



POSITION YOUR BRAND
IMAGE AND CSR VALUES IN
CAMBODIAN COMMUNITIES
AND BEYOND

SUPPORT

THE REBIRTH OF CAMBODIAN PERFORMING ARTS

FROM THE CEO



As one of the most innovative Cambodian social enterprises in arts and culture, Phare presents a very unique opportunity for companies looking for a positive brand positioning and values in their CSR strategies while doing good in the country they operate in. Phare helps them engage with a large number of international consumers and Cambodian youth on a daily basis. Phare performances, public events and a range of other activities help bring the companies' positive brand image to life in Cambodia and beyond. Phare's activities attracts many medias and bloggers who write about us. This partnership opportunity is essential for leveraging and maximizing CSR impacts to Cambodians by the socially responsible companies we work with.

Dara HUOT

CEO of Phare Performing Social Enterprise

Phare Performing Social Enterprise

Why support us ?

Just two years after its creation, Phare, The Cambodian Circus is the TOP rated entertainment venue in Siem Reap. The city is the tourist capital of Cambodia and welcomes more than three million people each year. Phare attendance in the Big Top averages 250 nightly – that's over 90,000 guests per year. Through supporting PPSE, you associate your activities and beliefs with the rebirth of Cambodian arts along with community support and development. Associate your brand with creativity, youth, energy, passion, dedication, excitement and the triumph of the human spirit over life's adversities. Reach a large international and Cambodian audience thanks to our private events, festivals and international tours. Offer your stakeholders and guests the chance to embark on an emotional journey through the performance as well as engage in a rewarding, relaxing and highly entertaining experience!

Who are we ?

Phare Performing Social Enterprise (PPSE) is a pioneering social enterprise in Cambodia that creates, produces and presents live shows and other cultural products across Cambodia

and abroad. Our vision is to be the number one Cambodian arts entertainment provider in South East Asia and the leading arts social enterprise empowering young Cambodians to become professional artists, thus enabling our mother NGO, Phare Ponleu Selpak, to be financially sustainable.

We give you the opportunity to :

- Play a part in the development and strengthening of the arts and cultural sector of Cambodia,
- Ensure the sustainability and continuing existence of PPSE's educational and social missions,
- Fight against poverty, in particular by favouring income and employment and developing a profitable and sustainable creative sector,
- Help create jobs for artists, secure ongoing revenue and develop artist opportunities,
- Strengthen the Cambodian identity by promoting cultural exchanges (especially with tourists) and providing access to culture and arts for everyone, including poor communities in Siem Reap.

OUR MAIN MISSIONS

- Empower Cambodian youth from difficult social and economic backgrounds to lead fruitful, rewarding lives through arts & culture skills training, personal & career development and gainful employment.
- Inspire and amaze audiences with consistently outstanding, enthusiastic, engaging and passionate performances.
- Financially sustain the social, educational and artistic programs of Phare Ponleu Selpak Association.
- Develop and enhance local and international awareness of contemporary Cambodian arts and culture.

Why ?

Since February 2013 Phare artists have come to Siem Reap, astonishing audiences at nightly shows with their passion, emotion, enthusiasm, dedication and talent. They perform in an authentic, red, big top in the centre of Siem Reap that seats over 300 people.

The big top in Siem Reap is currently on rented land which lease will be over soon and land prices in Siem Reap increase exponentially which bring our activities to an uncertain future. To provide a more secure and stable source of employment for the artists, and insure our sustainability, Phare needs to purchase land for a permanent site.

What ?

The land we have identified is well situated in town, easily visible and accessible to tourists who only stay in Siem Reap for a couple of days. Land size matters: 5 000 to 6 000 square meters is needed to set up our big top with a backstage training and dressing area for the artists, a restaurant, gift shop, customer service area and enough parking space to accommodate cars and tuk tuks during the performance.

The BUDGET

The total cost of the land purchase is slightly over 550 000 USD. The

difference between donations received and total cost will be made up for by loans with interest. The less that has to be borrowed, the more that can go to those who need it most; the artists, their families and the children educated by the organization in Battambang.



Picture of the land for our new home



Phare café

What kind of home ?

Our new home will be a safe-working place, ensuring employment and financial security for the artists and Phare Ponleu Selpak NGO. The artists will benefit from an inspiring and creative environment to develop new artistic skills and empower themselves, envisioning a bright future. Reflecting one of our

core values, this new Home will be a welcoming and warm environment for everyone who comes through Phare: artists, staff, partners and visitors. More than just ensuring the continuation of our current activities, this new home will enable us to develop and grow further into the future.

« A home is what everyone wishes to have. Help us make a difference! Give a home to the next generation of artists to create and perform. »

PIN Phounam - Circus artist

Photo : Peter Phoung

The BUDGET

280 000 USD. In order to create this amazing and stimulating Home where everyone will feel passion and emotions, we will build infrastructures and make the on-site investments above.

How we will create such a place ?

- Prepare the land (flattening, installing water and electric system, plant trees...)
- Building infrastructure:
 - Big Top
 - Phare Café & Restaurant
 - Phare Boutique
 - Facilities for the artists of international standards (costume storage, dressing and make up area)
 - A technical area with a storage space
 - Gymnasium / rehearsal space
 - Parking space



Photo : Dara Pech

What is Tini Tinou ?

