

CHRISTMAS WONDERLAND



Mall Experience

A Promise of Fun To the Family

34 Days of
Excitement

See You At the Wonderland



CHRISTMAS
WONDERLAND.
at Gardens by the Bay

The objective

An aerial night view of a shopping mall area. The scene is filled with festive Christmas decorations, including large trees covered in lights and garlands, and archways illuminated with colorful lights. People are seen walking through the mall, and there are outdoor seating areas with umbrellas. The overall atmosphere is vibrant and celebratory.

**Mall Wonderland is designed to
Enhance & Deepen
Foot traffic to the Mall and the
accompanying
yuletide fun**

About

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, 'snow' in the tropics and more, Christmas Wonderland at Gardens by the Bay promises magical fun for the entire family.

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.
- 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.

- To engage any personality type among our guests in attendance.
- To finely fuse the music and Areeba product into the heart of the festival vibe.
- To win more market share in the financial inclusion and fintech space.
- Accelerate penetration of brand product offerings with fans



KEY FEATURES



Meet Santa



Stage



Double-Storey
Carousel



Whimsical
Windmill



Walk of Lights



Bar



Information



Food Outlet



Carnival Games



First Aid

FACILITIES



Parking



Toilets



Lifts



Baby Changing
Room



Drop Off



Wheelchair
Accessible Toilet



Stairs



Patron Gates



Walking Route
■■■■■■■■■■



Target Audience

● Families

Children

Shoppers & Local Business



Welcoming & Opening

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

Mall Christmas Wonderland dates:

Will begin on 1 December 2023 (dates are yet to be finalized).

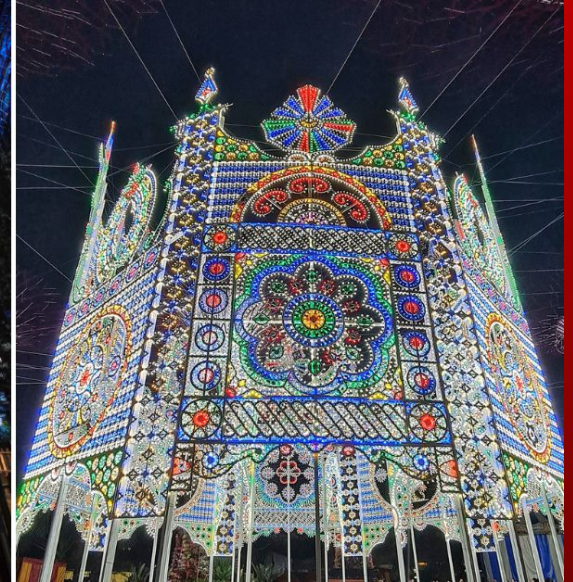
Wonderland opens 10am daily till 5pm and closes at 11 pm, every day.

If you have the Christmas Wonderland tickets, you can enter the tourist attraction only after 4 pm.



FEATURES ARE Illumination and 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.



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.

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.



Games Center



Fun for the entire family
Carnival games at Christmas
Wonderland
Visitors joining in the fun with their
families will find a whole range of
carnival games and amusements
to get them in the holiday mood.

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.

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



MORE ATTRACTIONS



**Musical Artist
&
DJs**

**Product
Integration**

**Multi
Locations**

Comedy

Influencers

**Games
&
Activities**

**Photo ops &
Booths**

**Shopping
Experience**

Food Vendors

Drink Vendors



360 Cam Booth

Money Rush booth

**Brand Merch
Collaterals**

Advert Shoots

**Latest Song
Launch**

Brand Concert Series



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

Areeba's Business Meet & Greet

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



VIP Mini Music Concert

Happening on every

Genz Fridays, VIP Saturday- Sunday 9pm - Dawn



Sell online & on social media platforms

We've made selling online easy so you can grow your business. We enable you to process payments in any way that works for your business, whether it's through your website, mobile app, or social media platform.



