



CORPORATE  
PROFILE  
**2022**





## ABOUT WOODMARK EVENTS

Founded in 2018, Woodmark Events is a prestigious Event Management & Consulting company that is dedicated to fueling the creation of high-quality events worldwide. Based in Malaysia, Woodmark Events is home to some of the best event professionals and talents who persevere to deliver state-of-the-art events, concerts and entertainment shows within the region and globally.

Having a portfolio of sold-out concerts, Woodmark Events also boasts a strong and widespread online presence that reached over 128,000 people in the short span of 5 months. Armed with a band of regional influencers, Woodmark Events sold over 1,400 tickets within 12 hours of show announcements made on social media platforms. With a commitment to perfection and delivering memorable and impactful events,

### OUR CURRENT EVENT PORTFOLIO

**SID SRIRAM, LIVE in KL 2019 | SID SRIRAM , LIVE in PENANG, 2020 | SID SRIRAM, LIVE in SYDNEY & MELBOURNE**

Woodmark Events is geared for the years to come to organise major concerts and events across the world.

[www.woodmarkevents.com](http://www.woodmarkevents.com)



**WOODMARK**  
EVENTS

S P O N S O R  
D E C K

HEART & SOUL

WITH

*Sid Sriram*

**LIVE IN KL.**



# HEART & SOUL with SID SRIRAM

Live in KL 2019

## Sneakpeak



LIST OF INTERNATIONAL  
ARTIST & BAND MEMBERS

**SID SRIRAM**  
TAPASS NARESH  
LEON JAMES  
SANJEEV THOMAS  
PRAVEEN SPARSH  
HASHBASS

OPENING ACT

**DJ MASTERMIND & THE JAGATS**

HOST

**PRITHA MANIVANNAN**  
**NEVAASHAN**

ATTENDED CROWD

**2200 pax**

VENUE

**QUILL CITY CONVENTION CENTRE**  
**KUALA LUMPUR.**



LIST OF SPONSORS ON BOARD

**MALIK STREAM CORPORATION**  
Renaissance Kuala Lumpur Hotel  
Quill City Mall Kuala Lumpur  
Carlsberg Malaysia  
Cycle & Carriage Bintang Malaysia (MERCEDES)  
mstudiogroupproduction  
AirAsia RedTix  
Pixelhood (CREATIVE PARTNER)  
Thaara Medisuite  
Little Caterers  
Barathan Amuthan ( CANON MALAYSIA )  
GLAM - Styling & Beyond  
MediAsia  
Beauty Khan HQ  
Sega Irama Sdn Bhd