Meaning ‘Here and There’, Tini Tinou is an International circus festival held in Cambodia. Organized by PPSE and PPSA, the festival gathers artists from around the world, providing entertainment to the local communities as well as artistic exchange between dancers, musicians and circus artist.



8 night shows, parades and workshops in the 3 main cities of Cambodia: Phnom Penh, Siem Reap and Battambang.

The aim is to promote circus arts in Cambodia where access to culture is seriously reduced.

The intercultural relationships developed during the Festival with troupes from France, Laos, Vietnam, Taiwan and Switzerland stimulate creativity and human development.

Every year, around 500 children from a dozen local NGOs are invited to the Festival.

This major and unique cultural event in Cambodia is supported by the Ministry of Culture and Fine Arts. In 8 days, the show's estimated audience reach will be around 4,600 people, not including indirect audiences.

Due to financial limitations, it was discontinued from 2010 to 2014 when it was revived with success by PPSE.

The 2015 festival edition will be structured around



Photo : Film Noir Studio



Photo : Peter Phoeng



Photo : Film Noir Studio

The BUDGET

In 2016, the festival will grow again with even more international troupes and Sihanoukville included as a new host city to ensure even more international exposure. The budget for 2016 is estimated at 75 000 USD.

How to empower Cambodian youth ?

All of our artists have been trained at the academic and arts school of Phare Ponleu Selpak in Battambang. Besides the artistic and circus training, they were also enrolled in the public school.

« I really enjoy being part of the the Career Development Program. It's a good opportunity to think differently (...) I don't think I will be an artist forever so it's a chance to find a job after when I am older. »

Sothea NEM, circus artist

We support and encourage our artists and staff, including technicians, costume designers, musicians, stage designers and artistic directors to empower themselves and develop their career opportunities in the artistic and non-artistic fields. We organise

trainings on various topics in order for them to increase their capabilities to manage their career and lead rewarding and autonomous lives.

Through these programs we raise awareness of the challenges in Cambodian society such as health, hygiene, financial security and literacy, education, gender equality, road safety, money management skills and languages.

For instance, in 2014 artists and staff benefited from trainings such as:

- Goals and Achieving Goals
- Personal Development
- Emergency Procedure
- Lightning Design Workshop
- Sewing and Costumes Design Workshop
- Theatre Workshop
- Sales training

So far have been sponsored in 2015:

- Scenography workshop
- Financial Literacy workshop



Photo : Peter Phoeng

The BUDGET

Support the education of young Cambodians coming from difficult social and economic background by funding workshop addressing contemporary issues in Cambodia.

1 week of training for 15 pax : 4 000 USD.

SPONSORSHIP BENEFITS

PUBLIC RELATION EVENT

Invitations for the project's opening

Offered corporate marketing private event throughout the year in Siem Reap or Phnom Penh*

COMMUNICATION

Personalized Thank you letter from Phare's Ambassadors

Corporate logo on the Phare sponsorship website page

Article about the sponsorship on Phare Blog + link to the sponsor website

Corporate logo on the project's marketing tool

Corporate banner at the project event

Personalized Thank you Video from Phare's artists

International and local media coverage (including a press conference)

Corporate booth during the project event

Corporate slide before the daily show at Phare the Cambodian Circus

«Thank you» on a Phare branded Tuk-tuk

Permanent panel at Phare the Cambodian Circus

PHARE FAMILY

Invitation for a night performance at Phare The Cambodian Circus**

CIRCUS LOVERS' CARD

6 months unlimited admission for general open seating

CIRCUS LOVERS' CARD

1 year unlimited admission for preferred seating***

Discount at Phare Boutique for Circus lover's card owner

Offered teambuilding workshop in Siem Reap* for 20 to 30 participants

* Elsewhere to be discussed - **Validity period according to the sponsorship - *** Reserved seating in the front three rows of the middle section.



THEY TURNED TO US





ហ្វារេពន្លឺសិល្បៈ
Phare Ponleu Selpak

WHERE DO WE COME FROM ?

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 founded Phare Ponleu Selpak in 1994, following their return to the country after a childhood spent in the refugee camps on the Thai border because of the Khmer Rouge. They wanted to help rebuild their country through social and educational actions and, most 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.



Photo : Phare Ponleu Selpak



Photo: Seney



Photo : Ratana

CONTACTS



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Photo: Peter Phoeang



« Incredible Phare Circus ! »

« Unmissable ! »

« Top Siem Reap attraction »

THANK YOU

“Exceeded expectations
massively!”

Trip advisor review - Aug.2014

“We attended this circus last night and were
just overwhelmed with how talented these
performers are and how passionate they
are about their art.”

Trip advisor review - Aug. 2014

**AMAZING VIBES AND ENERGY,
TRANSFORMING LIVES OF
CAMBODIAN YOUTH.**



**Phare Guest
Experience Video**



**Phunam, a contortionist
at Phare**



**HomeForPhare
Video**



**Phare Productions,
Your MICE & Events Partner**

