



VENUE PARTNER BENEFITS

Entertainment • Marketing • Creative • Content • Event Consultancy

MORE THAN AN ARTIST BOOKING

When a venue books an artist through Panther Productions, our role extends beyond sourcing and supplying the entertainer. Our agency service gives the venue access to a wider entertainment, marketing, creative, promotional and consultancy platform — helping turn entertainment into a commercial asset for the venue.

Our objective: strengthen the venue's entertainment programme, increase customer engagement and support footfall through better programming and promotion.

1. Artist Booking & Entertainment Management

Panther manages the entertainment process from recommendation through to performance coordination.

- Artist sourcing and recommendations
- Artist availability and fee negotiation
- Booking and contracting
- Artist liaison and coordination
- Scheduling and event requirements
- Pre-event coordination and briefing
- Entertainment programming support
- Assistance with replacement entertainment where reasonably possible

2. Professional Content Production

Where appropriate and subject to agreed scheduling, Panther can support the venue with professional promotional content.

- Professional video filming
- Event and performance footage
- Short-form social media content
- Artist performance highlights
- Venue atmosphere and promotional footage
- Edited reels and promotional clips
- Event recap / aftermovie content
- Vertical content formatted for social media
- Promotional content supplied to the venue for its own channels

Commercial value: professional filming, editing and content production represent a meaningful production cost. Where included, this support forms part of the wider Panther venue partnership offering and is subject to agreed scope, scheduling and availability.

3. Creative & Social Media Artwork

Panther can assist with creative assets surrounding the entertainment we provide.

- Artist announcement artwork
- Event artwork and digital flyers
- Instagram posts and Stories
- Promotional graphics
- Co-branded promotional material
- Screen / LED artwork where required
- Artist profile graphics
- Resizing and adaptation for different platforms

CREATIVE + CONTENT

The aim is to give each entertainment booking a stronger visual identity and a ready-to-use set of promotional assets for the venue's own channels.

4. **Marketing & Promotional Support**

Our objective is to extend the reach of the venue's entertainment programme beyond its existing audience.

- Promotional mailshots to our mailing database
- Social media promotion
- Cross-promotion through our entertainment network
- Distribution through relevant Dubai community and social groups
- Artist announcement campaigns
- Event reminder campaigns
- Venue and artist tagging
- Collaborative social media promotion
- Post-event content promotion
- Promotional strategy recommendations

5. **Entertainment & Event Consultancy**

Complimentary consultation can be provided to help venues develop stronger entertainment concepts and activations.

- New night concepts and themed nights
- Artist-led events and seasonal campaigns
- Ladies' nights, brunch and after-work concepts
- Pool and day-party concepts
- Community and corporate events
- Guest DJ and live entertainment concepts
- Resident DJ programming
- Music programming strategy
- Ideas aligned with the venue's target demographic

THE COMMERCIAL AIM

Good entertainment should be supported by good promotion. Panther's role is to help venues build awareness around the entertainment they book and create stronger reasons for guests to visit.

6. Production, Décor, Lighting & Props

Where required, Panther can assist with additional event production and enhancement.

- Décor and props
- Lighting
- DJ and sound equipment
- Staging
- Branding elements
- Additional production requirements

Cost principle: where requirements involve third-party suppliers or direct production costs, these may be made available at cost or preferential cost, subject to availability and prior agreement. Specialist production services may require separate approval.

7. Entertainment Programming & Venue Development

Panther can work with venue management to review and strengthen the overall entertainment calendar.

- Identify nights requiring stronger entertainment
- Recommend appropriate genres for specific audiences
- Artist selection and suitability
- Weekly entertainment programming
- Peak-night programming
- New entertainment formats
- Recurring branded-night opportunities
- Audience engagement opportunities
- Strategies designed to support footfall and venue performance

ONE POINT OF CONTACT

The venue can work through one entertainment partner for artists, creative support, promotional activity, event concepts and additional production requirements — reducing the need to coordinate multiple suppliers.

8. **Access to a Wider Entertainment Network**

Venues can access a broad network of professional entertainment through one point of contact.

- DJs and guest DJs
- Singers and vocalists
- Saxophonists and violinists
- Live bands and instrumentalists
- Dancers
- MCs and hosts
- Specialty performers
- International artists

OUR COMMERCIAL OBJECTIVE

Entertainment should be more than an operating expense. When the right artist is combined with the right promotion, creative content and venue activation, entertainment can become a genuine commercial driver.

Entertainment	Artist sourcing, booking, coordination and programming support.
Creative	Artwork, social media assets and promotional design support.
Content	Professional filming, edited reels and event content where agreed.
Marketing	Mailshots, social promotion, community distribution and cross-promotion.
Consultancy	Entertainment strategy, concepts, activations and programming advice.
Production	Access to décor, props, lighting and technical production at agreed cost.

IMPORTANT

The services described are provided subject to reasonable advance notice, availability, agreed scope, artist availability, venue cooperation and third-party supplier availability. Panther does not guarantee a specific level of footfall, revenue, social reach or profitability. Specialist third-party services or production requirements carrying external costs will be agreed with the venue in advance.

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We look forward to building a commercially successful entertainment partnership with your venue.