



The Iconic
SONU NIGAM
REVOLUTION
— TOUR —

LIVE IN BRISBANE

11 OCT
2026



BRISBANE
convention
& exhibition
CENTRE

SPONSORSHIP INVITATION
FOR BRISBANE

*The Greatest
of All Time*

The Iconic
**SONU
NIGAM**



With a career spanning over three decades, Sonu Nigam stands as one of the most celebrated voices in South Asian music. His versatility transcends genres: from romantic ballads to devotional classics, from Bollywood chartbusters to international collaborations.

- The Iconic multi-talent Sonu Nigam is not just a singer but also a music director and actor. He is known for his fiery, pitch-perfect stage performances.
- Early prodigy & classical training. He began singing at age four and trained with masters like Mohd Tahir Ji and Ustad-Ghulam Mustafa Khan.
- Prolific output: Over a 30-year career he has recorded more than 6000 songs in over 28 languages, from Hindi and Kannada to Bengali, Tamil and Gujarati.
- Innovation in music television: Co-created and named the 1995 TV show SaReGa-Ma, the world's first musical competition series, which brought legends of film and classical music together with new talent.

- Hits that defined generations: Signature songs like "Sandese Aate Hain" and "Yeh Dil Deewana" showcased his range and versatility, while the title track of Kal Ho Naa Ho earned him the National Film Award for Best Male Playback Singer
- Multiple major awards: Winner of Filmfare Awards for Saathiya (2003) and Kal Ho Naa Ho (2004), IIFA Awards in 2002, 2003, 2004 and 2013, and Mirchi Music Awards.
- National Recognition : Honoured with the Padma Shri in 2022 for his contributions to art; the President highlighted that he is a well-known singer who has sung thousands of songs in numerous languages.

These highlights demonstrate why Sonu Nigam is celebrated as a legend and justify calling him the "greatest of all time" for sponsors and fans alike.

REVOLUTION — TOUR —

BRISBANE



LET'S ROCK WITH
DESI ROCKS

FOR MORE INFO
MANMOHAN
0455 664 994





11 YEARS *of* STAR-STUDDED SPECTACLES

Desi Rocks Events stands as one of the leading and most dynamic promoters of Bollywood & Punjabi live concerts across Australia, New Zealand & India. Driven by passion and professionalism, the company curates unforgettable musical experiences and brings innovative event concepts to audiences year after year.

Our journey spans Australia, New Zealand, India, bringing legendary artists & superstars to audiences who crave authentic, unforgettable moments. Each event is crafted with meticulous attention to detail, ensuring every partner, performer, and patron experiences something truly extraordinary.



One Decade. One Stage. A Million Memories

A LEGACY OF
BLOCKBUSTERS
DESI ROCKS EVENTS

2025 Gurdaas Maan

2024 Shaan

2024 Harbhajan Maan

2024 Abhijeet Bhattacharya

2024 Sonu Nigam

2023 Gurdas Maan

2023 Sukhwinder Singh

2022 Harbhajan Mann

2022 Abhijeet Bhattacharya

2022 Sonu Nigam

2019 Harbhajan Mann

2019 KK

2018 The Great Khali

2017 Satinder Sartaaj

Many more since 2015



VENUE

BRISBANE CONVENTION & EXHIBITION CENTRE

The Brisbane Convention & Exhibition Centre (BCEC) is one of Australia's premier venues for world-class live concerts and large-scale entertainment events. Located in the heart of Brisbane's vibrant South Bank precinct, the venue offers state-of-the-art acoustics, cutting-edge production facilities, and versatile performance spaces that create an unforgettable experience for both artists and audiences. With its modern design, exceptional seating capacity, and international reputation for hosting major concerts, cultural shows, and global events, BCEC stands as the perfect destination for spectacular live entertainment.







Maximise
**YOUR BRAND
EXPOSURE**
WITH



DESI ROCKS
EVENTS

**UNMATCHED
ROI**

5-10× exposure
through integrated
activation—measurable,
lasting impact.

**CULTURAL
RELEVANCE**

Authentic alignment
with South Asian
excellence and
affluent, engaged
audiences

**EXPANSIVE
REACH**

Approx 4000 attendees at
Brisbane venue + millions
digitally—well beyond
event night.

