

# I. INTRODUCTION

## OBJECTIVE

In **DOREMi**, sharing our passion for great entertainment is the heart and soul of the company.

## THROUGH THIS EVENT, WE AIM TO:

Nuture the passion for music and encourage more people, especially the youth to join the music bandwagon!

Create a platform for public to view the new and latest progress in the Music/ Entertainment industry.

Contribute positively to our community through raising awareness on various issues that affects our society. We believe that, it is our duty as caring corporate citizen to give back to the community that we live in.





## VISION AND MISSION STATEMENT

### VISION

- + To develop Music Carnival 123 into an annual event for Malaysian Music industry's retailer, event services provider, entertainment and also music enthusiast to showcase their latest updates and / talent to the public.

### MISSION

- + To provide an effective platform for entertainment/ music industry provider.
- + To create a relaxed and informative environment for general public to find out more about Malaysian event entertainment and music industry.



Music is moonlight in  
the gloomy night of  
life.

*Author: Jean Paul Richter*

## II. EVENT OVERVIEW

### MUSIC CARNIVAL 123 OVERVIEW

Music Carnival 123 is a free and open event for general public.

#### Date

23rd & 24th January 2010

#### Venue

Astaka, Taman Tasik Titiwangsa .  
(more youth, general public  
and walking crowd).

#### Target Market


Youth aged between 16 - 30.

#### Crowd

15,000 - 20,000

#### Who should join us:

- 🎧 Music Retailer
- 🎧 Music School
- 🎧 Event Supplier
- 🎧 Entertainer
- 🎧 Music Talent
- 🎧 IT related companies  
or willing individual that has  
something new, latest and  
interesting to showcase to the  
general public.



A dream you dream alone  
is only a dream.

A dream you dream  
together is reality.

*Author: John Lennon*

### III. WHY JOIN MUSIC CARNIVAL 123

We invite you to be a force  
positive action for the Malaysian  
Music / Entertainment Industr.  
So, we will make it worthwhile  
for you to join us.

#### Fact 1

MUSIC CARNIVAL 123 is the  
Only Network Event organized  
for Malaysia Music, Entertainment  
& Event Industry together.

#### Fact 2

The average person is exposed  
to 2,000 advertising messages  
everyday, while the number  
products in the marketplace  
increase by the year.



## HOW DO YOU STAND OUT FROM THE CROWD?

- 🎧 Road show is one of the most **effective and direct** form of reinforcing **BRAND POSITIONING**. Why? Because it creates a **lasting impression**.
- 🎧 You get to **position yourself** at the forefront of music industry.
- 🎧 You get more **face time** for interaction & to build trust and support for new customer.
- 🎧 A **GREAT** opportunity to **promote** your company / product **directly** to the market.
- 🎧 Increase **brand awareness**. You can't buy what you don't know exist.
- 🎧 Communicate your **brand message PERSONALLY** to consumer.
- 🎧 By joining **MUSIC CARNIVAL 123**, it helps to **generate excitement** about your brand and product.
- 🎧 You are reaching out to **15,000 - 20,000** crowd.
- 🎧 On top of it, your logo will be printed on **our all our promotional items**.
- 🎧 MUSIC CARNIVAL 123 is a great way for you explore **new market!**





Let your performance  
do the thinking.

*Author: H. Jackson Brown Jr*

## IV. BENEFIT OF CONTRIBUTOR

Cause that you are contributing to:

- 🎧 You are helping the growth of the Malaysian Music Industry by promoting **Great Brand, Quality Products** as well as Spreading Your **Unrelenting Passion for Music** to the future generation.
- 🎧 Better **Quality Entertainment and Event** for the future generation.
- 🎧 Promote **Healthy and Clean Entertainment** for the future generation.
- 🎧 Promote and grow **Music Education** in Malaysia.
- 🎧 Bigger cake for everybody.

If you are local Music / Entertainment Company, we are more than happy to work with you, to get involved in MUSIC CARNIVAL 123, to help showcase your contribution to the Malaysian Music Industry.

Kindly note that sponsorship opportunities are negotiable and we are always open to your company's ideas.

Music  
is what feelings sound  
like.

## V. CONTACTS

More information regarding Music Carnival 123 can be found at website:

[www.doremi.com.my/123](http://www.doremi.com.my/123)

Please kindly contact our executive committee should you need further information. Thank you.

### Music Carnival 123

Executive Committee Members

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