



PROMOTIONS
PRESENTS



The Iconic
SONU NIGAM

REVOLUTION

TOUR

FRI
2ND OCT
2026



Spark ARENA

SPONSORSHIP INVITATION
FOR AUCKLAND

*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 —

AUCKLAND



PROMOTIONS

Get Ready
NEW ZEALAND

SAM 021-664-455

ASH 021-636-676

Email: events@rspromotions.co.nz



— A B O U T —



RS Promotions Limited is a New Zealand-based event management and entertainment promotions company specialising in the organisation and production of large-scale cultural, entertainment, and community events. As a family-owned company, RS Promotions combines decades of industry experience with strong connections within the Indian and multicultural communities across New Zealand and the Pacific. The company focuses on delivering high-quality Bollywood concerts, cultural festivals, live performances, and large community events that bring people together through entertainment and cultural celebration.

Our team has successfully coordinated international artists, major productions, and community festivals while maintaining strong relationships with sponsors, local authorities, media partners, and cultural organisations. RS Promotions is committed to producing safe, engaging, and professionally managed events that provide strong brand exposure opportunities for our sponsors.



Two Decades. One Stage. A Million Memories.

A LEGACY OF
BLOCKBUSTERS
FROM RS PROMOTIONS

2020
SUNIL GROVER

2018
SAIF ALI KHAN

3 IDIOTS
COMEDY NIGHT
JEEVESHU AHLUWALIA
ATUL KHATRI
VIKRAMJIT SINGH

2017
DA-BANGG
SALMAN KHAN
SONAKSHI SINHA
BIPASHA BASU
PRABHU DEVA

2015
HIMESH
RESHAMMIYA



VENUE

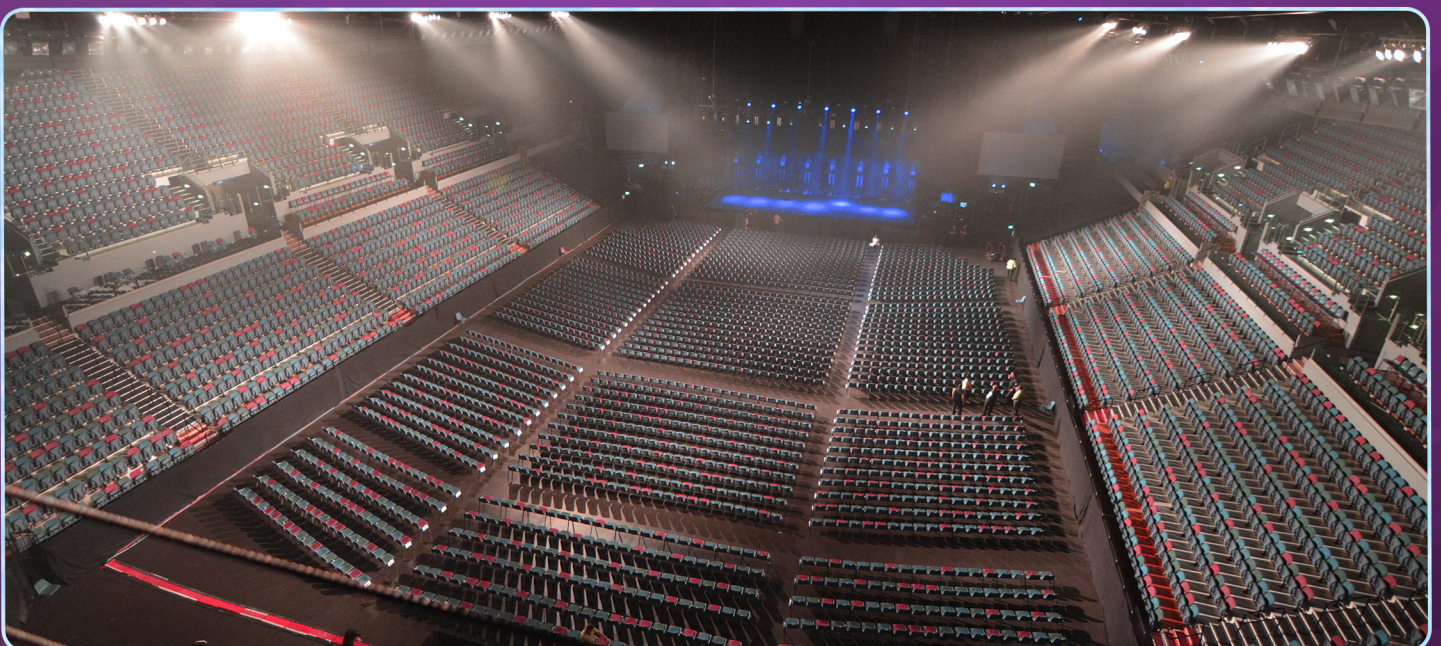
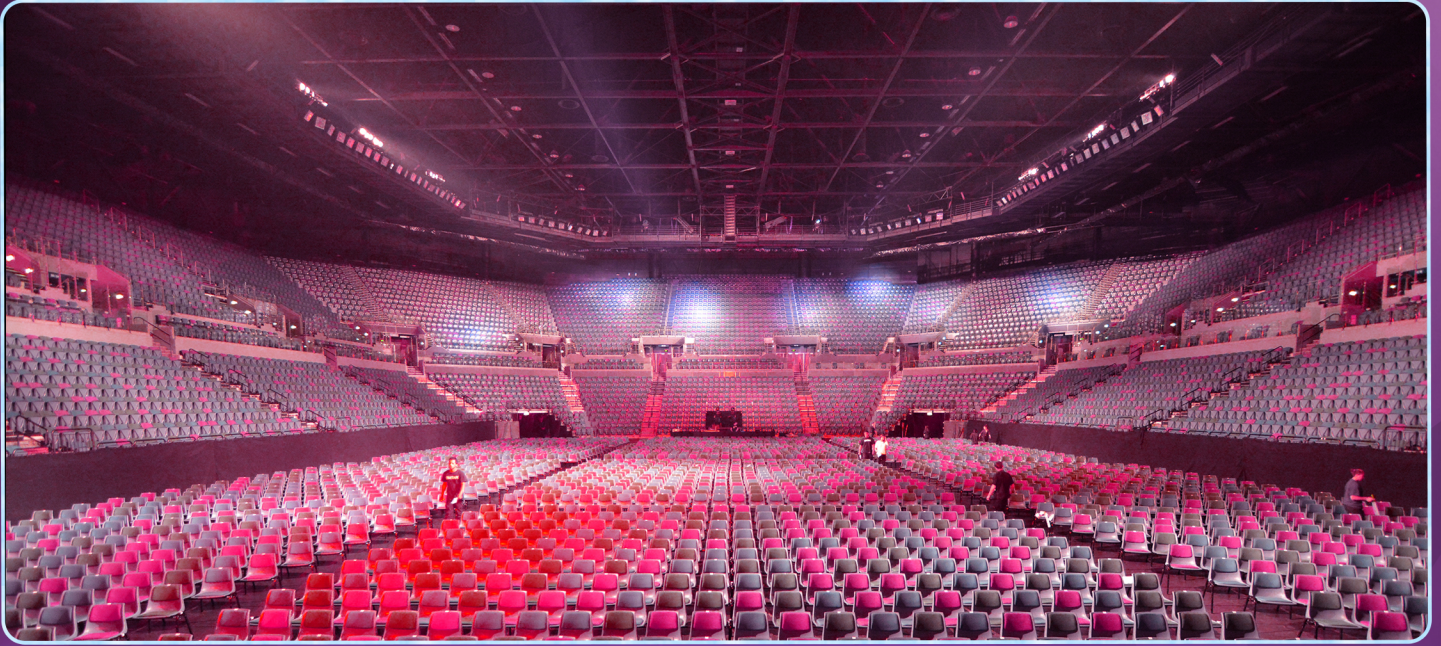


