K-POP FEVER NIGHT IN SINGAPORE

K.F.N.S.

Detailed promoter partnership proposal

Live concert × music festival × K-pop club party × fan experience

THE FORMAT	THE OPPORTUNITY
120-minute main program Korean group + Korean solo artist Local opening act + K-pop DJ	Develop a recurring Singapore brand Validate pilot economics first Discuss season and regional growth

Purpose of this proposal

O2VERSE invites a Singapore promoter to discuss the local presentation and development of K.F.N.S. This document sets out the audience experience, proposed commercial terms, delivery responsibilities and preparation milestones so that both sides can evaluate a viable pilot.

Glass Dome is the designated Singapore venue for the concept. Event dates, venue bookings, the final lineup, approved capacity, ticket offers and detailed terms must be confirmed for each edition.

A platform for repeat attendance

The longer-term ambition is a recurring K-pop nightlife series, potentially six editions per year, with rotating Korean artists, seasonal themes, merchandise, fan programs and sponsor collaborations. The season pathway is a development proposal, subject to pilot performance and mutual agreement.

Next step

Share your preferred timing, relevant event experience, audience reach, local budget assumptions and commercial-model preference.

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The event and audience experience

Beyond a Concert - Enter the K-pop Nightlife Experience

K.F.N.S. combines live performance, participatory fan moments and a club-party finale. Guests can sing, dance, interact, take photos and explore official merchandise in one setting.

Target audience

Singapore-based K-pop fans, clubbers, university students and trend-conscious young adults, principally ages 18-35, including Gen Z and millennials. Admission age and venue policies must be confirmed before sale.

ELEMENT	PROPOSED LINEUP
Korean group	One rising K-pop group. The source touring plan assumes six members.
Korean solo	One rising solo artist.
Local opening	One Singapore artist or band, contracted by the local promoter.
DJ finale	One professional K-pop DJ, contracted locally by the promoter.

The final lineup is subject to availability, commercial terms and mutual agreement. Catalogue artists are reference candidates, not confirmed participants.

Proposed venue zoning

ZONE	CAPACITY ASSUMPTION	AUDIENCE OFFER
1F standing floor	Approximately 800	Standing performances, sing-along and audience interaction; concentrated lighting, laser and special-effect production.
2F VIP tables	Approximately 100	Premium sofa/table seating, a dedicated welcome drink and a K.F.N.S. special gift set.
Lobby fan zone	Within approved site plan	Fan-interaction area, official merchandise and neon photo booth for Instagram/TikTok content and event hashtags.

These are source-proposal planning assumptions, not verified licensed capacity. The approved floor plan, production safety, VIP inclusions and guest flow must be confirmed with the venue.

The program and fan journey

TIME	DURATION	PROGRAM
18:00-19:00	60 minutes	Admission and lobby activations
19:00-19:15	15 minutes	Singapore artist or band opening
19:15-19:45	30 minutes	Korean solo showcase
19:45-20:25	40 minutes	Korean group showcase
20:25-21:00	35 minutes	K-pop DJ club-party finale

Illustrative evening timetable. The main program runs 120 minutes; the admission/lobby period is additional. Actual times are agreed per edition.

Admission and lobby activations

Neon photo booth, VIP gift distribution, pre-show DJ warm-up, official merchandise, fan-service area and social-media activations.

Local opening - 15 minutes

A Singapore artist or band introduces the night, builds audience energy and supports local scene participation and Korea-Singapore cultural collaboration.

Solo showcase - 30 minutes

Approximately three signature songs, artist greeting, short talk and audience interaction.

Group showcase - 40 minutes

Four or more performance songs, a random-play dance challenge, one-second music quiz, interactive fan segment, whole-audience commemorative photograph and official slogan participation.

DJ finale - 35 minutes

Popular second- through fifth-generation K-pop hits in EDM remixes. The proposed finale invites both standing-floor and VIP guests into a shared party atmosphere.

The Concert Ends. The Party Begins.

Performance counts, music, fan interactions and access are indicative and subject to artist approval, rights clearance, technical feasibility and agreed running order.

Local marketing and audience development

The Singapore promoter leads local marketing and PR in coordination with the Korean management side.

Media outreach

Potential outreach targets listed in the source proposal: HallyuSG, Xuan and KAvenyou. Proposed activities include ticket giveaways, VIP promotions, artist interviews, event previews and social-media content partnerships.

These names are prospective outreach targets only. No media partnership is represented as confirmed.

Meta and TikTok campaigns

• Target Singapore residents approximately 18-35 with interests in K-pop, Korean culture, EDM, nightlife, clubs, dance and live entertainment.

• Use artist shout-out videos in agreed short-form Meta and TikTok campaigns.

• Coordinate the ticket offer, campaign assets, posting schedule and approval process before launch.

University K-pop communities

Potential outreach institutions: National University of Singapore (NUS), Nanyang Technological University (NTU), Singapore Management University (SMU) and Singapore Institute of Management (SIM).

