

# TINI TINOU

INTERNATIONAL CIRCUS FESTIVAL

MAY 7-16th 2015

# Tini Tinou Festival: A Circus festival touching the heart of crowds.

Phare Performing Social Enterprise and Phare Ponleu Selpak are pleased to announce the organization of the Tini Tinou 2015 international circus festival in May 2015. This package will give you a full brief of the festivals history, ambition for 2015 and sponsoring opportunities.

## Tini Tinou in 2014: Rebirth of the Festival

### Mission of the festival:

The Tini Tinou International Circus Festival started in Cambodia in 2004, and ran until 2010 in both Phnom Penh and Battambang. Phare Ponleu Selpak and the French Cultural Center (what is now the French Institute in Cambodia) gathered artists from around the world, providing entertainment and artistic exchange between dancers, musicians and circus artists. The intercultural relations developed during the Festival stimulated creativity and human development. In 2014, Phare artists travelled from their home base of Siem Reap to Phnom Penh to present their show « Eclipse » in celebration of Europe Day. In order to share the skills of these talented performers with a wider audience, Phare Performing Social Enterprise and Phare Ponleu Selpak joined hands with the National Circus School of Cambodia to revive the Tini Tinou Festival.

### A community event for all in Phnom Penh:

The festival took place in the beautiful big top of the National Circus School of Cambodia next to the Naga World. The big top can seat 1,000+ people and was full both nights. Thanks to the generous contribution of our sponsors, we were able to invite close to 400 children from local NGOs: Pour un Sourire d'Enfants, Krousar Thmey, Mit Samlanh, Enfants du Mekong, Taramana, Sunflower Orphans, Cambodian Living Arts and Mary Knoll.

The NGO Krousar Thmey said: *"A Big thank you for this beautiful show. The children loved it so much! They were amazed and laughed a lot, so good to see!"*

Over 650 tickets were then sold to the general public for 4usd per person (children under 5 years old were free) with all ticket revenues going to support the Center for Circus and Performing Arts. The remaining tickets were given to our sponsors as a benefit of their sponsorship package. Most of those tickets were used as there was a huge interest from the Cambodian staff of both ANZ royal and Smart.



*Mrs Sackona with Grant Knuckey, CEO of ANZ Royal Bank*

*"ANZ Royal is pleased to be able to support Phare, The Cambodian Circus event in Phnom Penh. As a responsible corporate citizen, ANZ Royal has a very strong commitment to the communities in which we live and work. Supporting local community driven arts & culture events are an important element of our corporate social responsibility framework. We wish the event the very best of luck."*

**Grant Knuckey, ANZ Royal CEO**

The Minister of Culture Mrs. Phoreung Sackona came to inaugurate the show on its opening night and was very enthusiastic about it afterwards and promised to provide her strong support for the next edition. She personally handed certificates to the two main sponsors ANZ Royal and cellphone company Smart.

## Program for the 2015 edition:

Date: May 7th to May 16th

Tini Tinou 2015: Scaling up the festival with nationwide audience and international performers.

In 2015, the festival will grow to its original multi-city tour with an international line-up. In addition to Phare, The Cambodian Circus, and the National Circus School of Cambodia, five international troupes from Asia and Europe will join to both perform acts and shows for audiences, and take part in artist exchange workshops.

The festival will tour between Battambang, Siem Reap, and the capital Phnom Penh, in the hopes of giving audiences across Cambodia and worldwide tourists a new theatrical experience and opportunity to see world-class performers.

## Country of origins of the troupes invited:

Cambodia - Phare, the Cambodian Circus  
Cambodia - The National Circus School of Cambodia  
Taiwan - Formosa Circus  
France - O ultimo Momento  
Vietnam - Ho Chi Minh City Circus School  
Switzerland - Les Papillons

## Location and venues of the festival:

The Festival will tour around the 3 major cities of Cambodia:

Phnom Penh:

May 7th, 8th and 9th.

Target crowd: Cambodians middle class, children from NGOs, international and expat communities

Venue: Big Top of the National Circus School of Cambodia (over 1000 seats).



## Siem Reap:

May 11th, 12th, and 13th

Target crowd: Tourists, local community and children from NGOs

Venue: Big Top of Phare, the Cambodian Circus (over 300 seats)



## Battambang:

May 15th and 16th

Target Crowd: Local community, tourists and children from NGOs

Venue: Big Top of Phare Ponleu Selpak (over 200 seats).



Total direct audience of the festival = 3,700 people (+ indirect audience thanks to advertizing and media coverage)

## Structure of the festival:

Festival will be structured around 8 performance nights, workshops among the artists and street parades in the 3 cities so that this it is both an exchange between the people and the arts but also among artists.