Accept Cards in your store

Whether you have a small, medium-sized or a large business, accepting cards will help boosting your revenue. With areeba POS service, you can start accepting payment cards and mobile payments — with simplicity, speed and ease





CAMON 20 Series

5G

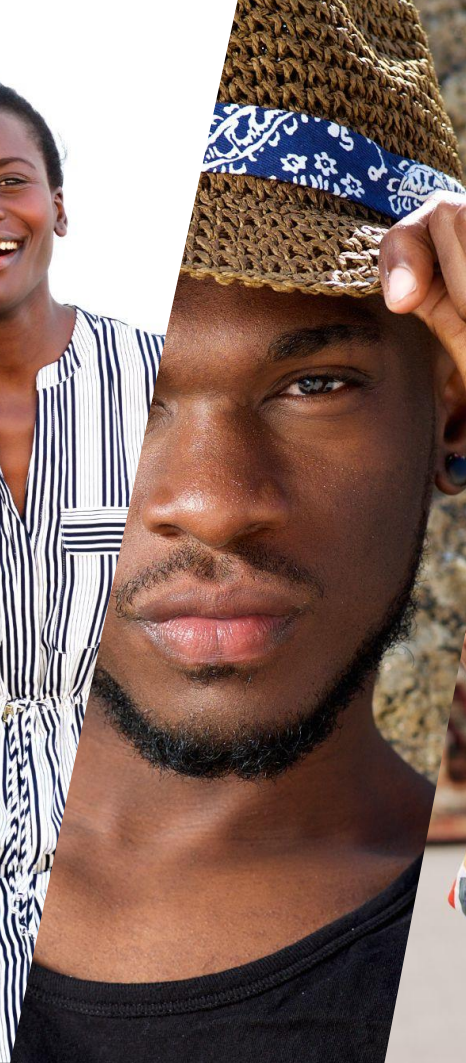
Steady Night Portrait Master

Target Audience

- 18 – 55

- Urban

- Digital Natives
- Pop Culture Enthusiasts
- Football Brand fans
- Betting Fans





SO.

CONSUMER INTERACTION FOR BRAND AFFINITY

Brand Experience Booths at the event will provide direct 1-on-1 interactions with your TA, creating opportunities to drive brand engagement & affinity.



MANY.

BRAND EXPOSURE

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



BENEFITS.

DATA COLLECTION

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



Our Media Platforms

Africa's new media publisher



 5.0 million Followers
40 million + Reached Per Month

 4.0 million Followers
6.7 million + Interactions Per Month

 248 thousand + Subscribers

 688,000 Followers



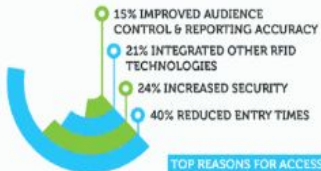
RFID AT FESTIVALS

HOW, WHY AND WHAT NEXT?

ACCESS CONTROL

NUMBER OF RFID WRISTBANDS USED

7.5 MILLION



CASHLESS PAYMENTS

0.5 SECONDS AVERAGE TRANSACTION

- TOP REASONS FOR CASHLESS
- CONVENIENCE AND SECURITY FOR FANS
 - GREATER CONTROL AND EFFICIENCIES ACROSS VENDOR OUTLETS
 - REDUCTION IN CASH ADMINISTRATION COSTS
 - INCREASE REVENUES

16%-35% AVERAGE UPLIFT IN SPEND PER HEAD WHEN USING CASHLESS WRISTBAND TECH

SOCIAL MEDIA ACTIVATION

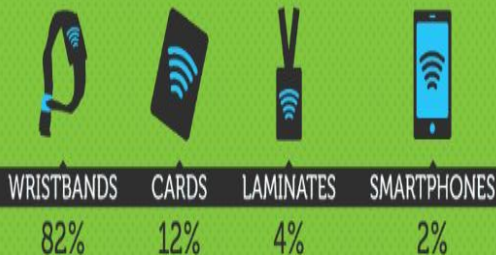
2 BILLION ONLINE ACTIONS



TOP REASONS FOR SOCIAL

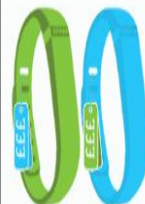


WHAT IS THE INTERMEDIARY?



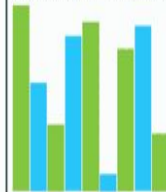
WHAT'S NEXT?