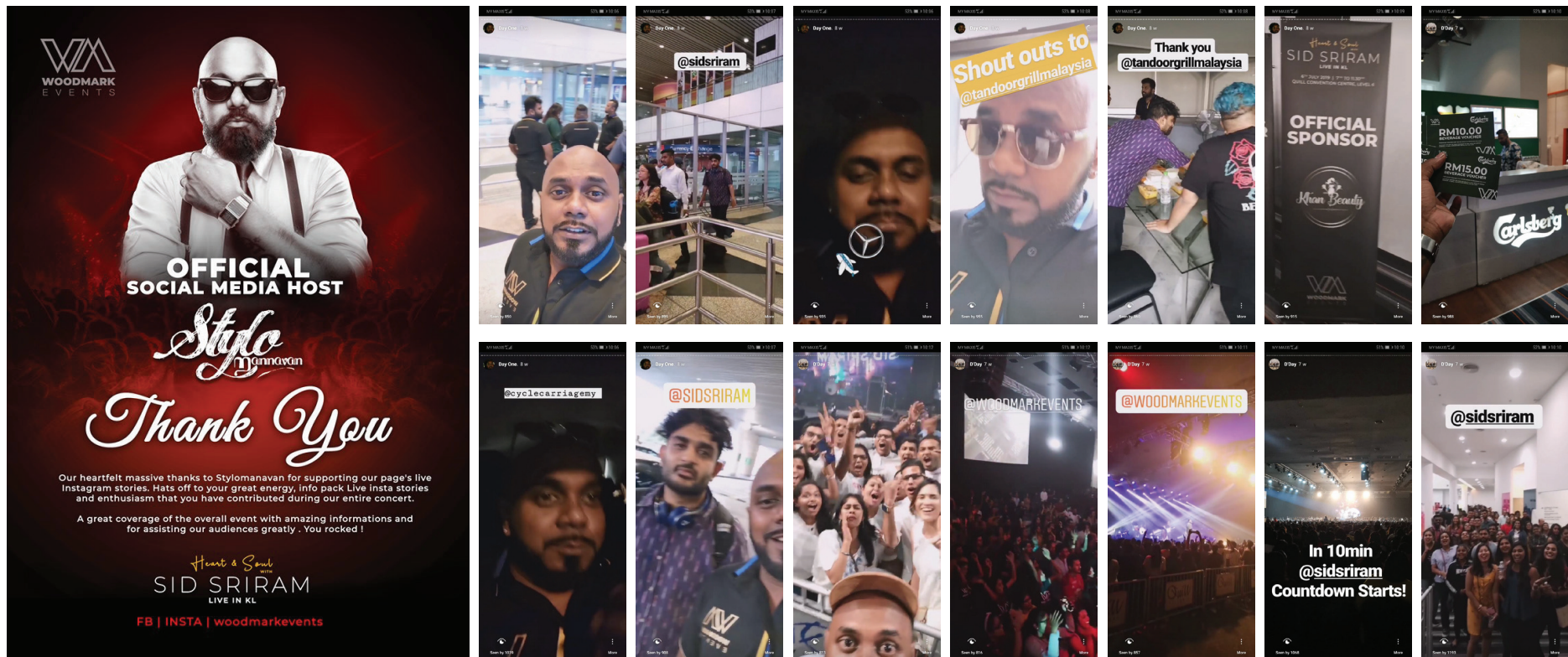


# HEART & SOUL with SID SRIRAM

Live in KL 2019

## ONLINE HOST by STYLOMANAVAN

This was the 1st time, we have introduced an "ONLINE HOST" partner to support our page's live Instagram stories updating info pack Live Insta stories through our entire show. A great coverage of the overall event with amazing information and for assisting our audiences greatly. As an local artist with his good number of followers, we managed to boost both Woodmark's and Sponsor's audience reach through his coverage.



# HEART & SOUL with SID SRIRAM

Live in KL 2019

## TICKET SALES ( both Online & Ground ticketing).



HEART & SOUL  
*Sid Sriram*  
LIVE IN KL.  
6<sup>TH</sup> JULY 2019 | 7<sup>PM</sup> TO 11.30<sup>PM</sup>  
QUILL CITY MALL  
CONVENTION CENTRE, LEVEL 6

**1000**  
TICKETS SOLD OUT  
**24** WITHIN  
HRS

THANK YOU ALL FOR  
THE LOVE & SUPPORT

[www.woodmarkevents.com](http://www.woodmarkevents.com)

It would be probably 1st time in Indian Concert Industry, we managed to sell the 1st **1000 tickets** within **24 hrs** of ticket selling announcement.



Heart & Soul  
**SID SRIRAM**  
LIVE IN KL  
6<sup>TH</sup> JULY 2019 | 7<sup>PM</sup> TO 11.30<sup>PM</sup> | QUILL CONVENTION CENTRE, LEVEL 6



**OUR TICKETS ARE**



BIGGEST LOVE AND MASSIVE THANK YOU TO EVERYONE !!



Heart & Soul  
**SID SRIRAM**  
LIVE IN KL  
6<sup>TH</sup> JULY 2019 | 7<sup>PM</sup> TO 11.30<sup>PM</sup> | QUILL CONVENTION CENTRE, LEVEL 6



**LESS THAN**  
**100**  
TICKETS LEFT

**GRAB YOUR TICKETS FAST!**

WE ARE NOW LEFT WITH PLATINUM & GOLD TICKETS!  
OUR EARLY BIRD IS GOING TO END SOON!