### 1. Shows:

Each troupe will perform several times in each city. The shows will not be split over several locations on the same day at the same time but be organized in a successive manner so that crowds get a chance to see them all and not have to choose between shows.

### 2. Workshops:

Artists will be given a chance to share their experience and skills. Workshops are to be organized in all three cities among the artists to develop sharing, friendship and cultural development. The international troupes will bring with them, their own unique interpretation of what circus is to share with Cambodians and the other artists alike.

### 3. Parades:

Artists will parade in the three cities before the first night performance!  
Parades are a fun way to practice one's art and attracts the crowds to know more about the festival.



## Sponsorship packages: Be an active partner of the most exciting festival in Cambodia!

PPSE is organizing this festival to benefit mostly local communities and local artists in order to promote the circus arts in Cambodia where access to culture is seriously reduced. This year again, we will invite children from NGOs to the festival in Phnom Penh, Battambang and Siem Reap so as to make this event as open to all as possible.

The goal is also to give Cambodia an opportunity to be a hub in Asia for circus arts. It is also to use the growing fame of Phare Ponleu Selpak in the world of circus to promote circus in Asia.

The festival is organized by Phare Performing Social Enterprise, the business arm of Phare Ponleu Selpak and aims at being at a minimum a self sustaining project and at best a fundraising event.

### Sponsors benefits

Sponsoring Tini Tinou 2015 will provide you with nationwide reach in a variety of populations: Cambodian middle class, expats and youth in Phnom Penh, local population in Battambang and tourists in Siem Reap. Over a little more than one week, you will gain maximum visibility with an estimated 3,700 people engaged in seeing the show + all the additional visibility from advertizing material associated with the festival.

### Your taking part in the festival will give you a chance to:

- ❖ Boost your CSR image with your involvement in a festival providing:
  - » Artistic opportunities to artists from the region to perform internationally
  - » Give Cambodian underprivileged kids from NGOs access to a top quality artistic show
  - » Contribute to make Cambodia a cultural scene making this a festivals all Cambodians can be proud of
- ❖ Be a strong marketing tool to associate your brand with the most exciting arts festival in Cambodia. The festival is a great branding opportunity across a large range of social groups and geographic locations.  
Associate your brand with Youth Energy Creativity Passion and Talent!



# SPONSORSHIP PACKAGE

Level 1 > USD \$ 5,000

Level 2 > USD \$ 2,000

Level 3 > USD \$ 1,000

## How will you benefit from your involvement?

GET invitations to spread over the whole festival

ENGAGE with private sector, international institutions, public sector, and several NGOs

NETWORK with top influencing individuals and decision makers

CONNECT with your stakeholders by inviting them to the Festival

ESTABLISH your company as a supporter of inclusion and opportunities for Cambodian under-privileged youth

SUPPORT the development of Cambodian arts and culture

PARADE in the streets of Phnom Penh with the artists and the children

FINANCIALLY SUPPORT the National Circus School of Phnom Penh

HELP Phare Ponleu Selpak and Phare Performing Social Enterprise to pursue their missions

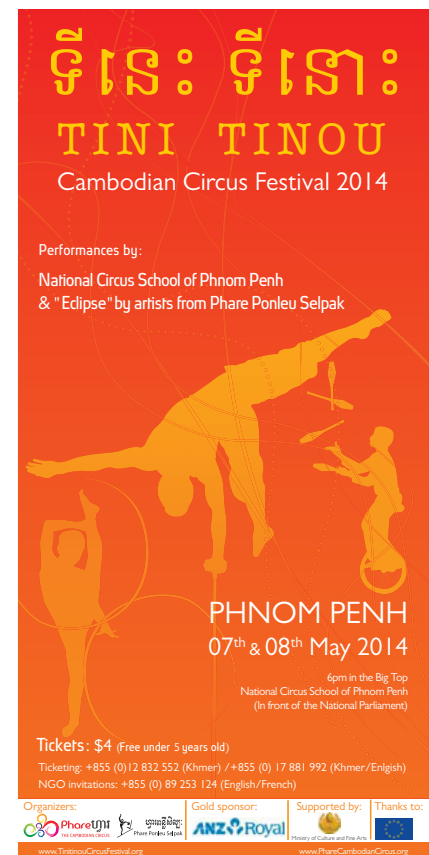
SIMPLY ENJOY the performance

RECEIVE a Thank you and appreciation letter from the Organizers

Backboard advertising on Tuk Tuk during the parade around town/ Invitation



Flyers Design for advertising before event



Big Banner along the road in the town



Sponsors Benefits	US\$ 1,000	US\$ 2,000	US\$ 5,000
Number of invitations in Phnom Penh	25	45	95
Number of VIP invitations in Phnom Penh	0	3	5
Thank you letter from the event organizer	✓	✓	✓
Company logo on fliers	✓	✓	✓
Company logo on posters		✓	✓
Company logo on all print promotions			✓
PPSA and PPSE website			✓
Company logos on Tini Tinou branded tuk tuk in 3 cities			✓

