

Proudly Present

# ANIMENiD!

Orchestral Concert and Cosplay Event

Part 1: Parallel Universe

## ***SPONSORSHIP PROPOSAL***

prepared by:

Kevin Chand (Marketing Director)  
+6012.308.5213



More Info:

<https://myanimenia.com>

IG: @animenia.official



JIO SPACE

Proudly Present

# ANIMENIA

Orchestral Concert and Cosplay Event

Volume 1: Parallel Universe

Date: 3-4 February 2024 | Venue: JioSpace

Organised by



Supported by



EXHIBITION

ORCHESTRAL CONCERT

TEA DANCE PARTY

COSPLAY GATHERING

SONG, DANCE, COSPLAY COMPETITIONS

FOOD & POP-UP BOOTHS

CELEBRITIES

**FUN FOR THE WHOLE FAMILY**



A never before done musical extravaganza.

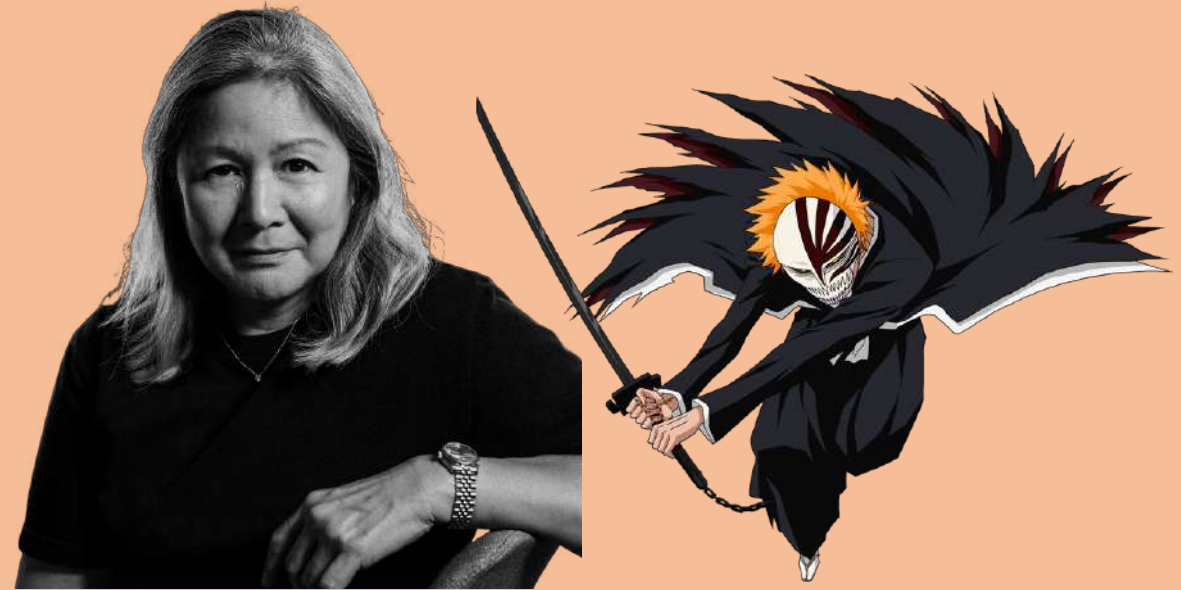
This is a Sponsorship Proposal for Animenia, taking place on Feb 3 & 4, 2024. Organised by MusicWerks with the support of MyCreative Ventures. This event focuses on fusing together music and the Cosplay community and to celebrate anime from around the world.

We have activities for the whole family, ages 9 and up. With attractive themes and innovative ideas, we intend to make this event a huge success and are pleased to invite you to be one of our sponsors for this upcoming event.



## FOUNDER AND MUSIC DIRECTOR

Sharon Paul is an award winning composer, music producer and entrepreneur. She is the owner of Musicwerks Studio and Werkit Records. She is a Berklee graduate and has vast experience writing for television, animation, films and songs. Her vision for the company is to create good music, influence and educate the next generation to achieve their aspirations.



## STAGE AND TECHNICAL PRODUCER

Jennifer Thompson, aka "Kak Jenn", has been in music scene for more than 30 years, she was also the General Manager for Persatuan Akademi Industri Music Malaysia (AIM ) for 15 years and she also produced the "Anugerah Bintang Popular" (the Malaysian "People's Choice Award") for 9 years. Using her knowledge and her experience of the music scene, she now wants to impart what she has learned over the years to the bands and singer-songwriters of Malaysia.