PURCHASE YOUR TICKETS AT [alrslaredttx.com/sidsriram2019](http://alrslaredttx.com/sidsriram2019)  
FOR DIRECT BOOKING, WHATSAPP US AT +6017-6654435

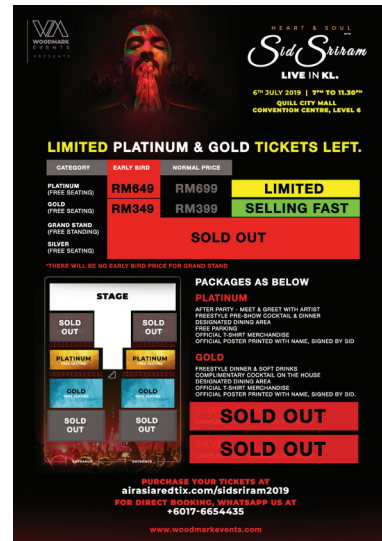
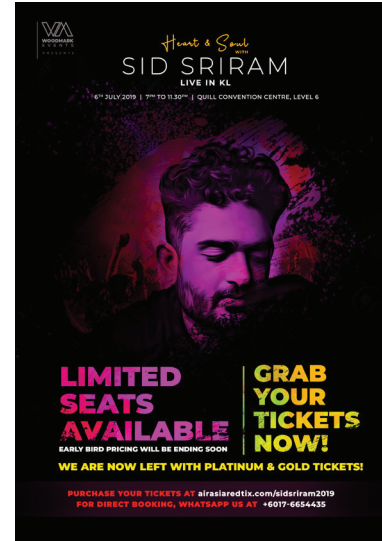
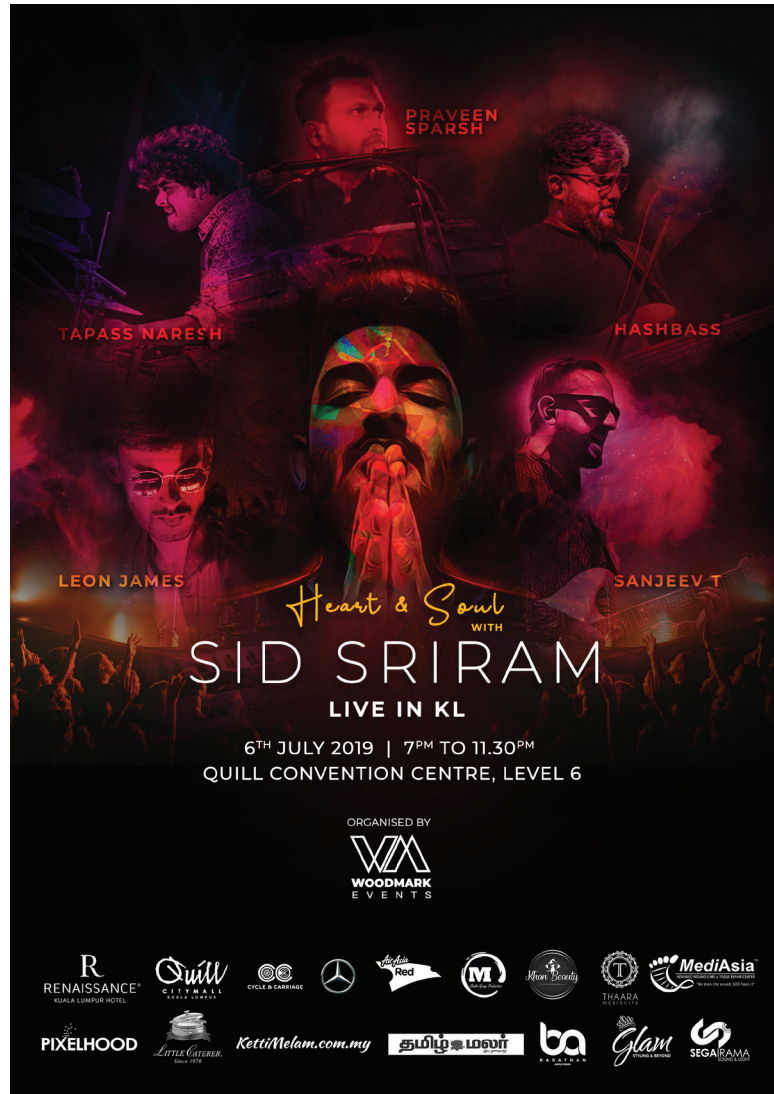
All our tickets are sold out a month prior to the concert.



