



# Koba Entertainment

Live Touring Partnership Opportunities



# Join Our Family

A prominent producer of original family musicals, Koba Entertainment has been captivating audiences throughout the world with celebrated characters from literature, television and pop culture since 2004. Koba Entertainment productions have enchanted people of all ages in more than 165 North American cities, 12 countries and 4 continents.

Our family of characters include: The Backyardigans, Dora the Explorer, Max & Ruby, Mike the Knight, Toopy and Binoo, Strawberry Shortcake, Franklin and the Doodlebops.

Join our family as a corporate partner as our live theatrical productions cross the country and thrill audiences filled with moms, dads and of course children of all ages!

# Our Roster

## The Backyardigans

- Airs on Treehouse TV and Nick Jr. – almost one million viewers per episode in North America
- The show is played in over 40 countries worldwide
- Garnered both an Emmy Award and a Gemini



## Dora the Explorer

- Airs on Treehouse TV and Nick Jr. – the most watched preschool program on TV in the US for 12 years in a row
- Television show is distributed in 151 markets and translated into 30 languages
- Over \$12 billion in worldwide retail sales since launch





# Our Roster

## Max & Ruby

- Airs on Treehouse TV and Nick Jr. – over 1.5 million viewers per episode
- Among Top 5 preschool series in the US
- Over 3.5 million books sold and over 2.4 million DVDs sold



## Mike the Knight

- Nick Jr. television show among top preschool series in the US
- Top 10 sales in pre-school figures/play sets, license and accessories
- Broadcast on leading FTA Broadcasters in over 122 territories worldwide



# Our Roster

## Franklin

- Airs on Treehouse TV and Nick Jr. – television show ranked #10 among kids 2-5
- Over 65 million books sold to date worldwide, with 100 titles printed in over 30 languages and 51 countries
- Franklin has been enchanting children for over 25 years since the release of his first book, *Franklin in the Dark* in 1986



## Toopy and Binoo

- Top rated program for kids 2+ on Treehouse (40 x per week) & Tele-Quebec (20 x per week)
- Over 1 million books and DVDs sold nationwide
- TV series airs in 176 countries around the world, including Tiji (France), Disney Channel (Aus/NZ), and the Cartoon Network/Boomerang (Latin America)