# FEATURED ARTISTS



**Nuim**



**Rinaahime**



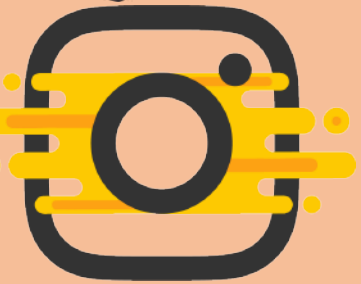
**Riko**



**Asmidar**



**Ariel Fesol**



15k

9k

63k

45k

8k



247k

11k

33k

16k

738



1.6k

2.1k

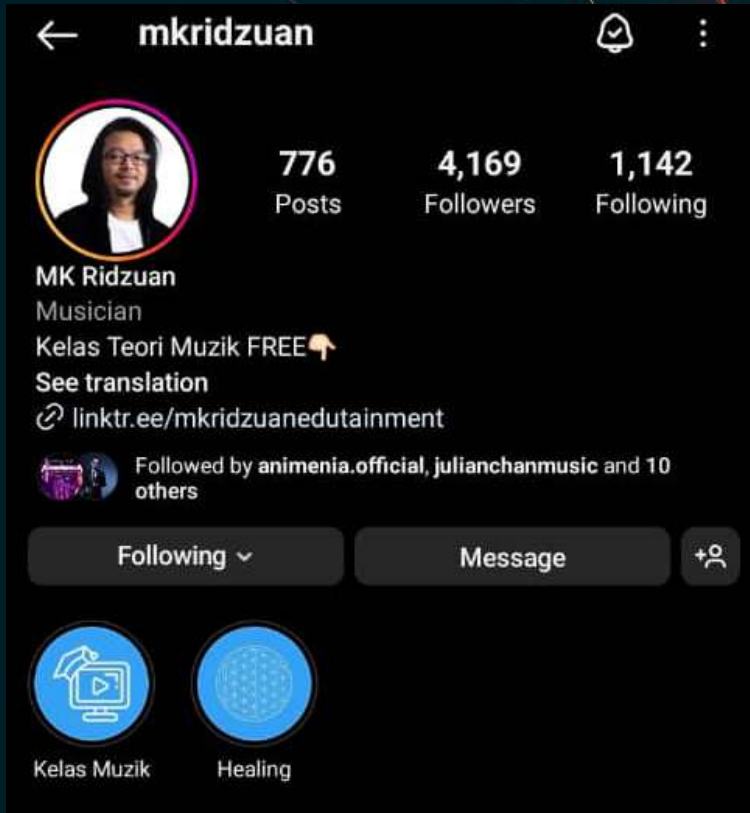
?k

?k


4.8k

# ENSEMBLE

# ORCHESTRA, CHOIR & BAND 48 PIECE




← mkridzuan

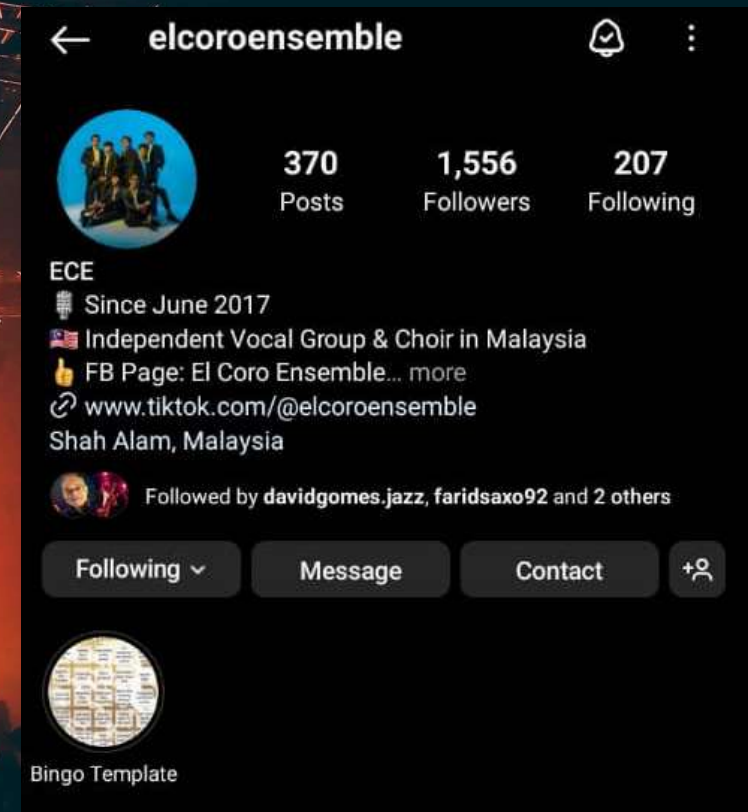
 776 Posts 4,169 Followers 1,142 Following

MK Ridzuan  
Musician  
Kelas Teori Muzik FREE 📌  
See translation  
[linktr.ee/mkridzuanedutainment](https://linktr.ee/mkridzuanedutainment)


Followed by [animenia.official](#), [julianchanmusic](#) and 10 others

Following Message

 Kelas Muzik  Healing




← elcoroensemble

 370 Posts 1,556 Followers 207 Following

ECE  
📅 Since June 2017  
🇲🇾 Independent Vocal Group & Choir in Malaysia  
👉 FB Page: El Coro Ensemble... more  
[www.tiktok.com/@elcoroensemble](https://www.tiktok.com/@elcoroensemble)  
Shah Alam, Malaysia

Followed by [davidgomes.jazz](#), [faridsaxo92](#) and 2 others

Following Message Contact

 Bingo Template

CONDUCTOR

BACKING

# TEA DANCE PARTY DEEJAYS

Note: Subject to changes

itsjovynn

189 Posts 993K Followers 1,646 Following

Jo Vynn she/her

itsjovynn

DJ

music unites us all 🤝

Stream "No Drugs" (link in bio)

business/bookings: itsjovynn@gmail.com

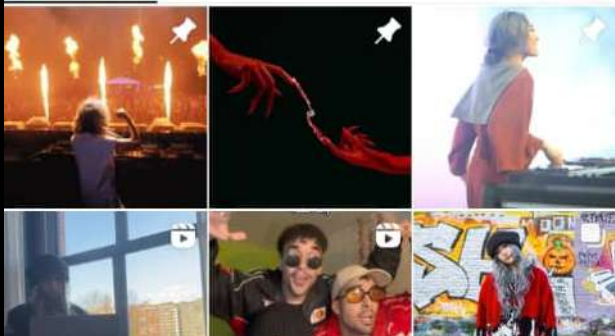
itsjovynn.komi.io

The Baddest Channel 🌟 • 8,162 members

Followed by kennyville87, call\_me\_show\_ and 8 others

Follow Message Email address

SHOWS 2023 NO DRUGS art by u



inquisitive

782 Posts 187K Followers 2,875 Following

INQUISITIVE

Artist

Bookings: mike@ablistartists.com

BU DE BU AI 不得不爱 - OUT NOW! 🍷💜💗

See translation

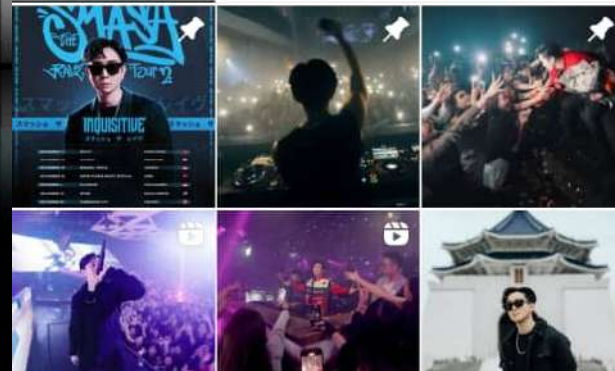
open.spotify.com/track/6i9m5Y9yUfRgjVn...