# HEART & SOUL with SID SRIRAM

## Live in KL 2019

### OUR CREATIVE VISUALS



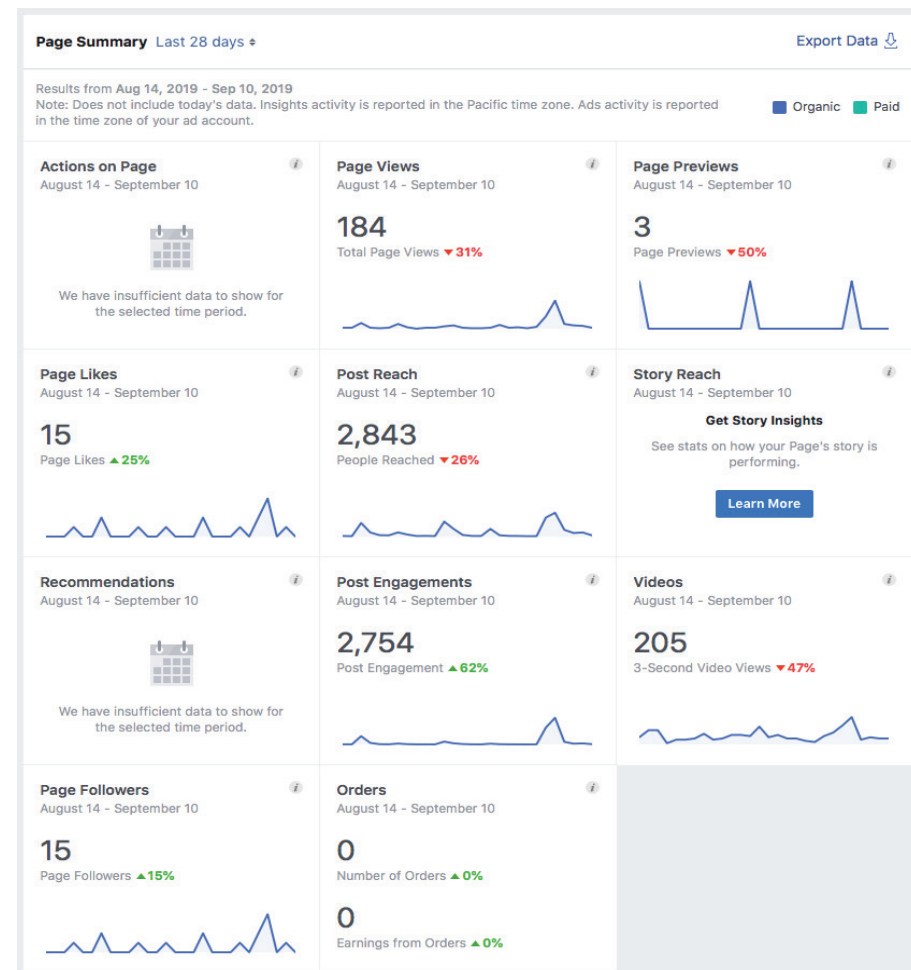
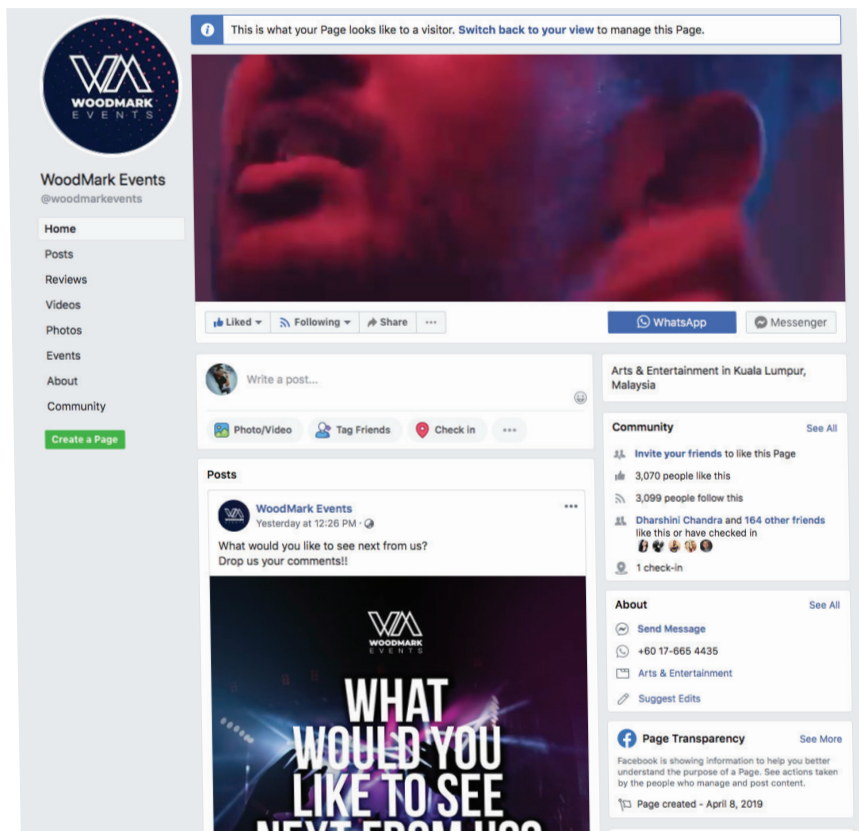