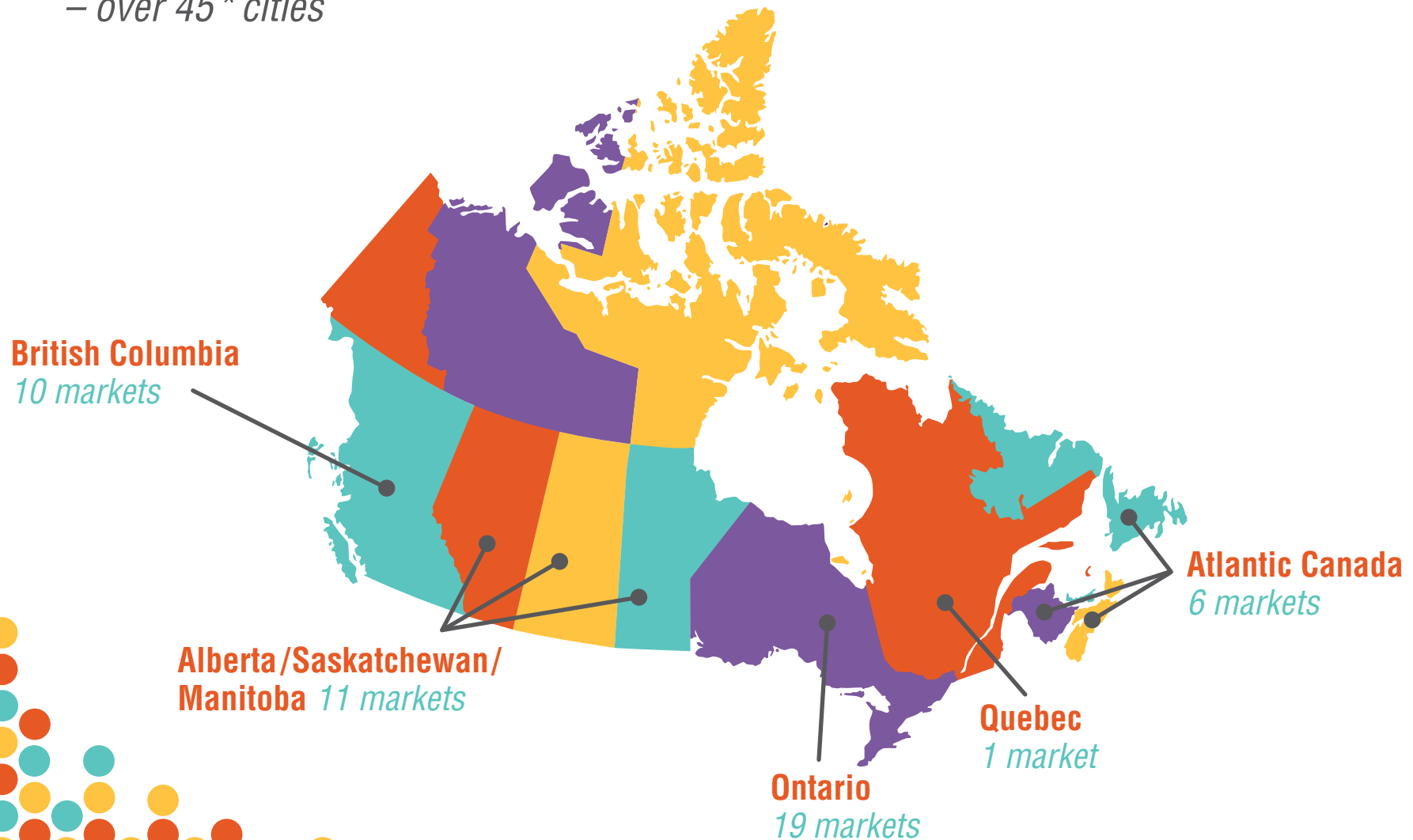


# Benefits of Partnering with Koba's Marquee National Tours

- Affiliation with a premium family brands and a truly national production: events and multi media platform
- Connect consumers with your brand in personally relevant and memorable ways, and communicate the essence of your brand through a personalized experience
- Move beyond the traditional “features-and-benefits” model and cast to a highly targeted audience
- Present an experience that people choose to attend and participate in after identifying the relevance of your brand or product to their interests and passions

# Canadian Tour Market Coverage

National tours hit all major and secondary markets across Canada  
– over 45\* cities



\* number of cities subject to change

# A Great Opportunity to Expose Your Brand

- Koba's Live! tours provide a unique opportunity for our partner to engage with a much-sought-after demographic of moms/dads and their kids
- By participating in any of our Live! Canadian tours our partner will:
  - > Interact with this hard to reach demographic on a one to one basis
    - > **45+ Canadian cities and approximately 100 shows – coast to coast**
    - > **Projected ticket purchasers – 150,000+**
  - > Connect with them through your brand
  - > Receive inclusion in a national multi media campaign
- All Koba Live tours and thus your partnership will be supported via an integrated marketing mix of:
  - > National radio
  - > National newspaper
  - > National online
  - > National contesting
  - > Social media
  - > Email marketing



# Marketing Examples

**The BACKYARDIGANS**  
Sea Deep in Adventure

**LIVE ON STAGE**

**Sunday, September 27** Centennial Concert Hall  
**ON SALE NOW!**

Call 204.780.3333 or visit [www.ticketmaster.ca](http://www.ticketmaster.ca)  
[www.TheBackyardigansOnTour.com](http://www.TheBackyardigansOnTour.com)

koba paquin

Print ad

Paquin Entertainment Presents  
**Max & Ruby Live!**

13/11/27  
18H30  
SPEC

Wednesday November 27, 2013 at 6:30 PM  
Aultsville Theatre - St. Lawrence College

SPEC \$0.00 + \$0.00 = \$0.00  
TAXES INCLUDED

CLNT 0 \$0.00

9 999 21111ABCDEF 11119 1 0 x0

Ticket header

PRODUCED BY KOBIA ENTERTAINMENT  
Nickelodeon  
**DORA EXPLORER LIVE!**  
Search for the City of Lost Toys

**ENJOY YOUR SPECIAL PRE-SALE OFFER AND TICKET DISCOUNT!**

Everyone's favourite Latina heroine stars in her own live adventure in Nickelodeon's *Dora the Explorer Live! Search for the City of Lost Toys*. Dora, along with Boots, Swiper and all her friends, needs the help of the audience to solve puzzles and overcome obstacles to find her lost teddy bear. Come sing along and learn a little Spanish too! It's an exciting musical for the whole family!