INQUISITIVE DYNASTY 🏯 • 5,360 members

Followed by alwaysdreamingwoo

Follow Message Email address

WALLPAPERS SPOTIFY SOUNDCLOUD TIKTOK SAMPLE



harimao.official

149 Posts 18.1K Followers 87 Following

Harimao Official

harimao.official

DJ

🇲🇾🇸🇬🇩🇪🇯🇵🇹🇼

Malaysia Johor DJ Duo 🇲🇾🇸🇬

Music Producer 🎵🎹

Hypeman 🎤🎧 ... more

linktr.ee/harimao.official

Follow Message Email address

2023 Wonder ... 2023 港台交流... 2023 もう一度 2023 Noizucon 2023 NEC



yang\_hbk

2,492 Posts 9,964 Followers 371 Following

Yang Yang

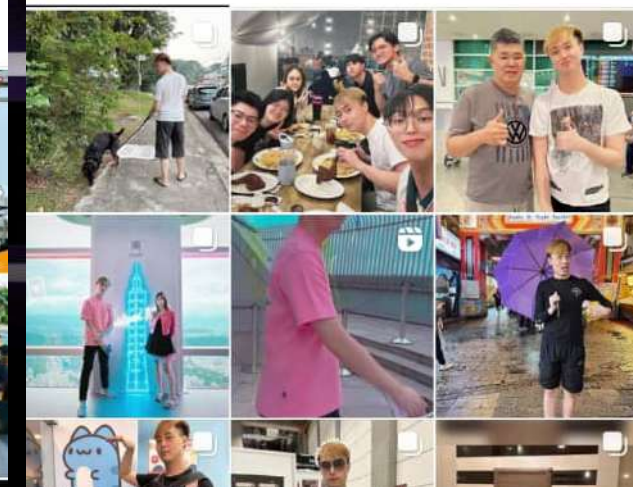
yang\_hbk

DJ Yang² 🇲🇾 Malaysian foodie, occasionally some music stuff. Audiophile, Wrestling Fans & House Music/Nu-Metal Lover!

www.facebook.com/djyang2 and 2 others

Follow Message

2022 2021 2020 2019 2018





TEA DANCE

COSPLAY DJS



# PROPOSED COSPLAY SKIT JUDGES

< Twins GEMINI   




@twinsxyxt

120 Following   59.3K Followers   229.4K Likes

[Follow](#)   [Message](#)   

Twins  双胞胎    

Gamer • Streamer • Dancer • Cosplayer  
FB page: Gemini X

 Youtube    Add Yours

< arilpilus  ...



2,172 Posts   299K Followers   2,227 Following

Khairil Azam Pilus

 arilpilus

Digital creator  
Singer // Tv Host // Emcee // Digital Content // Influencer // Hardstyler // Youtube : @gilergang [more](#)

 [linkbio.co/hardstylerepub...](https://linkbio.co/hardstylerepub...) and 1 other

  Followed by warisanhallstudio, wafaafifaa and 20 others

[Follow](#)   [Message](#)   [WhatsApp](#)   



ATTACK  
ON  
TITAN  
SPONSOR  
NOMINEE

← **\_hsachiko\_** ⋮



**376**  
Posts

**8,406**  
Followers

**562**  
Following

**Hsachiko 幸子 (Read as SA-CHI-KO)**

Just for fun

🇺🇸 Cosplayer | Vocalist | MC @\_sammiehum\_🇺🇸

📍 25 NOV @drumasiastudio\_ BDA... more

🌐 [www.hsachiko.com](http://www.hsachiko.com)



Followed by **thelewis Yates** and **sharonpaulofficial**

Follow

Message

Email address



Birthday 2023



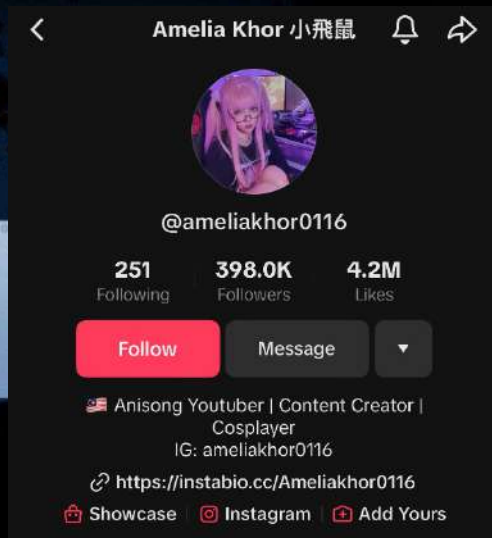
Covers



ACGFRE-



# ANIME-SONG COMPETITION JUDGES



Amelia Khor 小飛鼠

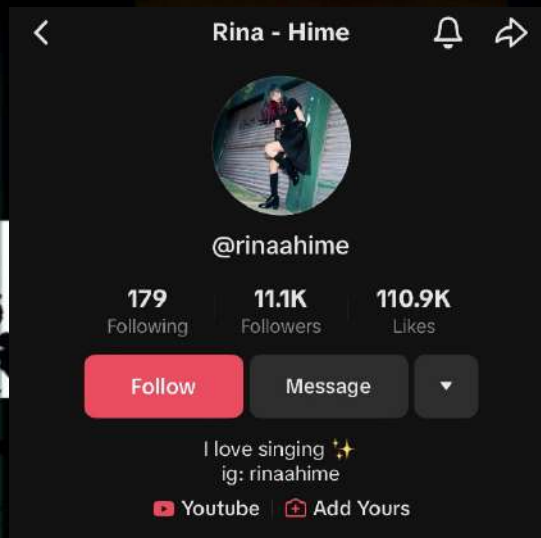
@ameliakhor0116

251 Following 398.0K Followers 4.2M Likes

Follow Message

Anisong Youtuber | Content Creator | Cosplayer  
IG: ameliakhor0116  
<https://instabio.cc/Ameliakhor0116>