# HEART & SOUL with SID SRIRAM

## Live in KL 2019

### OUR SOCIAL MEDIA PLATFORMS

We have an impression of 80,000 with Maximum reach of 128,000 people since the day we launched the event ( 5 months ). Besides this, we have engagement with our local Social Media Influencers ( more than 20k followers each) to create awareness for our digital materials.





SID SRIRAM  
**LIVE IN PENANG!**  
**FEB 2020**



## **Sid Sriram Live in Penang – An Exceptional Performance That’s Paved the Way for Concerts Up North.**

Woodmark Events' latest concert, Sid Sriram Live in Penang was held on 1st february 2020 at Setia Spice Convention Centre. This is the first time in recent history that a Tamil concert of this scale was being held on the island, and the northerners were thrilled. All tickets to the event were sold out in November, less than two months from the day sales opened. Total attendees – 3800 pax

The opening acts comprised of our Malaysian band, PU4LYF! Keyboardist Kirubarasan began the show with the resounding music of Muthu's zamindar theme. Taking centre stage was Kabbil Raaj, the veena player best known for playing the instrument slung over his shoulder and Santesh on his keytar, Abimanyu was joined on stage by Sheezay, Rabbit Mac and the Havoc Brothers.

The wait was over! Finally! Sid and his band performed all our favourites, and then some. Tunes like Mei Nigara, Visiri, En Ennai Pirinthaal and Maruvaarthai were executed perfectly. Love was certainly in the air during his rendition of Tharame Tharame and Ennadi Maayavi Nee. Ennai Maatrum Kaadhale was phenomenal thanks to his insane energy levels!

His rendition of Kannu Thangom and En Uyir Kaatre were sublime. Never in our wildest dreams did we imagine we would watch Sid Sriram sing his own Tamil film composition, live!

A full flash three full hours of Sid Sriram and his band, yes, read that again, with no breaks!. A night with incredible energy by the team!