For a limited time, Koba subscribers are invited to **buy tickets before anyone else**, and take advantage of an exclusive **15% discount**.

**Sept 29** - Northern Alberta Jubilee Auditorium in **Edmonton, AB**  
**Oct 1** - Casman Centre in **Fort McMurray, AB**  
**Oct 3** - Crystal Centre in **Grande Prairie, AB**  
**Oct 20** - Southern Alberta Jubilee Auditorium in **Calgary, AB**  
**Oct 23** - Enmax Centre in **Lethbridge, AB**

Offer period: **June 3 at 10AM - June 6 at 10PM** local time

Use the password **JUNGLE**

To purchase tickets or learn more about the show, visit us at [www.DoraLiveCanada.com](http://www.DoraLiveCanada.com)

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For help with your ticket purchase, please contact your local box office:  
Northern Alberta Jubilee Auditorium / 1.780.427.2760 / 11455 87 Avenue NW  
Casman Centre / 1.780.743.5509 x0 / 110 Eymundson Road  
Crystal Centre / 1.780.538.0387 / 10017 99 Avenue  
Southern Alberta Jubilee Auditorium / 1.403.297.8000 / 1415 14 Avenue NW  
Enmax Centre / 1.403.329.7328 / 2510 Scenic Drive

**Get VIP treatment with Dora!**

Includes a seat in the first ten rows, pre-show party and photo-op with Dora and her friends and more!

\*Please note: discount not applicable on VIP tickets. VIP tickets only available in select cities. For more info visit [www.DoraLiveCanada.com](http://www.DoraLiveCanada.com)

nickelodeon koba paquin

Opt-in email campaign

**HAMILTON SPECTATOR**  
thespec.com

**COLOUR TO WIN!**

5 lucky winners will win a family pack of 4 tickets to the show! 2 of the winners will also receive a Toopy and Binoo prize pack including a Kermette gift card and a DVD, and 1 of the winners will also win a meet & greet!

PRODUCED BY KOBIA ENTERTAINMENT

**Toopy and Binoo and the MARSHMALLOW MOON**

echo koba paquin

NAME \_\_\_\_\_ PARENT/GUARDIAN EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

DAYTIME PHONE \_\_\_\_\_ EVENING PHONE \_\_\_\_\_

I have parental consent to enter

Deadline for entry: April 28, 2013 at 9:00 am. Mail in drop off ballot to: Toopy and Binoo Contest, c/o The Hamilton Spectator, 44 Fred St., Hamilton, ON L8N 3G3. No purchase necessary. Contest open to children under the age of 12 with parental permission. Contest begins at 8:00 am on April 18, 2013 and closes April 29, 2013 at 9:00 am. In order to be eligible to win, contestants must complete the ballot in full. Odds of winning are dependent on number of entries received. Approximate prize values: each 4-pack tickets - \$120, each prize pack - \$25. Winners' names will be published in The Hamilton Spectator on Wednesday, May 1, 2013. Full rules and regulations available online at [thespec.com](http://thespec.com) or in person at The Hamilton Spectator, 44 Fred St., Hamilton, ON.

**ON SALE NOW** **Thursday, May 9** Hamilton Place  
Call 1.855.985.5000 or visit [ticketmaster.ca](http://ticketmaster.ca)  
[www.ToopyAndBinooOnTour.com](http://www.ToopyAndBinooOnTour.com)

Colouring contest



# Live Show Examples



*Live theatrical*



*Meet and greet*



*Sponsor display booth*



*Captivated audience*

# Summary: What You Get!

*The following is a summary of a typical national tour partnership:*

- Logo inclusion as title sponsor in a **national marketing campaign, including print, radio and on-line**, promoting the national Live! tour  
*Media Value: \$650,000*
- Customer or staff incentives: reward your customer and staff with **prime tickets and VIP meet and greet** with characters at each concert date  
*Media Value: \$75,000 and huge smiles!*
- On-site venue inclusion: **get up and close** with your customers with on-site signage, booth display, sampling and couponing (etc.)  
*Media Value: \$150,000 and a lifetime engagement with your core target market*
- Customized Promotion: not all brands have the same needs, so Koba Entertainment is committed to working with you to create a **customized strategy** to meet your marketing, sales and community goals

**Let's get creative!**

# Partnership Inquiries

For additional information contact:

**Hartley Miller**

Koba Entertainment Inc.

Direct: (204) 488.0215 Office: (204) 988.1120

## Live Touring Partnership Opportunities



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