Showcase Instagram Add Yours



Rina - Hime

@rinaahime

179 Following 11.1K Followers 110.9K Likes

Follow Message

I love singing 🌟  
ig: rinaahime

Youtube Add Yours



mindaryn\_

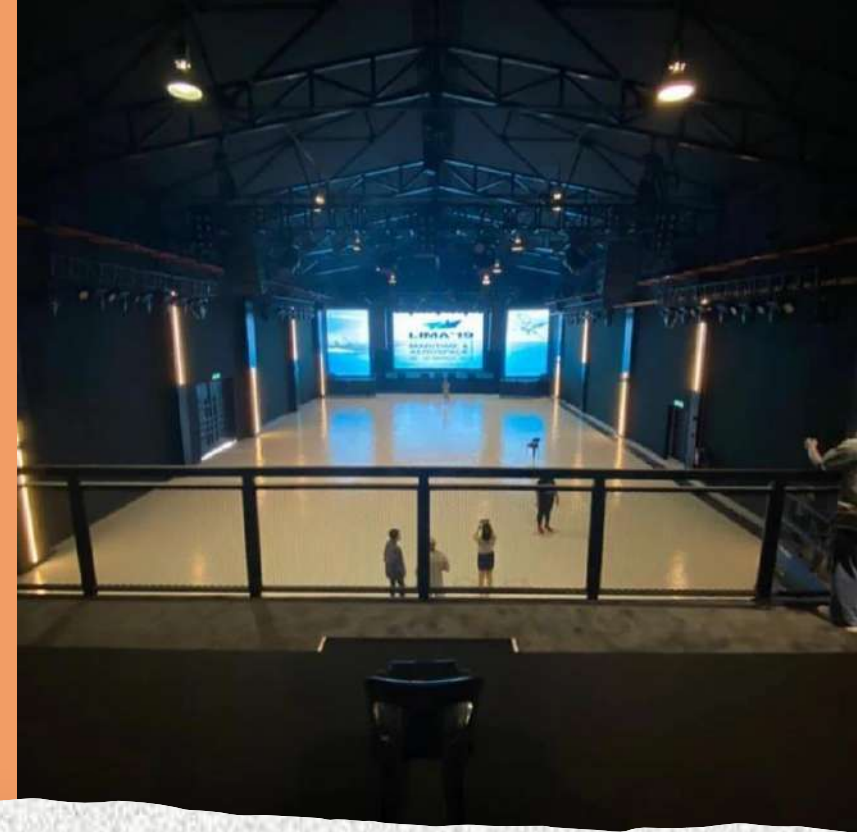
2,309 Posts 71.5K Followers 577 Following

MindaRyn  
アニソンシンガー | 日本語・タイ語・英語 | #転スラ #神運に拾われた男 #サクガン #ありふれた #公爵邸 #ウルトラマン プレーザー  
Work Contact: Ms Kung more  
See Translation  
[youtube.com/c/mindaryn\\_](https://youtube.com/c/mindaryn_)

Follow Message Email







# VENUE

## CAPACITY (PER DAY)

- 1.2K PAX STANDING IN ODEUM
- FITS 80 IN VIP LOUNGE
- 200 PAX CONCRETE ROOM
- 400 PAX IN TENT & COURTYARD

JIOSPACE

# DAY 1 BREAKDOWN - 3RD FEBRUARY

## 10 AM TO 10 PM

TIME	EVENT	VENUE	DETAILS
10:00 AM - 8:30 PM	Exhibition & Bazaar	Courtyard & Tent	Sponsor exhibition booths, Cosplay products, Japanese-themed food
12:00 PM - 1:00 PM	Best Transformation	Concrete Room	Prize ceremony for the online campaign (Sponsored)
1:00 PM - 3:00 PM	Dance Competition	Concrete Room	Group & Solo Competition Showcase (Sponsored)
3:00 PM - 4:30 PM	Animenia! Concert Matinee	Odeum	48 piece Live Performance
5:00 PM - 6:30 PM	Cosplay Skit Competition Solo & Group	Concrete Room	Recognising & Award to Best Skin (Sponsored)
6:30 PM - 8:00 PM	Lucky Draw	Concrete Room	Enjoy the food and take pictures
8:30 PM - 10:00 PM	Animenia! Concert	Odeum	48 piece Live Gala Performance