# SID SRIRAM

Live in PENANG 2020

*Sneakpeak*



## LIST OF INTERNATIONAL ARTIST & BAND MEMBERS

**SID SRIRAM**  
TAPASS NARESH  
LEON JAMES  
SANJEEV THOMAS  
KANJIRAMAN  
KEBA JEREMIAH  
RAMKUU

OPENING ACT

**#PU4LYF**

HOST

**STYLOMANNAVAN & SHANGKHAREE**

ATTENDED CROWD

**3800 pax**

VENUE

**SETIA SPICE CONVENTION CENTRE,  
PENANG**

## LIST OF SPONSORS ON BOARD

AirAsia RedTix  
Pixelhood (CREATIVE PARTNER)  
Lexis Suites Penang  
Sri Ananda Bahwan Penang  
Five A Travel Tours Sdn Bhd.  
SP Setia  
Saffron Goat Milk by KHAN BEAUTY HQ  
Barathan Amuthan ( CANON MALAYSIA )  
GLAM - Styling & Beyond  
Madras Club Bangsar  
Beloved SkinCare  
PSYCHO.unit  
Varnam.MY  
Sega Irama Sdn Bhd



# SID SRIRAM, LIVE IN PENANG

1<sup>ST</sup> FEBRUARY 2020

**TICKET SALES ( both Online & Ground ticketing).**



**1200**  
TICKETS  
SOLD  
UNDER  
12 HOURS.

*Thank You.*  
FOR YOUR  
LOVE AND  
SUPPORT!

SID SRIRAM  
LIVE IN PENANG!  
1<sup>st</sup> February 2020 | 7<sup>pm</sup> to 11.30<sup>pm</sup>  
SETIA SPICE CONVENTION CENTRE, PENANG

PURCHASE THE TICKET AT [airasiaredtix.com/tickets/sidsrirampenang](http://airasiaredtix.com/tickets/sidsrirampenang)  
FOR DIRECT BOOKING, WHATSAPP US AT +6017-6654435

[www.woodmarkevents.com](http://www.woodmarkevents.com) | #woodmarkevents



SID SRIRAM  
LIVE IN PENANG!  
1<sup>st</sup> February 2020 | 7<sup>pm</sup> to 11.30<sup>pm</sup> | SETIA SPICE CONVENTION CENTRE, PENANG

LESS THAN  
**100**  
TICKETS LEFT!

GRAB YOUR TICKETS FAST!  
WE ARE NOW LEFT WITH **GOLD** TICKETS!

PURCHASE THE TICKET AT [airasiaredtix.com/tickets/sidsrirampenang](http://airasiaredtix.com/tickets/sidsrirampenang)  
FOR DIRECT BOOKING, WHATSAPP US AT +6017-6654435

[www.woodmarkevents.com](http://www.woodmarkevents.com)



SID SRIRAM  
LIVE IN PENANG!  
1<sup>st</sup> February 2020 | 7<sup>pm</sup> to 11.30<sup>pm</sup> | SETIA SPICE CONVENTION CENTRE, PENANG

OUR TICKETS ARE  
**SOLD**  
OUT!!

MUCH LOVE TO EVERYONE WHO WILL BE JOINING  
US AT THE ASTOUNDING SHOW IN FEB 2020!  
We are totally blown away by the sheer support you have given us!


[www.woodmarkevents.com](http://www.woodmarkevents.com)

All our tickets are sold out a month prior to the concert.


# SID SRIRAM, LIVE IN PENANG

1<sup>ST</sup> FEBRUARY 2020

## MEDIA COVERAGE

 **Varnam MY**  
November 18, 2019 · 🌐


CAN. NOT. WAIT! Anyone else going?  
Sid Sriram WoodMark Events Setia SPICE Convention Centre




VARNAM.MY  
**Sid Sriram Live In Penang is SOLD OUT!**  
Sid Sriram Live In Penang, the concert set to be held on the 1st of...

👍 5

👍 Like    💬 Comment    ➦ Share    🌐

 **Varnam MY**  
February 4 at 11:17 AM · 🌐

We headed up to Penang over the weekend to watch Sid Sriram perform at his first concert on the island, organised by WoodMark Events. How can Sid ever disappoint?



