

JAZBA ENTERTAINMENT LTD PRESENTS

Aa – Tenu Moaj Karawan (LIVE)



SHOW ONE

LOK VIRSA, ISLAMABAD
SATURDAY, 7 NOVEMBER 2026

SHOW TWO

ALHAMRA CULTURAL COMPLEX, LAHORE
SUNDAY, 8 NOVEMBER 2026

SPONSORSHIP PROPOSAL · 2026



PRESENTS

“Aa – Tenu Moaj Karawan” **Live**

Two Capital Cities. One Blockbuster Sponsorship.

SHOW ONE · ISLAMABAD

Lok Virsa

Sunday, 7 November 2026 · Outdoor Heritage Grounds

SHOW TWO · LAHORE

Alhamra Cultural Complex

Sunday, 8 November 2026 · Outdoor Lawn

Brought to you by **JAZBA ENTERTAINMENT LTD** · Featuring Arif Lohar, Roach Killa, Lohar Boys, Zonaib Zahid & Hafsa Nadeem

PREPARED FOR PROSPECTIVE BRAND & GOVERNMENT PARTNERS

Jazba's Return to the Pakistan Stage

"Aa – Tenu Moaj Karawan" Live is Jazba Entertainment's first commercial-scale, ticketed live event in Pakistan since the 2020 pandemic — and the first time it is staged as one sponsorship package across two capital cities. It launches the Lohar Boys' debut album with their first-ever solo commercial performance, brings together the artists behind the blockbuster hit "Aa", and introduces a new young vocal talent to national audiences.

First Commercial Event Since 2020

Two Capital Cities, One Sponsorship

Alhamra Reconfirmed · 8 Nov

Lok Virsa · Federal Heritage Venue

Lohar Boys Album Launch Debut

Why Sponsors Should Act Now

A rare double-city activation window — one sponsorship, one negotiation, brand visibility across Islamabad and Lahore audiences in the same eight-day cycle, anchored by a track with multi-billion digital views.

A Built-In Government Bridge

Show One is staged at Lok Virsa — the National Institute of Folk & Traditional Heritage, a federal cultural institution. That relationship gives sponsors a credible, ready-made link into government cultural & tourism promotion, alongside Alhamra's provincial Lahore Arts Council partnership.

Two Shows, One Combined Package

SHOW ONE

Islamabad · Lok Virsa

Date	Sunday, 1 November 2026
Format	Outdoor, open-air heritage grounds
Duration	~4 hours
Target Audience	3,000 (scalable up to 4,000)

SHOW TWO

Lahore · Alhamra Cultural Complex

Date	Sunday, 8 November 2026
Format	Outdoor Lawn, Lahore Arts Council
Duration	~4 hours
Target Audience	3,000

6,000–7,000

COMBINED LIVE TARGET AUDIENCE

PKR 3,000

STANDARD TICKET PRICE

20% / 30%

STUDENT DISCOUNT: INDIVIDUAL / GROUP

Estimated Gross Box Office Potential

At PKR 3,000 per ticket across a combined base target of 6,000 attendees, gross box office potential is approximately PKR 18,000,000 — rising to approximately PKR 21,000,000 if Islamabad reaches its upper capacity of 4,000. Student discount tiers apply on top of this base.

Five Confirmed Artists, One Blockbuster Track

Arif Lohar · Headliner · NEW SONG LAUNCH with AA SONG TEAM

Legendary Punjabi folk icon, the “Jugni King” — 295,000+ YouTube subscribers. Anchors both shows.

Roach Killa · NEW SONG LAUNCH with AA SONG TEAM

British-Canadian hitmaker & producer of “Aa” — 717,000+ subscribers on Roach Killa Productions.

Lohar Boys · ALBUM LAUNCH

Their first-ever official solo commercial performance in Pakistan — timed with the release of their debut album.

Zonaib Zahid

Singer-producer behind the viral hits “Marasi” and “Dhinka Chik”.

Hafsa Nadeem · INTRODUCING

Rising young vocal talent from Multan, associated with Pakistan Idol — introduced to national audiences at these two shows.

Special Guest (TBC) · subject to certain logistic approval

Surprise Appearance Deep Jandu — potential guest appearance alongside Roach Killa & Arif Lohar, reuniting the “Aa” line-up on stage.

ABOUT THE PROMOTER

Jazba Entertainment Ltd

A full-service UK/PAKISTAN music and entertainment company established in 2005 — record label, music publisher, worldwide distributor, artist manager and live events promoter, with recording studios in Birmingham and Lahore and film equipment rental in Islamabad.