Note: Subject to changes on timing and venue

# DAY 2 BREAKDOWN - 4TH FEBRUARY

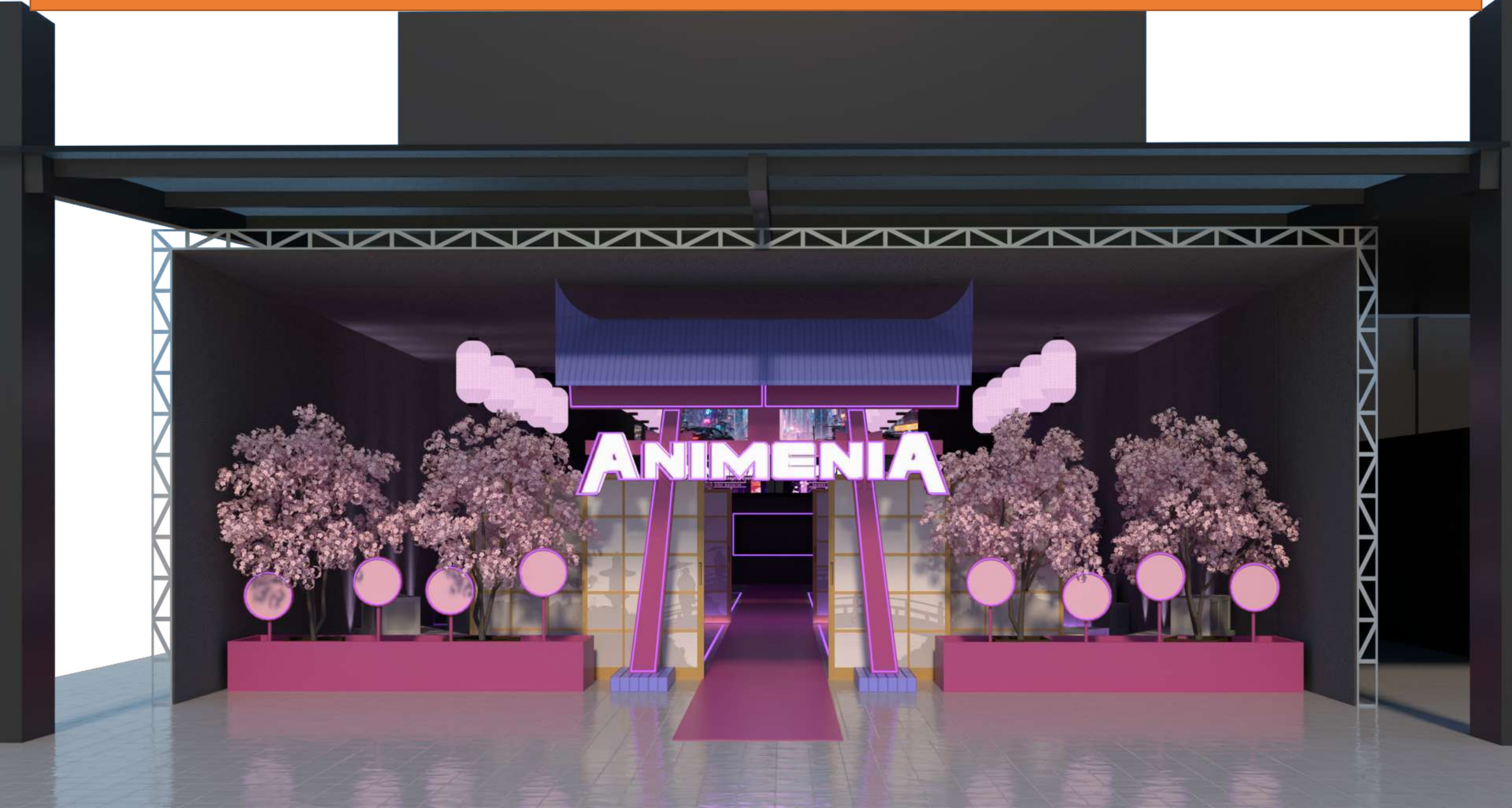
## 10 AM TO 11 PM

TIME	EVENT	VENUE	DETAILS
10:00 AM - 5:00 PM	Exhibition & Bazaar	Courtyard & Tent	Sponsor exhibition booths, Cosplay products, Japanese-themed food
12:00 PM - 1:00 PM	Cosplay Competition Mobile Legends	Concrete Room	Recognising & Award to Best Skin (Sponsored)
1:00 PM - 2:00 PM	Cosplay Skit Competition Solo & Group	Concrete Room	Recognising & Award to Best Skin (Sponsored)
2:00 PM - 3:00 PM	Lucky Draw	Concrete Room	(Sponsored)
3:00 PM - 5:00 PM	Anisong Competition	Concrete Room	Judged Panel for Best Vocal Performance (Sponsored)
5:00 PM - 11:00 PM	Tea Dance	Odeum	Featuring 3 Cosplay DJs

Note: Subject to changes on timing and venue



# PLANNED ENTRANCE DESIGN



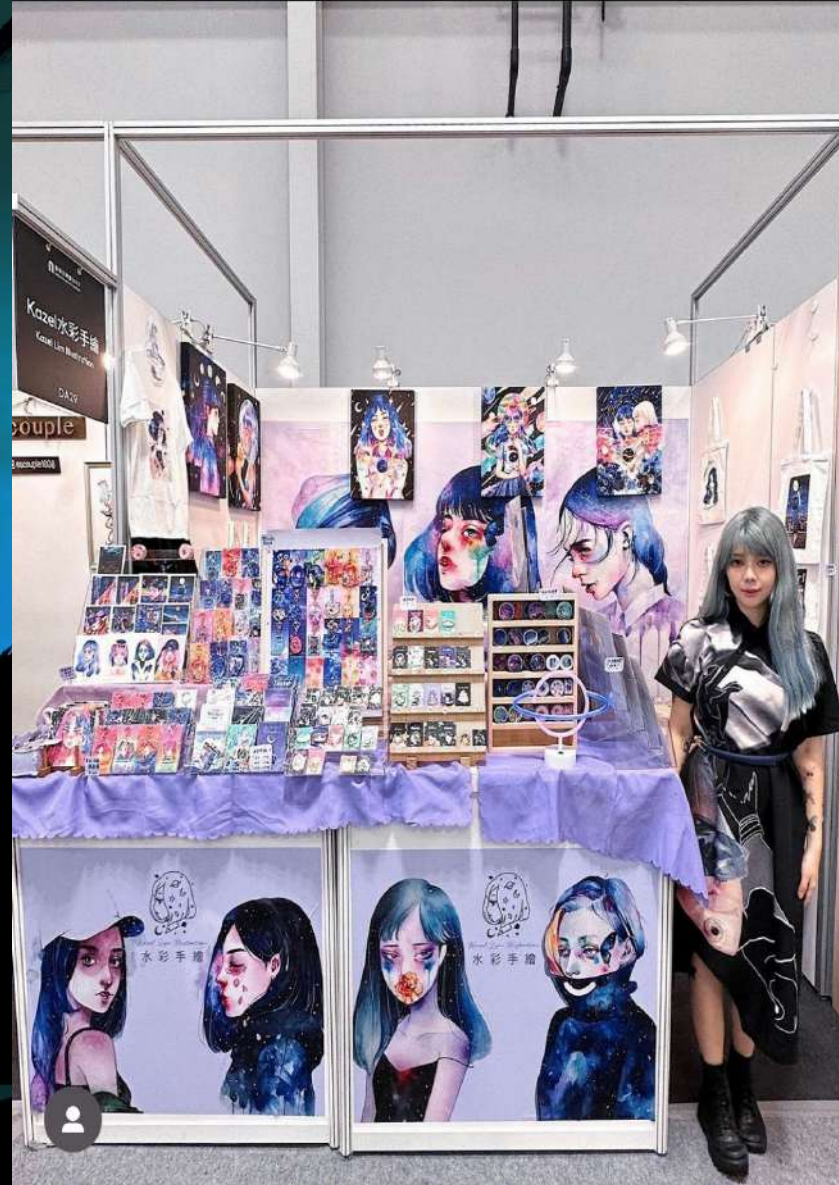
# SAMPLE POP-UP VENDORS



tixitzero



kazel\_



dreamfox\_handcraft



# GROWTH OF ANIME & COSPLAY IN MALAYSIA

Costume sales in Malaysia alone 2022 = RM10m - growth at 7% YoY

In 2023 there has already been more than 70 Cosplay events taking place all over Malaysia, a lot of them in the Klang Valley