## Sponsorship Confirmation by: March 15th 2015

Davina MacPhail – Director for Strategic Development: [macphail.davina@pharecambodiancircus.org](mailto:macphail.davina@pharecambodiancircus.org)

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HUOT Dara – CEO of Phare Performing Social Enterprise: [huot.dara@pharecambodiancircus.org](mailto:huot.dara@pharecambodiancircus.org)



*Phare, the Cambodian Circus- Cambodia*



*O Ultimo Momento - France*



*National Circus School - Cambodia*



*Formosa Circus - Taiwan*



*Les Papillons - Swizerland*

# Learn more about us


## Phare Ponleu Selpak

Phare Ponleu Selpak (PPS) is a not-for-profit Cambodian association working with vulnerable children, young adults and their families through three interweaving fields of intervention: art schools, social support and educational programmes.

Nine young Cambodians created Phare Ponleu Selpak in 1994, following their return to their country after a childhood spent in the refugee camps at the Thai border. They wanted to help to rebuild their country through social and educative actions and, importantly, the recognition of Khmer art and culture. The organisation gradually grew to support more and more children living in difficult situations, including street kids, trafficked children and orphans, and helped them to reintegrate into society through the medium of culture and arts.

The artistic training offered has been found to aid concentration, communication and creative thinking skills, thus vastly improving the opportunities available to children as they reach adulthood.

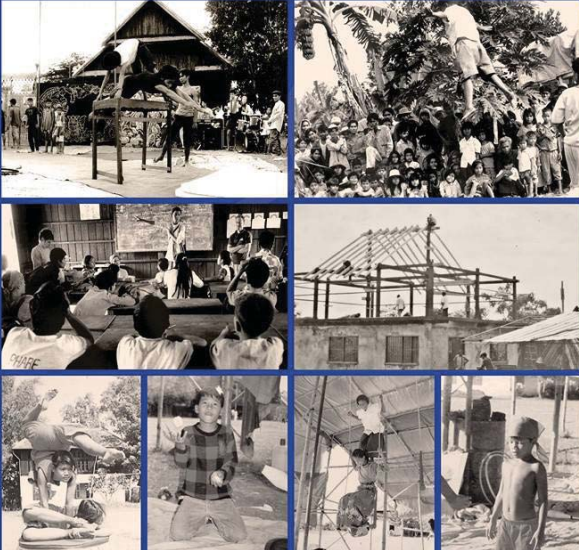





ហ្វារ៉េ ប៉ុងឡេ សឺប៉ាក់  
Phare Ponleu Selpak

### Art Therapy & Culture for Human Development to Rebuild the Country

Arts and culture were lost in a series of civil wars in the 20th Century. Intellectuals and artists were targeted and killed. In the 1990s following the Peace Agreement, most refugees returned home. Among them, a group of 9 teenagers who received art therapy in the refugee camps wanted to help rebuilding their country. They officially founded Phare Ponleu Selpak Association in 1994 with Veronique Decrop, French art therapy teacher.




© Phare Ponleu Selpak



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Phare Ponleu Selpak

### Phare Ponleu Selpak (PPS) Artistic & Social Center

Phare Ponleu Selpak (PPS) is a non-profit Cambodian association and NGO based in Battambang, working with vulnerable children, young adults and their families through 3 approaches: social support, arts and educational programs.




www.PharePS.org

## Phare Performing Social Enterprise


Phare Performing Social Enterprise (PPSE) is a pioneering social enterprise in Cambodia that creates, produces and delivers live shows and other cultural products in Cambodia and abroad. PPSE artists come from disadvantaged backgrounds and have benefited from the training provided by the Phare Ponleu Selpak Association, which has been active in Cambodia for 20 years.






**Phare Performing Social Enterprise**


In 2013, an important milestone: the birth of Phare Performing Social Enterprise (PPSE). To achieve financial sustainability for PPS and provide professional opportunities for Cambodian youth, PPSE operates Phare, The Cambodian Circus with nightly performances in Siem Reap and Phare Productions International who produces high impact private performances in Cambodia and abroad.

**TOP**   
Siem Reap Attraction




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www.PhareCambodianCircus.org



**Provide Gainful Employment**

Phare offers and facilitates performing and career development opportunities to artists from Cambodia. They earn income to develop themselves and support their families.

**TOP**   
Siem Reap Attraction



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www.PhareCambodianCircus.org