60+

ARTISTS MANAGED/PROMOTER
INTERNATIONALLY

100+

LIVE EVENTS PRODUCED

600+

DIGITAL STORES, 188 COUNTRIES

130+

PUBLISHING COLLECTION SOCIETIES

Major Venues & Track Record

Wembley Arena, the O2 Apollo and Symphony Hall Birmingham among major UK venues delivered. Exclusive worldwide management, publishing and label rights for Arif Lohar since 2018; long-standing collaboration with Roach Killa, Deep Jandu and Javed Bashir and many more.

Sponsor Visibility Beyond the Two Nights

1.68M+

COMBINED OWNED YOUTUBE REACH

10,000+

DIRECT AUDIENCE DATABASE

2

CAPITAL CITIES ACTIVATED

Owned Channel Breakdown (YouTube subscribers)

Roach Killa Productions	717,000+	Me Muzik	561,000
Arif Lohar	325,000+	Jazba Entertainment Music	63,500
Junoon Records	37,900	Lohar Boys Official	6,090
Zonaib Zahid	3,870	Jazba Entertainment Events	2,990

Figures reflect Jazba’s owned & managed channels only. Marketing plan spans on-stage sponsor branding, pre/post-event content across these channels, and the 7,000+ contact database — no broadcast/TV partner is committed at this stage.

Who Will Be In The Crowd

Core Demographic

Young urban Pakistani audiences across Islamabad and Lahore — folk, hip-hop and pop crossover listeners drawn by Arif Lohar's heritage appeal alongside Roach Killa and Lohar Boys' younger fanbase. A meaningful share of tickets are expected from school, college and university-affiliated group bookings.

Ticketing & Access

Standard ticket: PKR 3,000. Students receive 20% off individual purchases and 30% off group bookings made directly through their school, college, university or administration — widening reach into the youth segment sponsors most want to be associated with.

Why This Matters to a Brand Partner

Two outdoor, family-friendly, ticketed shows in the two cities that anchor Pakistan's federal and provincial cultural life — a young, digitally-engaged live audience in Islamabad and Lahore, plus the 1.68M+ digital footprint and 7,000+ direct database carrying the sponsor message well beyond show night.

SPONSORSHIP PACKAGES

Four Tiers, Both Cities, One Signature

All tiers below cover naming and branding across **both** the Islamabad and Lahore shows.

TITLE SPONSOR

PKR 8,000,000

RECOMMENDED

- ◆ Event title carries your brand: “[Brand] Presents Aa Live”
- ◆ Category exclusivity across both cities
- ◆ Largest on-stage branding at both shows
- ◆ VIP hospitality suite & artist meet-and-greet
- ◆ Dedicated mentions across all Jazba/artist channels
- ◆ First right of renewal on Jazba’s next Pakistan tour

POWERED BY SPONSOR

PKR 5,000,000

- ◆ “Powered by [Brand]” billing on all event creative
- ◆ Prime on-stage branding at both shows
- ◆ VIP passes & hospitality access
- ◆ Featured mentions across digital & social promotion

Official Partner & Associate Tiers

OFFICIAL PARTNER

PKR 3,500,000

- ◆ “Official [Category] Partner” billing at both shows
- ◆ On-ground branding & sampling/activation zone
- ◆ Standard hospitality passes
- ◆ Logo placement across digital promotion

ASSOCIATE SPONSOR

PKR 2,000,000

- ◆ Logo placement on event creative & on-site signage
- ◆ General admission hospitality passes
- ◆ Social media acknowledgement

A Note on Categories

All sponsorship categories are open, including beverage. Package benefits above are a starting framework — tiers can be tailored to a brand’s specific activation goals across either or both cities.

A Ready-Made Case for Public Sector Support

This is not a request to imagine a government tie-in — one is already built into the itinerary. Both venues sit inside Pakistan’s public cultural infrastructure, giving cultural departments and tourism bodies a live, credible platform to co-promote heritage and the arts.

Lok Virsa, Islamabad

The National Institute of Folk & Traditional Heritage — a federal cultural institution. Hosting a folk-rooted, family-friendly headline act here directly serves the venue’s own heritage-promotion mandate.

Alhamra Cultural Complex, Lahore

Operated by the Lahore Arts Council — the reservation for 8 November 2026 is reconfirmed. Alhamra’s mandate to promote Punjab’s arts & culture scene aligns directly with the show’s folk-to-pop line-up.

The Ask

We invite federal and provincial cultural & tourism departments to co-brand this two-city activation — supporting local heritage promotion, youth engagement through student ticket pricing, and positioning Pakistan’s live music scene on the national stage.

LET'S TALK

Partner With Us on



“Aa – Tenu Moaj Karawan” Live

UNITED KINGDOM · PAKISTAN

Jazba Entertainment Ltd

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OUR PARTNER

Art Langar (Event Partner) Islamabad

Venues Partners:

Alhamrah (Lahore) - Lok Virsa (Islamabad)

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