPOSURE

With massive digital footprint and our strategic media partners, Event Sponsors will get significant media exposure through event promotions.



CONSUMER INTERACTION FOR BRAND AFFINITY

With massive digital footprint and our strategic media partners, Event Sponsors will get significant media exposure through event promotions.



DATA COLLECTION

Title Sponsors will also have access to all user data collected during ticket sales for further post-event marketing opportunities!

KEY METRICS

Artists	Artists	DJs	Media Partners	Ticketing Outlet
Seyi VibeZ	Magnito	Dj YK Mule	Alternative Adverts	Shoprite
Zlatan	CDQ	DJ 4Kerty	Kreative Rock Media	FilmHouse Cinemas
Shallipopi	9ice	DJ Wannii & Handi	ibrand TV	KFC
Odumodu Black	Ice Prince	DJ Mytymike	Max FM	Grand Tickets
Blaqbonez	Skales	DJ Haykinz	City People Magazine	Ebonylife Place tickets
Ckay	Mr Real	DJ b Jockey	Thisday Newspaper	TSM Network
Young John	Oritsefemi	DJ Hyze	Hook Agency	i-fitness centers
Bella Shmurda	Small Doctor		Yourekaa	Medplus
Bella Shmurda	Lyta			Tix Africa
Buju	Lisa Yaro			
Mayorkun	T Classic			
Teni				

Brand Booth Placement



eva.





**Performances at
Pulse Fiesta 2021**

Fun **Activities**



DJ BOOTH

Music



**UNLIMITED FREE
MEAT VIBE**

Refreshment

Tentative Performing **Artistes**



Rema



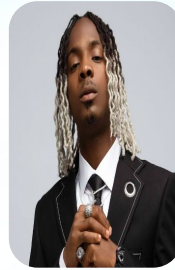
Asake



Ayra



Seyi VibeZ



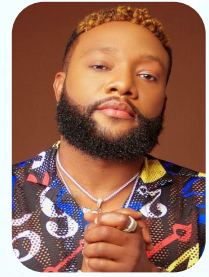
Young John



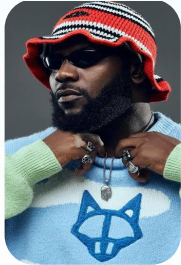
Shallipopi



Blaqbonez



Kcee



Odumodu
Blvck



Okay



9ice



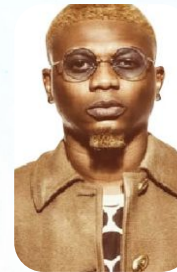
Harry song



Segun
Johnson

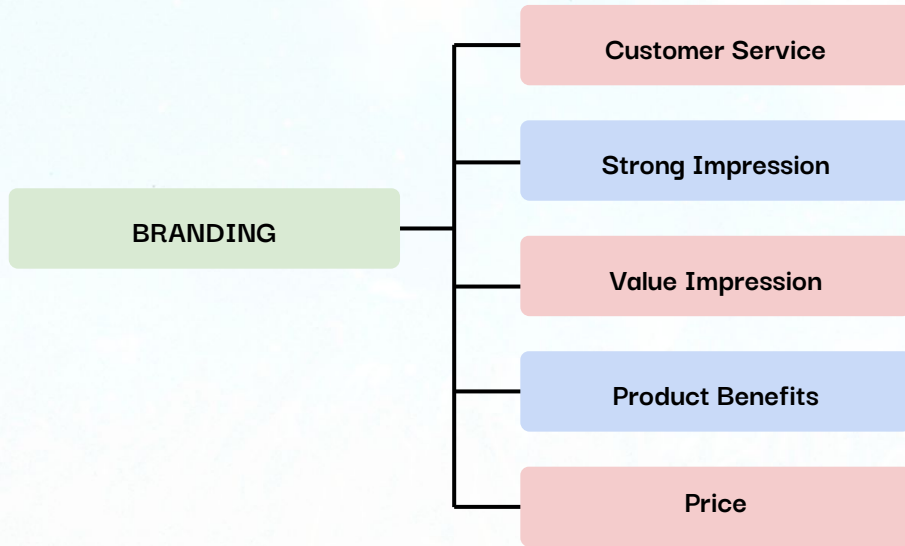


Pasuma



Reminisce

Branding Benefits



Sponsorship Rates

SPONSORSHIP RATES PER LOCATIONS (33 Days Each)