iBEACON WRISTBANDS



PAYMENT WEARABLES

FESTIVAL TECHNOLOGY ANALYTICS



id&c idband.co.uk making wristbands do more

Brand Booth Placement



eva.™

Schweppes®

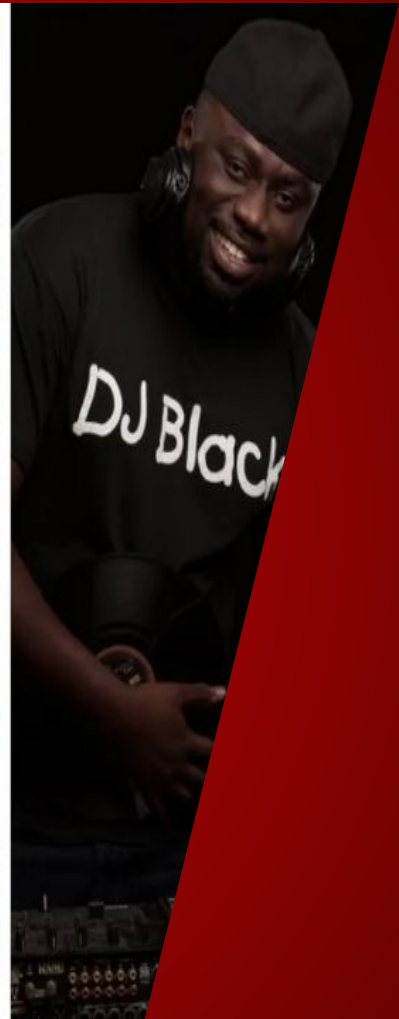




Performances at Pulse Fiesta 2021



DJ BOOTH





The Unlimited free Meat vibe, eat till you are tired and also Saving the best for the last will be played out to fans and attendees.

Performing Artistes



Rema



Asake



Ayra



Seyi Vibe



Young John

Performing Artistes



Shallipopi



Ckay



Blaqbonez



Odumodu Blvck



9nice



Kcee



Harry song



Segun Johnson



Pasuma



Reminisce



VENUE OPTIONS

Set your stage to thrill fans to a promise of fun
Leverage on our Expertise & Audience

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



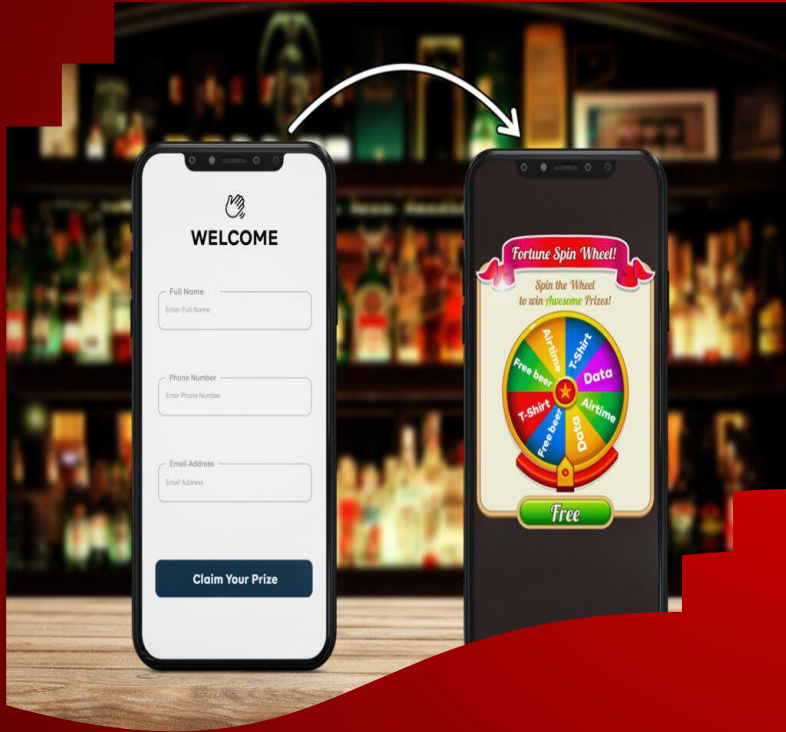
SPONSORSHIP RATES PER LOCATIONS (14 Days Each)						
PACKAGES	TITANIUM	PLATINUM	GOLD	SILVER	EXHIBITOR	Sole Sponsor
PRICE	35m	30m	20m	15m	10m	300m
AVAILABILITY	7	10	15	20	30	2
SPONSORSHIP DELIVERABLES						
Logo exposure on all pre/post marketing materials	Yes	Yes	Yes	Yes	Yes	Yes
Logo advert on Event 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	\$300,000 / #300 MILLION
AVAILABILITY	6
	SPONSORSHIP DELIVERABLES
	Brand Naming Rights
	RFID Ticketing integration
	Access Music Album Launch Integration
	Live Social Media Event Coverage
	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
	Access to guest database
	Exhibition booth
	Brands Ad & Product Ad placement on screen
	Promotion on all Social Media Outlets
	Featured in 300 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.