THE MALAYSIAN INSIGHT Pictures

## Inside the world of cosplay in Malaysia

 **Najjua Zulkefli** Updated 6 years ago · Published on 9 May 2017 3:00PM · 0 Comments

In the day, Dzafrî Mohd Nor is a lorry driver. At night, he is a predator.

Not that anyone should panic. The 35-year-old is into cosplay despite his daily work with a courier company in Shah Alam. He and other enthusiasts put countless hours and loads of money into becoming their fictional characters and can be seen at every anime or comic convention in Malaysia.


HOME MALAYSIA SINGAPORE MONEY WORLD LIFE EAT/DRINK SHOWBIZ OPINION SPORTS TECH/GADG




LIFE


## A glimpse into the world of cosplay, underneath the wigs and fancy costumes






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### 4.0 Conclusion

This study has examined the adaptation of Japanese cosplay culture into Malaysian Society from the practice of identity, group identity, concepting another self, offline and online identities, escapism and attachment of place through ethnographic study, an autoethnography and online interview methods. From the results of the ethnographic study and online interview with two Malaysian cosplayers, this study was able to branch out to

 **theVibes.com**  
MALAYSIA. FROM EVERY SIDE.  
A PETRA NEWS COMPANY

COMMUNITY

## Malaysia's growing cosplay community: an inside perspective

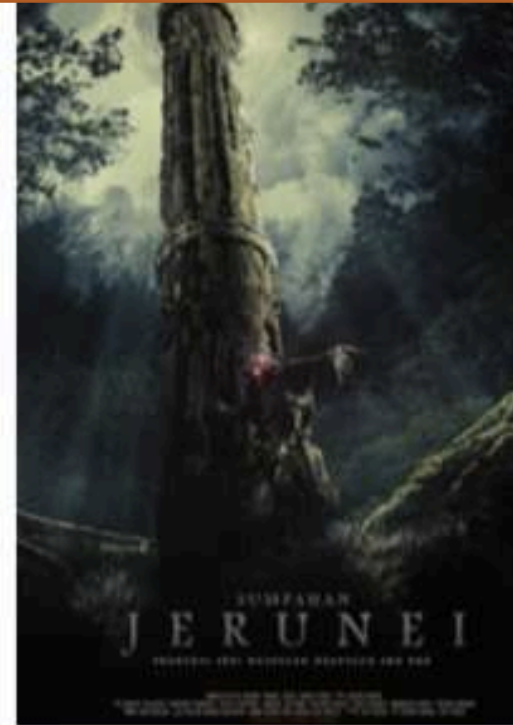
A conversation with Malaysian cosplayers YingTze and Preston, the leading figures of the local cosplay community

Updated 1 year ago · Published on 01 Aug 2022 1:10PM

# OUR PROJECTS

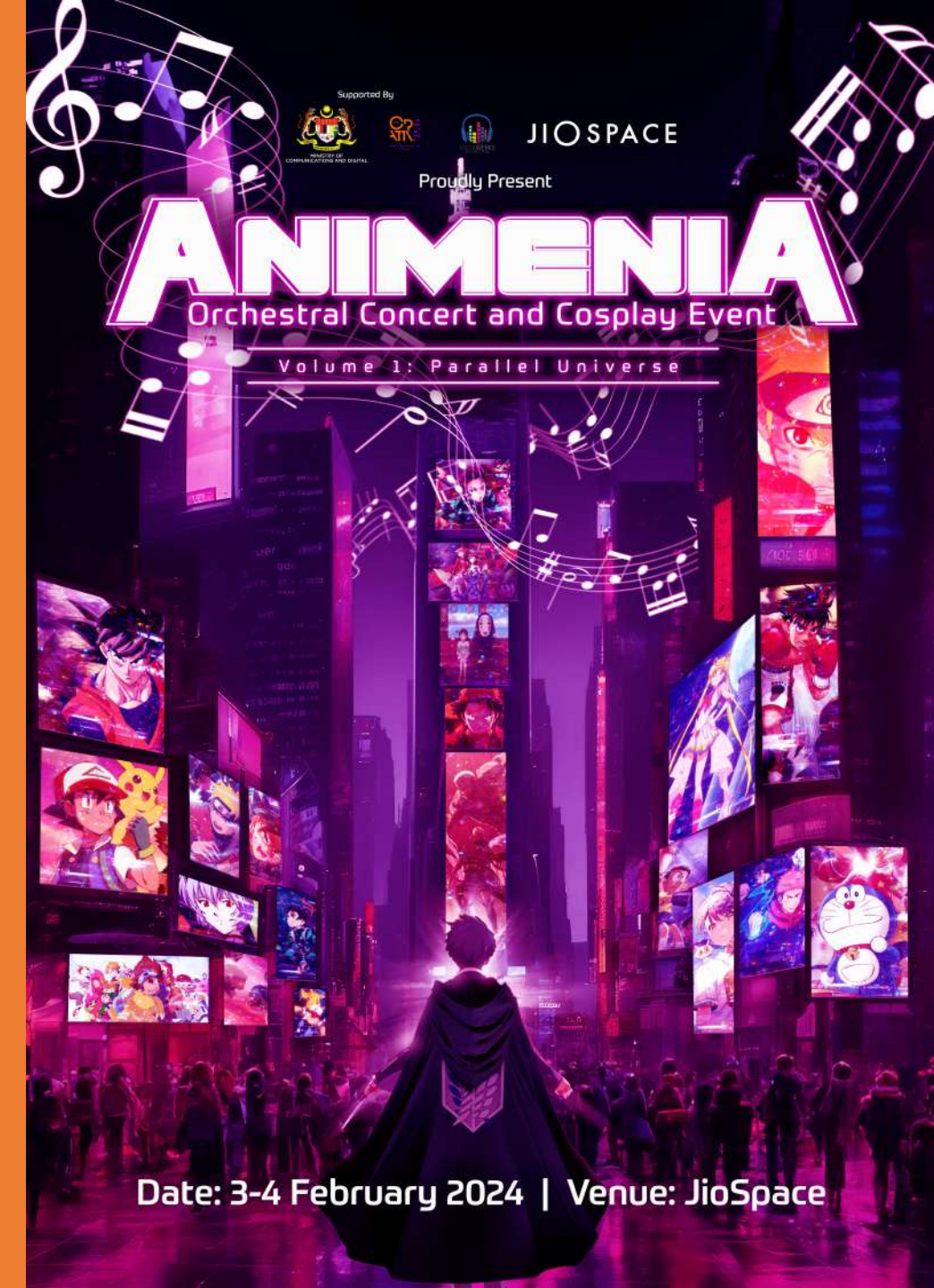
We've done numerous musical projects and events for corporate, independent clients and government bodies. Some of our latest projects include:

- Production (Music & Video) Amira Othman x Afiq Adnan (June 2023)
- Music Showcase at Studio Lokasi (May 2023)
- Music Production for TVS Chinese Show (Jan 2023)
- Filming of Malaysian dramas at the studio
- Film Scoring for the upcoming film 'Tertiber Youtuber'
- Trailer Music for the upcoming film 'Sumpahan Jerunei'
- Film Scoring and Ost Production for 'Sumpahan Jerunei'
- Big Stage Music Arrangements for Meer Nash
- Famili Duo 2022 Music Arrangements





**SPONSORSHIP**



Date: 3-4 February 2024 | Venue: JioSpace

# ATTACK ON TITAN

## MAIN SPONSORSHIP PACKAGE (RM180,000.00)

### BENEFIT ENTITLEMENT

\*\* 15 TICKETS FOR CONCERT DAY \*\*\*

\*\* VIP ALL ACCESS & HOSPITALITY \*\*\*\*

NAMED SPONSOR - 'COMPANY X PRESENTS ANIMENIA 2024'

1. LOGO PLACEMENT ON ALL MAIN POSTERS, EVENT BUNTINGS

& BACKDROP/BILLBOARD

2. GOODY BAG – PROGRAM BOOK 2 FULL PAGES ADVERTISING PREMIER

POSITION

3. VIDEO PROMO ON TIKTOK SYNC TO IG, 3X IG POSTS WITH KOLS, FB

4. CREDIT MENTION BY EMCEE & CELEBRITIES DURING PRESS CONFERENCE & ON

EVENT DAY

5. LOGO EXPOSURE & SHOUT-OUTS ON SOCIAL MEDIA – FB, TIK TOK & INSTAGRAM FOR 2

MONTHS

6. JUDGE / JURY APPEARANCE FOR RELATED ACTIVITIES / COMPETITIONS

PROMOTION

1. PREMIUM POSITIONED EXHIBITION BOOTH AT SITE

2. DISTRIBUTION OF FLYERS (DIGITAL OR PHYSICAL)

3. PROMO POSTER ON EVENT & SOCIAL MEDIA - FB, TIK TOK & INSTAGRAM

SPONSORSHIP Categories & Benefits								
Exhibition, Concert & bRave Sponsorship	Booth (sqm) / Pop-Up (x)	VIP Lounge Seating	Event Passes	Event Name Incorporation	Program Book Placement	Credit Mention by MC & Celebrities	Invite to be Judge for Competitions	Promotion during day on Courtyard Volume
Attack On Titan - RM180,000.00	9 sqm	10	15	Y	2 page	Y	Y	15 sqm
Evangelion - RM120,000.00	9 sqm	7	10	Y	1 page	Y		15 sqm
Demon Slayer I - RM75,000.00	9 sqm	5	7	Y	1/2 page	Y		15 sqm
Naruto I - RM50,000.00	9 sqm	5	5		1/2 page	Y		10 sqm

SPONSORSHIP Categories & Benefits						
Exhibition, Concert & bRave Sponsorship	Promotional Video during daytime events on Courtyard LED Volume	Hi-Res Video Advert on website	Video Promo on TikTok Sync to IG / Video Sync to Social Media	IG Posts with KOLs	Social media presence and marketing	Invitation to press conference and media exposure
Attack On Titan - RM180,000.00	15 sec x 2	Y	Promo	3x	Y	Y
Evangelion - RM120,000.00	10 sec x 2	Y	2x 1min Sync		Y	Y
Demon Slayer I - RM75,000.00	15 sec	Y	1x 1min Sync		Y	Y
Naruto I - RM50,000.00	10 sec				Y	Y