PACKAGES	TITANIUM	PLATINUM	GOLD	SILVER	EXHIBITOR	Naming Right Sponsor
PRICE	50m	35m	25m	15m	10m	300m
AVAILABILITY	7	10	15	20	30	2
SPONSORSHIP DELIVERABLES						
Logo exposure on all pre/post marketing materials	Yes	Yes	Yes	Yes	Yes	Yes
Logo advert on Event online page	Yes	Yes	Yes	Yes	Yes	Yes
Mention in press releases/media outreach	Yes	Yes	Yes	Yes	Yes	Yes
Brand Flags & Wraps	Yes	Yes	Yes	Yes	Yes	Yes
Brand Roll Ups banners	Yes	Yes	Yes	Yes	Yes	Yes
Logo on led, backdrops, entry points	Yes	Yes	Yes	Yes	Yes	Yes
Access to guest database	5,000	3,000	2,000	1,000	750	5,000
Exhibition booth	15ft by 15ft	10ft by 10ft	10ft by 10ft	8ft by 8ft	8ft by 8ft	15ft by 15ft
Brands Ad placement on screen	6	4	3	3	2	6
Product ad on screen	6	4	3	3	2	6
Promotion on all Social Media Outlets	Yes	Yes	Yes	Yes	Yes	Yes
16 Nigerian Newspaper Websites Ads	Yes	Yes	Yes	Yes	Yes	Yes
10 Top blogs ads	Yes	Yes	Yes	Yes	Yes	Yes
4 Top Online news portal ads	Yes	Yes	Yes	Yes	Yes	Yes
Red Carpet Access	Yes	Yes	Yes	Yes	Yes	Yes
Interview opportunities	6	4	3	3	2	6
Post event report	Yes	Yes	Yes	Yes	Yes	Yes

Sole Branded Sponsorship Benefits

PRICE	\$350,000 / #350 MILLION
AVAILABILITY	10
	SPONSORSHIP DELIVERABLES
	Brand Naming Rights
	Lamp Poles Advert with Brand logo only
	Access Music Album Launch Integration
	Giant branded Balloon & 60 ft giant branded wall
	Event Photography coverage
	Massive brand product experientials
	Logo exposure on all pre/post marketing materials
	Logo advert on Event online page
	Mention in press releases/media outreach
	Use as Brand children's end of year party ground/ Staff Party/brand Loyalty event
	New Product Launch, Sampling & tasting exhibition booth
	Brands Ad & Product Ad placement on screen
	Promotion on all Social Media Outlets & Live Social Media Event Coverage
	Featured in 60 African Newspaper Websites & Top blogs
	Post event report

Consumer Engagement Solution Sponsorship

Unleash your brand campaigns using QR codes, amplified through USSD and/or SMS channels for persons without smartphones or an internet connection.

INTEGRATIONS

Private Concerts/ Naming Right

Street Performers

Product Launch

Rap Battle

Dance Battle

Shop in 60 sec at the arena

Street Comedy Challenge

Brand Customized Children activations

School Customized Children
activations

30 Celebrity Football Match either in
Lagos/Abuja/ Port Harcourt

30 Celebrity Basketball Match either in
Lagos/Abuja/ Port Harcourt

Video Game Battle



Ticket Rates

DAILY TICKET RATES	EARLY BIRD (ONLINE & SHOPRITE STORES)	ONSITE
Children Experience	Monday - Sunday	
Kids Tickets	6k	7k
Adult Regular	7k	10k
Concert Tickets Rate (Fridays - Sundays)		
Regular	10k front roll	10k
VIP	50k front roll	50k
Silver table	3.5 million + Complimentary Plot of Land, In Ibadan or Lagos	
Gold table	5.5 million + Complimentary Plot of Land In Abuja + Medium Christmas Hamper	
Platinum table	7.5 million+ Complimentary Plot of Land In Abuja & Electronic gifts + Big Christmas Hamper	

13 Days Concerts

Naming Right

Naming Rights refer to the sponsorship deals where companies or individuals pay a fee to have their name associated with any of the 13 weekends Concert days at the Mall Wonderland.

