

Isan Next Gen

Sponsorship Prospectus

Thursday 24 September 2026 · Space @ Shark Hotel, 127 Liverpool St, Sydney · Doors 8:00 PM · Show 9:00 PM · Ends 1:00 AM · 18+

Lamplern Wongsakorn · Plai Kanokporn · THEE T-REX — full band

ISAN NEXT GEN is a premium Thai live-music night in the heart of Sydney's CBD — Isan / mor lam-pop at its core, built for Sydney's Thai community and the wider Asian-Australian event-going audience. Expect a full live band, table and couch bookings, a bilingual Thai–English promotional campaign, and tickets on sale now via TryBooking, Eventbrite and Humanitix.

CURRENT TICKET PRICES

TICKET TYPE	CURRENT PRICE (AUD)
General Admission	A\$99
VIP Table	A\$125
VIP Couch	A\$169

Sponsorship partners sit alongside this programming — brand visibility across the room, the stage and our channels, in front of an audience that has already chosen to spend a Thursday night out for live Thai music.

COMMUNITY CONTEXT

Sydney's Thai community — and beyond.

Who's in the room, and why they matter to your brand.

26,330

THAILAND-BORN
RESIDENTS,
GREATER SYDNEY

THAI +
ISAN

LIVE MUSIC AND CULTURE
IN SYDNEY'S CBD

18+

ADULT AUDIENCE,
SPENDING POWER FOR VIP

Source: Australian Bureau of Statistics, 2021 Census — QuickStats, People in Greater Sydney born in Thailand.

Greater Sydney is home to Australia's largest Thai-born community, anchored around Thai Town in Haymarket — a dense network of restaurants, grocers, remittance shops and community organisations that ISAN NEXT GEN draws directly from. Isan / mor lam-pop has a strong, loyal regional following within that community, and the genre's crossover energy also pulls in wider Asian-Australian event-goers who follow touring Southeast Asian live acts.

A Thursday night in Sydney's CBD, built around General Admission, VIP Table and VIP Couch ticket options, creates a premium setting for brands that value hospitality, cultural connection and a visible live-event presence.

HOW WE REACH THEM

- **Bilingual campaign** — Thai-English content across agreed Facebook, Instagram and LINE placements in the lead-up to the show.
- **Official booking route** — current ticket availability and booking details are confirmed through the official Thai OZ event page.
- **Grassroots community reach** — cross-promotion through Sydney's Thai restaurants, grocers, travel and remittance businesses, and community networks.
- **On-the-night visibility** — a premium live-music setting with VIP hospitality options, subject to the signed sponsor agreement and venue approvals.

Five ways to partner.

Every tier carries the same core benefits — VIP ticket allocation scales with your investment.

SILVER PARTNER

A\$1,000

- **4 VIP tickets** — VIP Couch or best-viewing VIP Table, subject to availability.
- **Logo inclusion** — agreed event posters, digital campaign assets and print runs.
- **Thai OZ campaign recognition** — agreed Facebook, Instagram and LINE placements.
- **Stage LED recognition** — during agreed display periods.
- **Artist experience** — meet-and-greet and approved photography, subject to artist, venue and timing availability.

GOLD PARTNER

A\$1,500

- **6 VIP tickets** — VIP Couch or best-viewing VIP Table, subject to availability.
- **Logo inclusion** — agreed event posters, digital campaign assets and print runs.
- **Thai OZ campaign recognition** — agreed Facebook, Instagram and LINE placements.
- **Stage LED recognition** — during agreed display periods.
- **Artist experience** — meet-and-greet and approved photography, subject to artist, venue and timing availability.

PLATINUM PARTNER

A\$2,000

- **8 VIP tickets** — VIP Couch or best-viewing VIP Table, subject to availability.
- **Logo inclusion** — agreed event posters, digital campaign assets and print runs.
- **Thai OZ campaign recognition** — agreed Facebook, Instagram and LINE placements.
- **Stage LED recognition** — during agreed display periods.
- **Artist experience** — meet-and-greet and approved photography, subject to artist, venue and timing availability.

The top of the room.

Prestige and Diamond give your brand a stronger on-the-night presence, subject to your signed agreement.

PRESTIGE PARTNER

A\$2,500

- **10 VIP tickets** — VIP Couch or best-viewing VIP Table, subject to availability.
- **Logo inclusion** — agreed event posters, digital campaign assets and print runs.
- **Thai OZ campaign recognition** — agreed Facebook, Instagram and LINE placements.
- **Stage LED recognition** — during agreed display periods.
- **Artist experience** — meet-and-greet and approved photography, subject to artist, venue and timing availability.

DIAMOND PARTNER

A\$3,000

- **12 VIP tickets** — VIP Couch or best-viewing VIP Table, subject to availability.
- **Logo inclusion** — agreed event posters, digital campaign assets and print runs.
- **Thai OZ campaign recognition** — agreed Facebook, Instagram and LINE placements.
- **Stage LED recognition** — during agreed display periods.
- **Artist experience** — meet-and-greet and approved photography, subject to artist, venue and timing availability.

VIP tickets are allocated within current VIP Table / VIP Couch availability and confirmed in your sponsor agreement. Prices shown are final AUD amounts. No GST is charged. Final scope is confirmed in a signed sponsor agreement before payment.

Prefer product over cash? So do we.

In-kind packages are scoped to the value of what's supplied — benefits below are indicative and confirmed case-by-case.

Beverage Partner

- Featured or exclusive pour of your brand at the bar on the night.
- Branded signage, coasters or cups at the bar.
- Sampling table opportunity (subject to venue and RSA approval).
- Pre- and post-event social media mention.

What we're asking for: stock supply (kegs, cases or cans) to an agreed value, or a cash-equivalent contribution.

Prize & Lucky Draw Partner

- Your product or voucher as an on-stage lucky-draw prize.
- Logo on the prize card and stage screen at draw time.
- Mention in the event recap post.

What we're asking for: product or gift vouchers to an agreed value.

Print & Signage Partner

- Logo on printed tickets, posters or the event programme.
- On-site banner placement (subject to venue approval).
- Credit as production partner across event materials.

What we're asking for: print production, banners or signage supply.

Media Partner

- Co-branded promotion across your channels — radio, print or digital.
- Reciprocal promotion across Thai OZ's campaign.
- Logo or mention in press and media materials.

What we're asking for: advertising space, airtime or content placement.

In-kind packages can be combined with each other, or topped up with cash, to reach any tier on the previous page. Ask us about a blended package.

NEXT STEPS

Let's build your package.

Three steps from conversation to confirmed sponsor.

1

TELL US YOUR GOAL

Brand visibility, product sampling, community goodwill, or straight ROI — we'll build around it.

2

WE TAILOR A PACKAGE

Cash tier, in-kind, or a blend of both — scoped to your budget and goals.

3

SIGN & ACTIVATE

A short sponsor agreement locks in your benefits ahead of the show.

Get in touch today.

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thaiozentertainment.com/event/isan-next-gen-live-in-sydney-2026

Prices shown are final AUD amounts. No GST is charged. Final scope confirmed in a signed sponsor agreement before payment. Event date, venue and programming reflect current planning and are confirmed for sponsor activation once terms are finalised.