Spark ARENA

Spark Arena stands as New Zealand's ultimate entertainment powerhouse, located in the heart of Auckland. With a massive **capacity of up to 13,000 people**, the arena delivers high-energy international concerts, major sporting battles, blockbuster shows, and large-scale corporate events.

Renowned for its state-of-the-art facilities and flexible event setup, the venue transforms seamlessly for **sold-out concerts, arena sports, theatre-style performances, and premium banquet events**. It has welcomed some of the world's biggest artists, including **Beyoncé and Taylor Swift**, making it a must-play stage for global superstars.





Maximise
**YOUR BRAND
EXPOSURE**
WITH



PROMOTIONS

**CULTURAL
RELEVANCE**

Connect with one of Australia's fastest-growing, high-income cultural communities through meaningful and memorable experiences.

**HIGH-VALUE
DEMOGRAPHIC**

Engage a loyal, family-oriented audience with strong purchasing power and deep brand affinity.

Iconic
**VENUE
ADVANTAGE**

Position your brand at **Spark Arena**
Australia's most prestigious entertainment venue, hosting 1.5+ million visitors annually.



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.

SPONSORSHIP BENEFITS	PRESENTER	CO-PRESENTER	POWERED BY	CO-POWERED BY	DIAMOND	PLATINUM
NAMING RIGHTS - THE PRESENTER	✓					
ON-STAGE PRIVILEGE (PER PERSON)	✓	✓				
CUSTOMISED COLLATERAL (CROSS-PROMOTIONS - SUBJECT TO SUITABILITY)	✓	✓	✓			
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 (10% 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
GOLDEN TICKET (INCL. MEET & GREET) \$1,500EA	10	6	4	3	2	2
SPONSORSHIP INVESTMENT (+GST)	\$50,000	\$30,000	\$20,000	\$12,500	\$10,000	\$5,000



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