



Incorporated in July 2008

DATZENTERTAINMENT
25 Tagore Lane #04-10 Suite 13
Singapore 787602

Company Registration: 53121109J

DATZENTERTAINMENT was born from a dream of two entertainment industry veterans, each with over 10 years experience in the profession. To provide quality entertainment services to event organizers and artiste management.

In the early 90s, **ANGELA CHEONG** started in the entertainment industry as a Customer Service Executive at the Singapore Indoor Stadium and from there, through her enthusiasm and perseverance, she went on to taking lead in a supervisory role at ushering duties and also assisting in venue security matters. Being keen in operations and logistics, Angela ventured into freelance work doing Show and Stage Management. Full time employment began in UnUsUaL Entertainments Pte Ltd in 2005 as a Marketing Executive where her responsibilities were concert ticketing, artiste meals, hotel and transport liaison. Including backstage management of artiste and crew rooms and requirements. Angela not only specializes in Operations and Logistic matters for shows in Singapore, but also for shows overseas, namely Cheng Du, China.

Another partner in DATZENTERTAINMENT is **VALERIE FONG** who after 8 years of advertising background as an advertising Copywriter moved into entertainment starting with a job at the Singapore Indoor Stadium as a Marketing Executive, then an Operations Executive – planning venue seating, staging and concert and event set-up. After 3 years with venue experience, Valerie was offered a position at UnUsUaL Group of Companies with a job scope that included artiste management, sponsorship and technical set-up. From there her experience expanded and she went on to event consultancy for overseas shows in Cheng Du, China.

Both ANGELA and VALERIE have done concerts, seminars, family entertainment, seminars and conferences and with the experience of both, they are equipped to cover all aspects of event management from its planning stages to execution.

PROJECTS BY DATZENTERTAINMENT

2008



DATZENTERTAINMENT's first project was the **ONE LOVE CHARITY CONCERT** in Cheng Du, Shanghai, China where we brought Singapore artistes Mavis Hee, Kelly Poon, Chen Wei Lian, Jocie Kuo Mei Mei and Joi Chua including Emcee Edmund Chen to perform representing Singapore. This charity event was part of the Singapore Consulate in China's effort to make known to the Chinese community that Singapore cares about their Earthquake plight.



ONE LOVE MUSIC FESTIVAL is an on-going project for DATZENTERTAINMENT and it is our aim to work with the Singapore Consulate in China to raise even more funds for the homeless and to strive to build schools to make life return to what it was before the quake.

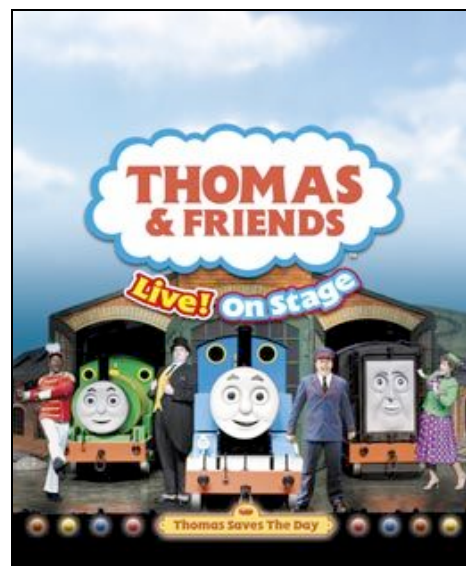
DATZENTERTAINMENT also manages events and artiste showcases. The **BY2 GIRL POWER PARTY '08** Showcase at St James Powerhouse and Yio Chu Kang Secondary School was the first solo project we managed.



Operations and Logistics is the forte of DATZENTERTAINMENT and our team of crew, backstage logistics manpower and ushers have had lots of experience in concerts, outdoor events and showcases.



At **SINGFEST 2008**, we Stage Managed the Local Stage 2 at Fort Canning. The main stage headlined acts like Alicia Keyes, Travis, Pussycat Dolls and Rick Astley. And the second stage had local bands like Saw Loser, Plain Sunset, Allura and many more.



For family entertainment events like **HIGH SCHOOL MUSICAL** , we were involved with venue security and ushering manpower. For **THOMAS & FRIENDS LIVE ON STAGE**, we managed Touring Merchandise for the local team.

Venue Management and Backstage Operations and Logistics is what we provided for the **KANYE WEST GLOW IN THE DARK TOUR** and **KYLIE X2008**.



Our proudest moments for 2008 was for the **FORMULA 1 SINGAPORE GRAND PRIX** where we handled Operations & Logistics for the 6 performing stages, the corporate hospitality booths, merchandising and F&B marquees.



At the end of 2008, DATZENTERTAINMENT was in Cheng Du China for **DISNEY ON ICE PRINCESS WISHES**.