• Group ticket packages and student promotions.

• K-pop dance challenges and campus ambassador programs.

• Pre-event social-media campaigns and community participation.

University names identify proposed outreach channels, not confirmed institutional endorsements or partnerships.

Content before and during the event

Artist greetings, photo moments, audience-generated content and event hashtags connect pre-event promotion to onsite participation. Use of artist images, music and event footage must follow the agreed rights and approvals.

What to bring to the first discussion

Your relevant local event record; realistic audience reach and ticket demand; media, campus and sponsor access; proposed marketing spend; and a delivery team with ticketing and production capability.

Merchandise and premium fan experiences

The source proposal includes the following indicative consumer offers in addition to admission tickets.

OFFICIAL MERCHANDISE	PROPOSED RETAIL PRICE
LED neon slap band	SGD 15
Artist-concept tattoo stickers	SGD 10
Neon UV slogan towel	SGD 25
Photocard pack + acrylic holder set	SGD 30

Premium fan-service add-ons

OFFER	PRICE	CAPACITY
Limited-edition CD + fan-signing pass	SGD 60	Up to 100
1:1 artist photo + immediate autograph	SGD 100	Up to 50

Prices and quantities are proposed, not confirmed inventory. Final products, artist participation, production cost, sales rights, access inclusions and fulfillment procedures require agreement.

How the revenue opportunity works

Merchandise creates edition-specific collectibles. Limited-capacity signing and photo experiences create optional premium offers. Neither is guaranteed income; artist rights, time allocation, sell-through and actual delivery costs determine the result.

Confirm before ticket launch

- Which items are included in VIP admission and which are paid add-ons.
- Approved designs, manufacturing responsibility, inventory ownership and unsold-stock treatment.
- Artist approvals, photo/signing format, attendee allocation and queue procedures.
- Sales reconciliation, eligible cost deductions and revenue/profit-sharing treatment.

Sponsorship and branded collaboration

Brand sponsorship, campus campaigns and merchandise collaboration are potential development areas. Sponsor packages, category restrictions, income allocation and use of artist or brand assets must be agreed separately; they are not automatically included in the Option B sharing formula.

Artist guarantees and commercial terms

TERM	OPTION A	OPTION B
Structure	Fixed guarantee	Base guarantee + profit share
Artist guarantee	SGD 35,000 Net Net	SGD 25,000 Net Net
50% on contract	SGD 17,500	SGD 12,500
50% before departure	SGD 17,500, no later than D-14	SGD 12,500, no later than D-14
Additional sharing	No Option B share specified; other rights and commercial allocations to be contracted.	Proposed 30-50% to the Korean side on the defined profit base, subject to contract.

Option B trigger and profit base

Under the source proposal, when total ticket sales exceed 80% of the agreed venue capacity, the Korean side receives 30-50% of net profit arising from ticket net revenue above the 80% threshold, onsite official merchandise and premium fan-service sales. The final sharing percentage is mutually agreed in the formal contract.

The contract must define ticket counting, the approved capacity denominator, net revenue, deductible costs and how the 80% trigger applies to merchandise and fan-service income, together with reporting, refunds, inventory and settlement.

Net Net and additional promoter costs

All artist-guarantee amounts are Net Net. Applicable withholding tax, GST or other local taxes, bank charges and remittance costs are borne by the Singapore promoter. Confirm the applicable treatment and gross-up mechanics in the agreement.

The guarantee is **not an all-inclusive event budget**. Venue, permits, local stage/technical production, local opening act and DJ, marketing, ticketing, staffing, security, flights, hotel, local transport, per diem and hospitality are additional local-promoter responsibilities.

Indicative admission prices

CATEGORY	PROPOSED STARTING PRICE
1F standing	SGD 78
2F VIP table access	SGD 188

Final ticket prices depend on capacity, lineup, market conditions and production scope. VIP seat/table sales units, package inclusions, taxes, fees and any ticket-platform charges must be confirmed before sale.

Responsibilities and local execution

Korean management / licensor delivery scope

• Provide the confirmed Korean artists and Korean touring team for the agreed package.

• Provide the official setlist, music files, artist images and media assets.

• Direct the agreed performance staging, artist movement and logistics.

• Prepare passports and provide visa-related supporting documents.

• Prepare artist-specific equipment and costumes.

O2VERSE coordinates Korean-side artist and project arrangements. The formal agreement must identify the contracting management/licensor and allocate each delivery obligation.

Singapore promoter responsibilities

Book and pay for the venue; obtain event approvals, performance permits and required Work Pass arrangements; lead local marketing/PR, ticketing and event operations; contract the local opening act and professional K-pop DJ; pay the agreed artist guarantee; arrange flights, hotel, ground transport, per diem and hospitality; and bear applicable local taxes and bank/remittance charges.

Technical production

Provide the stage, professional sound, lighting, video, lasers, CO2 or equivalent special effects, neon photo backdrop, lobby photo booth and official merchandise booth. Comply with the agreed technical rider and obtain necessary venue and production approvals.