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

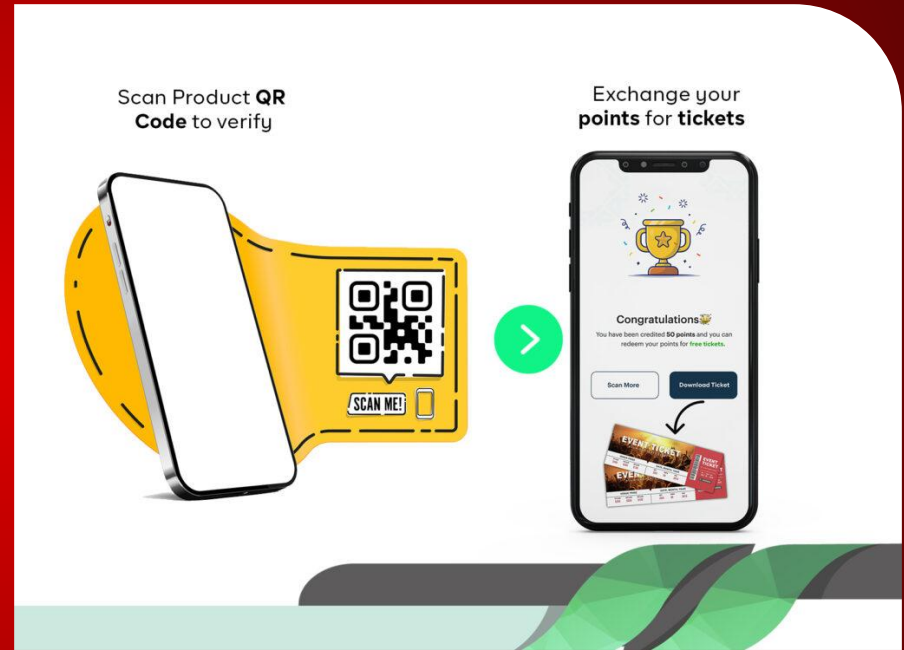
Vibes On Vibes

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

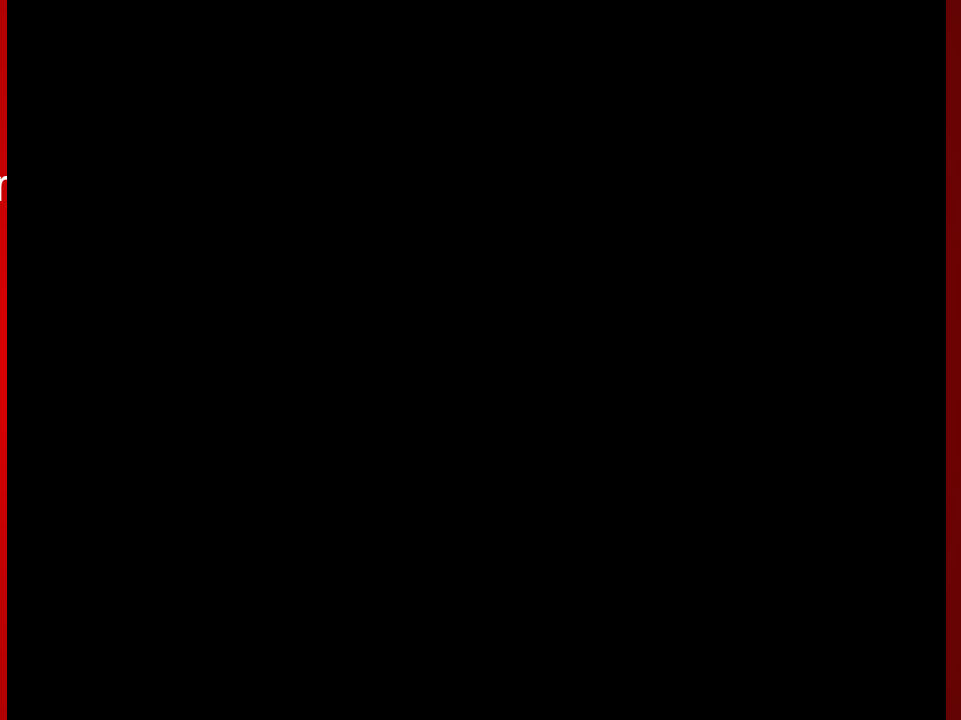
BRAND MONEY RUSH CASHBOOTH

You too can stand a chance to grab #1,000,000 in the #cocacolamoneyrushcashbooth, 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

Sponsorship Rate Content



CASH BOOTH EXPERIENCE



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

Sponsorship Rate Content

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 social media 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

Sponsorship Rate Content





Christmas Wonderland

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