Digital **AMPLIFICATION STRATEGY**



5M+

TOTAL IMPRESSIONS

ACROSS SOCIAL MEDIA, DIGITAL ADVERTISING,
AND PARTNER CHANNELS

150K+

EXISTING AUDIENCE BASE

BUILT OVER YEARS

20+

COLLABORATION PARTNERS

INCLUDING THE OFFICIAL PAGES OF
'THE LEGEND' SONU NIGAM
HIMSELF

100+

CONTENT PIECES

GENERATED THROUGH USER-GENERATED
CONTENT AND OFFICIAL CHANNELS

OUR COMPREHENSIVE DIGITAL STRATEGY ENSURES YOUR BRAND REACHES AUDIENCES
LONG BEFORE AND AFTER THE EVENT, CREATING SUSTAINED VISIBILITY AND
ENGAGEMENT THROUGHOUT THE ENTIRE CAMPAIGN LIFECYCLE.



SPONSOR INTEGRATION |

YOUR BRAND DOESN'T JUST APPEAR AT THE CONCERT- IT LIVES ACROSS OUR ENTIRE SOCIAL ECOSYSTEM. FROM THE FIRST ANNOUNCEMENT TO THE FINAL ENCORE RECAP, SPONSOR PARTNERS ARE SEAMLESSLY WOVEN INTO THE CONTENT WE CREATE AND SHARE WITH OUR HIGHLY ENGAGED SOCIAL MEDIA COMMUNITY.

**YOUR BRAND, AMPLIFIED ACROSS
EVERY SCROLL, STORY, AND SHARE.**

THE PRESENTER

\$35K - MAXIMUM BRAND INTEGRATION
& CATEGORY EXCLUSIVITY

CO-PRESENTER

\$25K - ELEVATED CO-OWNERSHIP
& PREMIUM PROMINENCE

POWERED BY PARTNER

\$18K - PREMIUM POSITIONING
ACROSS ALL TOUCHPOINTS

CO-POWERED BY PARTNER

\$15K - STRATEGIC CATEGORY ALIGNMENT
& FOCUSED VISIBILITY

DIAMOND SPONSOR

\$10K - SIGNIFICANT BRAND
PRESENCE AND ENGAGEMENT

PLATINUM SPONSOR

\$7K - ESSENTIAL BRAND VISIBILITY
AND ACCESS

GOLD SPONSOR

\$5K - LOGO AND WELCOME
POSTER

SILVER SPONSOR

\$3K - JUST LOGO

**SPONSORSHIP
INVESTMENT TIERS**

EACH TIER IS DESIGNED TO DELIVER EXCEPTIONAL VALUE
WHILST PROVIDING FLEXIBILITY TO MATCH YOUR BRAND
OBJECTIVES AND INVESTMENT CAPACITY.

SPONSORSHIP BENEFITS	PRESENTER	CO-PRESENTER	POWERED BY	CO-POWERED BY	DIAMOND	PLATINUM
PRESENTER'S NAME ON TICKETS	✓					
ON-STAGE PRIVILEGE	✓	✓				
PRESTIGE PARKING	✓	✓				
EXCLUSIVE SHOW-DAY ACTIVATION OPPORTUNITIES	✓	✓	✓			
PRIORITY VIP ENTRY	✓	✓	✓	✓		
SPONSOR-BRANDED HASHTAGS	✓	✓	✓	✓		
DEDICATED SOCIAL MEDIA VIDEO POSTS (I.E. SPONSOR WELCOMES)	✓	✓	✓	✓		
BRAND VISIBILITY (PRINT & DIGITAL MEDIA)	✓	✓	✓	✓	✓	✓
DEDICATED SOCIAL MEDIA STATIC POSTS	✓	✓	✓	✓	✓	✓
COMPLIMENTARY TICKETS (20% OF SPONSORSHIP VALUE)	✓	✓	✓	✓	✓	✓
BRAND PRESENCE ON MEDIA WALL	✓	✓	✓	✓	✓	✓
ON-STAGE ACKNOWLEDGEMENT	✓	✓	✓	✓	✓	✓
DURATION OF ON-SCREEN BRAND EXPOSURE	45s	30s	25s	20s	10s	5s
DISTRIBUTE PROMOTIONAL MATERIALS	4	4	2	1	1	1
VENUE BANNERS (SUBJECT TO VENUE PERMISSIONS)	10	8	6	4	3	2
VIP BACKSTAGE ACCESS (INCL. MEET & GREET)	6	5	4	3	2	2
SPONSORSHIP PACKAGES PER CATEGORY	3	4	6	10	15	15
SPONSORSHIP INVESTMENT (+GST)	\$35,000	\$25,000	\$18,000	\$15,000	\$10,000	\$7,000
GOLD	\$5,000	LOGO AND WELCOME POSTER				
SILVER	\$3,000	JUST LOGO				
CUSTOMISABLE OPTIONS AVAILABLE						



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EVENTS

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WWW.DESIROCKS.COM.AU



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THANK YOU