Ticketing, security and onsite sales

AREA	SOURCE-PROPOSAL REQUIREMENT
Ticket platform	SISTIC, Eventbrite or another mutually agreed platform.
Security	Recommended dedicated team of 4-6 for airport transfers, backstage, artist protection and crowd management.
Sales operation	Four dedicated sales staff, POS terminals, queue-management arrangements, merchandise counter and fan-service sales counter.

Final staffing and production must fit the approved site plan, guest capacity, artist riders and agreed operating scope.

Travel and hospitality rider

ITEM	REVISED SOURCE-PROPOSAL BASIS
Touring party	Approximately 10 people: seven Korean artists (six-member group + one solo artist), plus management, styling and production staff. The locally contracted DJ is excluded from Korean travel.
Flights	10 return economy seats, Incheon-Singapore, economy or full-service carrier basis, with additional baggage.
Hotel	4-star or higher; approximately 20 minutes from the venue; two nights with breakfast.
Rooms	Six rooms: four twins and two singles. Adjust after final touring-party confirmation.
Ground transport	Dedicated vehicle of at least 12 seats with a professional driver, available throughout the itinerary. Confirm passenger seating and luggage requirements.
Per diem	SGD 80 per person per day in cash, or equivalent premium Korean catering/meals by agreement.
Green room	Full-length mirror, garment steamer, drinks, towels and sufficient hospitality supplies.

Confirm the final movement plan

Flight schedule, baggage, airport transfers, hotel check-in/out, local movements, vehicle luggage capacity, rehearsal timing and per-diem days should be fixed with the final touring list. Changes in lineup or party size require corresponding budget and rider confirmation.

How this supports repeat editions

A stable venue and delivery plan can make later editions easier to coordinate. Supplier terms, travel cost and artist availability still need checking for each event; recurring operation does not itself guarantee a lower cost or positive margin.

Preparation milestones

MILESTONE	SINGAPORE PROMOTER	KOREAN MANAGEMENT
D-60	Sign contract; pay 50% deposit; confirm venue; apply for permits.	Provide technical/hospitality riders and promotional photos/videos.
D-30	Target permit approval; open tickets and PR campaign; contract local opening act and DJ.	Finalize setlist, MD specifications and fan-service details; provide passport documents.
D-14	Pay balance; confirm Work Pass approvals, flights, hotel and local transport.	Provide final master music files and signing/1:1 photo guidelines.
D-1	Airport pickup; hotel check-in; complete venue setup.	Touring team arrives; technical rehearsal and soundcheck.

D refers to the event date. This is an indicative workback plan, not a representation of regulatory processing times or guaranteed approvals. Adjust to the confirmed edition and authority requirements.

A proposed pathway to a recurring brand

STAGE	DEVELOPMENT OPPORTUNITY
Launch Partner	Discuss the first two pilot editions with separate budgets, responsibilities and agreed review points.
Season Partner	If agreed pilot targets are met, discuss priority negotiation for further Singapore editions and a potential six-edition annual season.
Regional Partner	After Singapore operations are stable, explore separate market opportunities, potentially Kuala Lumpur, Manila or Bangkok, based on local delivery capability.

The staged framework and six-edition ambition supplement the operating proposal. They are conditional opportunities, not granted ownership, exclusivity, territorial rights or guaranteed future bookings.

Review what matters

Agree targets for paid attendance, contribution after agreed costs, audience feedback, delivery quality and accurate settlement. Use actual results to decide whether to expand the season and renegotiate terms.

Partnership confirmation and next steps

Long-term development areas

Recurring Singapore events; additional Korean artist showcases; university and youth campaigns; K-pop club events; Southeast Asian expansion; fan-experience programs; official merchandise collaboration; and brand sponsorship partnerships.

Reciprocal opportunities in Korea

O2VERSE can discuss support for a partner promoter or artist developing a Korean project through its Seoul base. Scope, costs, access and local arrangements would be agreed for the individual project.

Before either side commits

- Confirm the lineup and the Korean contracting management/licensor.
- Confirm venue date, approved capacity, ticket offers and local operating budget.
- Select the guarantee model and define any sharing, reporting and settlement terms.
- Agree artist/image/music rights, technical/hospitality riders and required approvals.
- Record any future priority negotiation period, performance targets and territory separately in writing.

Confirmation and authorization

This proposal summarizes the operating basis, commercial structure and partnership responsibilities for K.F.N.S. Detailed conditions are subject to mutual agreement and a formal contract between the authorized Korean management/licensor and Singapore promoter.

KOREAN MANAGEMENT / LICENSOR	SINGAPORE PROMOTER
Company: _____	Company: _____
Authorized representative: _____	Authorized representative: _____
Signature: _____	Signature: _____
Date: _____	Date: _____

Signature fields reflect the source proposal. This document does not itself confirm artist bookings or grant partnership, intellectual-property or territorial rights.

Contact O2VERSE

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View the partnership website | Explore artist reference candidates