# EVANGELION

## SPONSORSHIP PACKAGE (RM120,000.00)

### BENEFIT ENTITLEMENT

**\*\* 10 TICKETS FOR CONCERT DAY \*\***

**\*\* VIP ACCESS & HOSPITALITY \*\*\*\***

EVENT NAME WILL INCORPORATE WITH SPONSORS NAME / BRAND

1. LOGO PLACEMENT ON ALL MAIN POSTERS, EVENT BUNTINGS  
& BACKDROP/BILLBOARD

2. GOODY BAG – PROGRAM BOOK 1 FULL PAGE PAGE ADVERTISING PREMIER  
POSITION

3. CREDIT MENTION BY EMCEE & CELEBRITIES DURING PRESS CONFERENCE & ON  
EVENT DAY

4. LOGO EXPOSURE & SHOUT-OUTS ON WEBSITE & SOCIAL MEDIA – TIKTOK &  
INSTAGRAM FOR 2 MONTHS

5. 2 x 1MIN VIDEO SYNC TO SOCIAL MEDIA – TIKTOK & INSTAGRAM  
PROMOTION

1. EXHIBITION BOOTH AT SITE

2. DISTRIBUTION OF FLYERS (DIGITAL OR PHYSICAL)

3. PROMO POSTER ON EVENT & SOCIAL MEDIA CHANNELS - TIKTOK & INSTAGRAM



**Date: 3-4 February 2024 | Venue: JioSpace**





# DEMON SLAYER

## SPONSORSHIP PACKAGE (RM75,000.00)

### BENEFIT ENTITLEMENT

\*\* 7 TICKETS FOR CONCERT DAY \*\*\*

\*\* VIP ACCESS & HOSPITALITY \*\*\*\*

EVENT NAME WILL INCORPORATE WITH SPONSORS NAME / BRAND

1. LOGO PLACEMENT ON ALL MAIN POSTERS, EVENT BUNTINGS & BACKDROP/BILLBOARD
  2. GOODY BAG – PROGRAM BOOK 1 FULL PAGE ADVERTISING PREMIER POSITION
  3. CREDIT MENTION BY EMCEE & CELEBRITIES DURING PRESS CONFERENCE & ON EVENT DAY
  4. LOGO EXPOSURE & SHOUT-OUTS ON WEBSITE & SOCIAL MEDIA – TIKTOK & INSTAGRAM FOR 2 MONTHS
  5. 1 x 1MIN VIDEO SYNC TO SOCIAL MEDIA – TIKTOK & INSTAGRAM PROMOTION
1. EXHIBITION BOOTH AT SITE
  2. DISTRIBUTION OF FLYERS (DIGITAL OR PHYSICAL)
  3. PROMO POSTER ON EVENT & SOCIAL MEDIA - TIKTOK & INSTAGRAM

# NARUTO

## SPONSORSHIP PACKAGE (RM50,000.00)

### BENEFIT ENTITLEMENT

\*\* 5 TICKETS FOR CONCERT DAY \*\*

\*\* VIP ACCESS & HOSPITALITY \*\*\*\*

1. LOGO PLACEMENT IN OUR MAIN POSTER & EVENT BUNTINGS & BACKDROP
  2. GOODY BAG – PROGRAM BOOK HALF PAGE ADVERTISING PREMIER POSITION
  3. CREDIT MENTION BY EMCEE & CELEBRITIES DURING PRESS CONFERENCE & ON EVENT DAY
  4. LOGO EXPOSURE ON WEBSITE & SOCIAL MEDIA – TIKTOK & INSTAGRAM
  5. 1 x 1MIN VIDEO SYNC TO SOCIAL MEDIA – TIKTOK & INSTAGRAM PROMOTION
1. EXHIBITION BOOTH AT SITE
  2. DISTRIBUTION OF FLYERS
  3. PROMO POSTER ON EVENT & SOCIAL MEDIA - TIKTOK & INSTAGRAM





## GOKU

### SPONSORSHIP PACKAGE (RM20,000.00)

#### BENEFIT ENTITLEMENT

**\*\* 3 TICKETS FOR CONCERT DAY \*\***

1. LOGO PLACEMENT ON OUR MAIN POSTER, EVENT BUNTINGS & BACKDROP
2. GOODY BAG – PROGRAM BOOK 1/4 PAGE ADVERTISING
3. LOGO EXPOSURE ON WEBSITE & INSTAGRAM
4. POP-UP AT SITE
5. DISTRIBUTION OF FLYERS

## SAILOR MOON

### SPONSORSHIP PACKAGE (RM10,000.00)

#### BENEFIT ENTITLEMENT

1. LOGO PLACEMENT ON OUR MAIN POSTER, EVENT BUNTINGS & BACKDROP
2. LOGO EXPOSURE ON WEBSITE & INSTAGRAM
3. POP-UP AT SITE



## REM

### SPONSORSHIP PACKAGE (RM5,000.00)

#### BENEFIT ENTITLEMENT

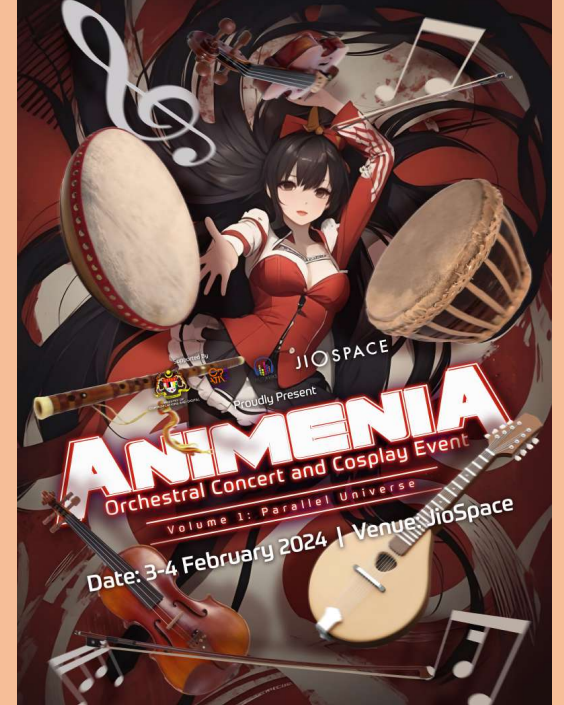
1. LOGO PLACEMENT ON OUR MAIN POSTER & EVENT BUNTINGS
2. LOGO EXPOSURE ON WEBSITE & INSTAGRAM





# OTHER SPONSORSHIPS AVAILABLE

- PRIZES FOR COMPETITIONS
- F&B FOR MUSICIANS & CREW
- EVENT STAFFING
- AV SYSTEM RENTAL
- TENT RENTAL
- 360 PHOTOBOOTH
- VENUE
- ADVERTISING
- MERCHANDISE
- MEMORABILIA



**For further enquiries:-**

**Sharon Paul (Project Director)**  
**+6012.326.0094**

**Kevin Chand (Marketing Director)**  
**+6012.308.5213**

**ORGANISER**



**MUSICWERKS**  
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