

LIGHTS BY DREAMWORKS – THE EXPERIENCE *EVENT FACT SHEET*

Event Outline

Bringing the most extraordinary characters from Dreamworks along with a legendary oriental tradition, the Lights by Dreamworks – The Experience exhibition will contain illuminated figures of Shrek, Kung Fu Panda, How to train Your Dragon and Madagascar movies.

Lights brings..

- 190+ characters
- 200+ scenographic pieces
- 200+ LED furnishing
- 20+ light trees
- interactive themed technology and learning zones
- video loops from all movies immersive cinema experience
- animatronic dragons

The event design will enable patrons to experience the different Dreamworks franchises in an interactive and immersive manner.

The event is an Australian and Asian Region first with a product that has broad audience appeal. The Dreamworks film franchises are some of the highest globally recognised brands with audience appeal for both adults and children. The marketing program developed for this event will have access to the Dreamworks suite of imagery and licence to use this in all marketing mediums. The exclusive nature of this event and the attraction of the franchise make this an opportunity that is ideal to cement the position of Victoria as events capital for the region.

Timing

The event will be held over March/April 2017 period to take advantage of Victorian and the following State schools holidays New South Wales, South Australia and Tasmania. Ticketing will go onsale via Ticketmaster, national ticketing agent to enable easy cross border purchasing.

Location

The Event will make the Village Green in Rosebud its home over the period of operation.

Strategic Partnerships

The event will have strategic partnerships with the Showtime Attractions, Dreamworks, Mornington Peninsula Regional Tourism Board, State Government, Mornington Peninsula Shire Council, Major National media outlets including but not limited to Channel 9, News Corp, Smooth and Nova covering major advertising campaigns Locally, Intrastate and Interstate.

Mornington Peninsula – Leveraging

The Mornington Peninsula Tourism team will work with MPSC and Industry to leverage opportunities across the region including activations in each of the Village centres.

LIGHTS BY DREAMWORKS – THE EXPERIENCE *EVENT FACT SHEET*

Businesses wishing to find out about how they can leverage from the experience should register their interest through the link attached in the email sent.