VARNAM.MY  
**Sid Sriram Live in Penang – An Exceptional Performance That's Paved the Way for Concerts Up North**

👍❤️ You and 73 others    4 Comments 16 Shares

👍 Like    💬 Comment    ➦ Share    🌐



# OUR UPCOMING CONCERT 2022





**WOODMARK**  
EVENTS  
PRESENTS

**20/08/2022**  
KUALA LUMPUR

**VENUE**  
MITEC, KL

**ESTIMATED AUDIENCE**  
8000 PAX

**ALL  
LOVE  
NO  
HATE**

S I D S R I R A M

LIVE IN KUALA LUMPUR 2022



## SOCIAL MEDIA INVESTOR'S DIGITAL INSIGHT

### Audience

Export

Current audience

Potential audience

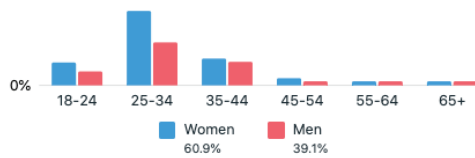
Facebook Page Likes

5,788

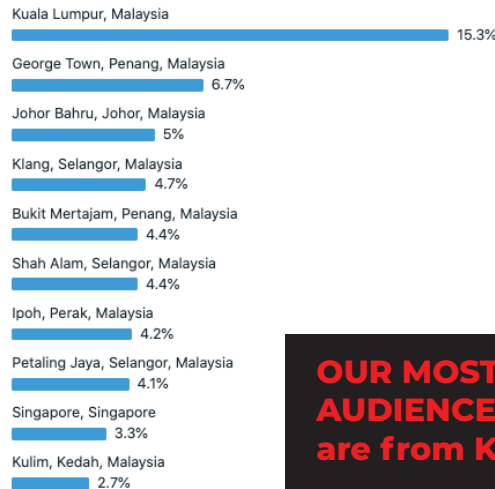
Instagram Followers

3,711

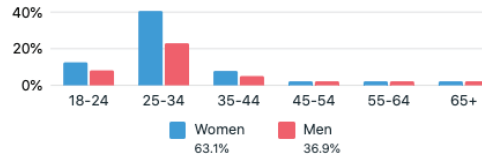
Age & Gender



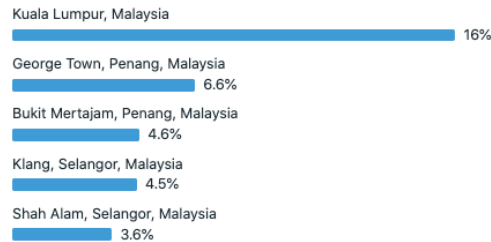
Top Cities



Age & Gender



Top Cities



**OUR MOST ACTIVE AUDIENCE DEMOGRAPHIC are from KUALA LUMPUR, MALAYSIA.**

Boost post

**Shoutout from SID SRIRAM! - LIVE IN PENANG!**  
 January 15, 2020 at 2:12 PM  
 ID: 3091830561041134

Interactions

👍 98 reactions
💬 23 comments
🔗 19 shares

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**Performance**

**Reach**

Total **3,294**

This post reached more people than 95% of your 50 most recent Facebook posts and stories.

**Reactions, comments and shares**

Total **140**

This post received more reactions, comments and shares than 83% of your 50 most recent Facebook posts and stories.

**Results**

Total **206**

This post received more link clicks than 93% of your 50 most recent Facebook posts and stories.

Metric	Value
Reach	3,294
Reactions	98
Comments	23
Shares	19
Link clicks	206

**OUR POTENTIAL BUYING POWER IS 1 : 1 = 1 Potential buyer coverts to 1 Buyer by end of the ticketing closing date.**

**\* This is from the date our ticketing campaign starts.**

# GET IN TOUCH WITH US

**An opportunity to be a part of history,  
an audience beyond imagination.**

**JANANITHARAN  
MANIAM**

***DIRECTOR***

**+6016 470 5715**

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fb | insta **woodmarkevents**

**[info@woodmarkevents.com](mailto:info@woodmarkevents.com)**



**WOODMARK  
EVENTS**

**#WOODMARKEVENTS**