These agreements allows the sponsor to incorporate their brand name or chosen identity into the title or overall branding of the venue of that particular concert for the brand.

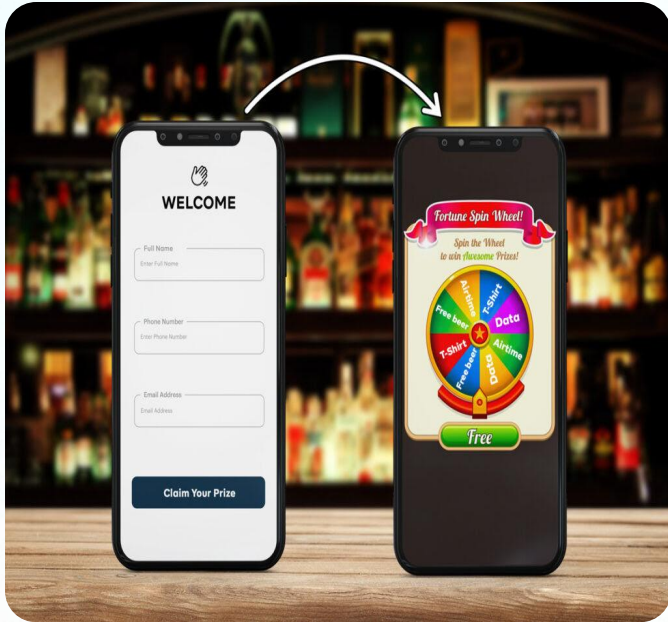


Benefits

- Title Sponsor: Eg Peace Concert
- Customized Theme: All White Peace Concert
- 20% Ticket sales Cash Back to Sponsor
- Content Creation
- Opportunity for brand Advert shoot
- Massive Branding Opportunities
- Access to Lampoles on route to venue
- Giant brand airborne Balloon
- 50 ft wide by 12 ft Tall Wall Branding
- Brand artist allowed to perform

Consumer Engagement Solution Sponsorship

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Drink With Us

If you own or manage a drink/beer brand, odds are you currently have brand reps in bars somewhere. This campaign gamifies your in-bar activations. Buy 2 bottles of a particular brand and get a chance to win an instant gift from a brand at festival. Simply scan the QR code provided by the rep and spin the lucky wheel. There can be options of airtime, data, free bottles, branded merch, etc.

Deliverables

- QR Code deployment
- USSD integration
- SMS activation
- Post Campaign Report

Sponsorship Rate Content

CONSUMER ENGAGEMENT SOLUTION SPONSORSHIP

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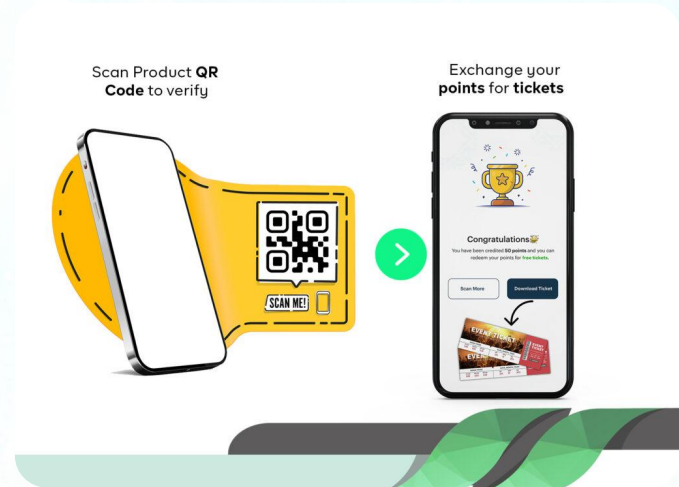
Vibes On Vibes

Parties, concerts, and festivals are always a hit with the GenZ crowd, so why not give out free tickets to your consumers for actually buying your products?

Also, performing artists & Brand audience: actually sharing the ticket links with purchases made via their links, they get commission for total number of tickets sold and free tickets to attend the concert via their links.

As they scan the QR codes and share the campaign on social media, they earn points that can be exchanged for tickets.

Also, there will be use of third party ticketing options.



Ticket Sales Tactics

Consumer Engagement Solution Sponsorship

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Scratch & Win

Being able to reward only people buying your products is one of the reasons why scratch & win promos are so effective. Whether you're placing scratch cards inside or on your product packaging, use this method to educate people about your brand. They just scratch, scan, connect with your brand, give feedback, and claim their purchase reward.

Deliverables

- QR Code deployment
- USSD integration
- SMS activation
- Post Campaign report

Sponsored Activation #3m

CONSUMER ENGAGEMENT SOLUTION SPONSORSHIP

Unleash your brand campaigns using QR codes, amplified through USSD and/or SMS channels for persons without smartphones or an internet connection.

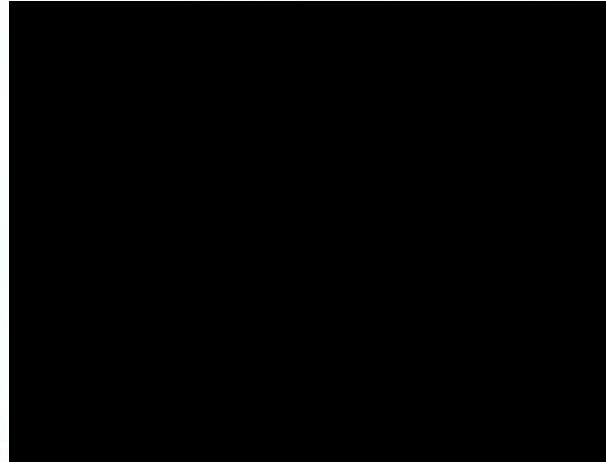
BRAND MONEY RUSH CASHBOOTH

You too can stand a chance to grab ~~N~~1,000,000 in the #cococolamoneyrushcashbooth, buy your big games watch party tickets at quickteller.com and other partner outlets.

Deliverables

- QR Code deployment
- USSD integration
- SMS activation
- Post campaign report

Sponsored Activation: #4m



CASH BOOTH EXPERIENCE

Consumer Engagement Solution Sponsorship

Unleash your brand campaigns using QR codes, amplified through USSD and/or SMS channels for persons without smartphones or an internet connection.



Who Wants To Be A Millionaire?

Giving most people a shot at N1,000,000+ will definitely get their attention. When buyers scan your QR code, they enter into a raffle draw. To engage them further, host weekly LIVE draws on Mall Wonderland arena where the raffle winner(s) are given a shot at the grand prize of N1,000,000 by answering “not-so-difficult” questions (could be brand related). Consolation prizes means there will be enough goodies to go around.

Deliverables

- QR Code deployment
- USSD integration
- SMS activation
- Post campaign report

Sponsored Activation #7m for 33 days

Artist Album/Song Launch Integration

In collaboration with a new album or song release by a top class artist, we integrate the the Launch with the brand sponsorship to deliver great engagement and massive traffic as well as a timeband brand ambassadorship with the artist in question.

Deliverables

- QR Code deployment
- USSD integration
- SMS activation
- Post campaign report

Sponsored Activation #300m

SINATRA
RESTAURANT, BAR, LOUNGE, GRILL, EVENTS.

SUN. JULY
10
7PM

A NIGHT UNDER THE SKY
WITH
Asake

ILEYA DAY!
ALL WHITE PARTY!

FOR TABLE RESERVATION:
08034500048, 08033239031,
090911199702, 08108661166

16B, LADIPO OLUWOLE
OPP. CHELSEA HOUSE OFF ADENIYI
JONES OFF OBA AKRAN, IKEJA.

DRINK RESPONSIBLY



Record Label Concert Integration

In collaboration with a record label of choice we can integrate brand sponsorship to deliver great engagement and massive traffic as well as a time band brand ambassadorship with the label's artists in question.

Deliverables

- QR Code deployment
- USSD integration
- SMS activation
- Post campaign report

Sponsored Activation #300m



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Your Events at Super Styles at Super Grands!

CHRISTMAS WONDERLAND AT THE MALL

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