We worked with FELD Inc (USA) to bring the show to Cheng Du, China and worked with event organizer The Concept Company to deliver 10 shows within the week.

PROJECTS BY DATZENTERTAINMENT

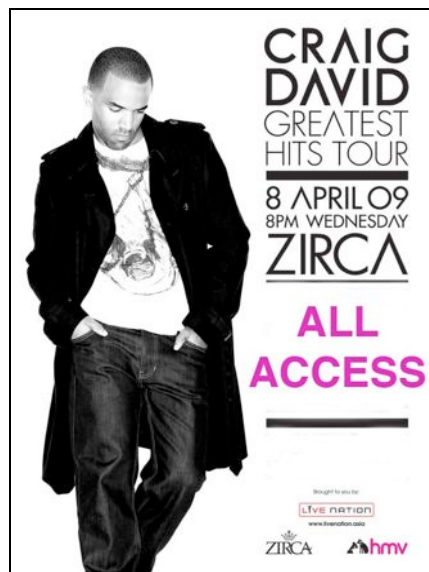
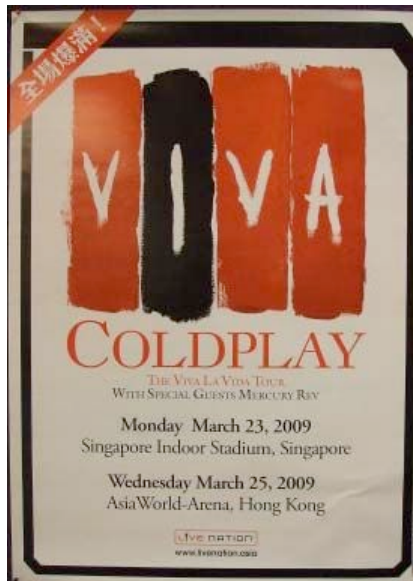
2009



2009 started off with providing 2 **CHUN LI** from the movie **STREET FIGHTER** for the **IT SHOW** @ Suntec from the 12th – 15th March. We worked with Singtel and Cathay Cinema for this movie promotion and Singtel Box Office phone application download.



April 2009 was Oral Care Week and Datzentertainment worked with Mediacorp Radio and the Health Promotion Board for a series of 2 consecutive roadshows at 2 malls (Sembawang Shopping Centre & IMM). **HEALTHY SMILES** was developed from scratch and it included skits, arts and crafts, games, storyboard and a Best Toothy Smile Contest.



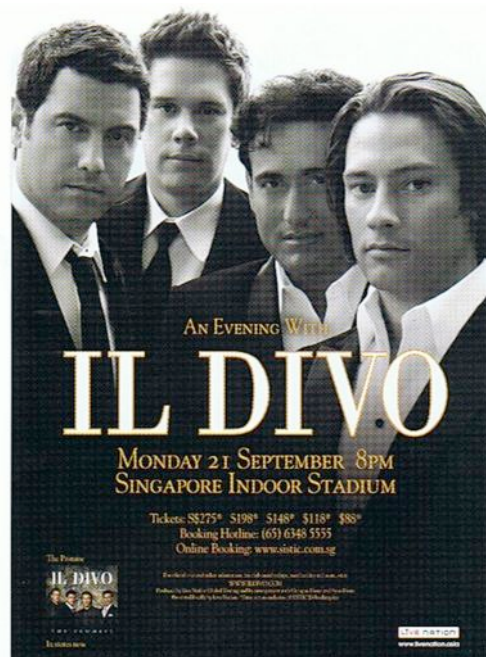
COLDPLAY, CHEER CHEN and **CRAIG DAVID** were the next 3 projects which we undertook and provided support with artiste liaison, local operations and logistics and technical management.



In June, Datzentertainment brought in **FT ISLAND** from Korea for a Concert Showcase. It was a huge success with even a fan meeting for fans from Singapore, Hong Kong, Thailand and Taiwan.



August is Singapore's National Day and Datzentertainment provided Artiste **OLIVIA ONG** to the Taman Jurong National Day Celebration with Guest of Honor Minister Taman Shanmugaratnam.



Datzentertainment provided Artiste Logistics and Operations support for **IL DIVO** in Singapore on 21st September 2009. This was the group's 3rd time in Singapore and Datzentertainment worked with Live Nation for the 3rd time with IL DIVO.



September 29th till October 4th - **KIM BUM** from the Drama "Boys Over Flowers" was in the Philippines for an **RC COLA** Commercial Shoot with Maja Salvador. This was an endorsement deal with RC COLA through Datzentertainment. Bridging Korean Talent and Filipino Talent for the first time.



The year ended yet again with a MEDIACORP **CELEBRATE 2010** Countdown Event at Marina Bay with Datzentertainment providing Event and Operations logistics for the show.

PROJECTS BY DATZENTERTAINMENT

2010

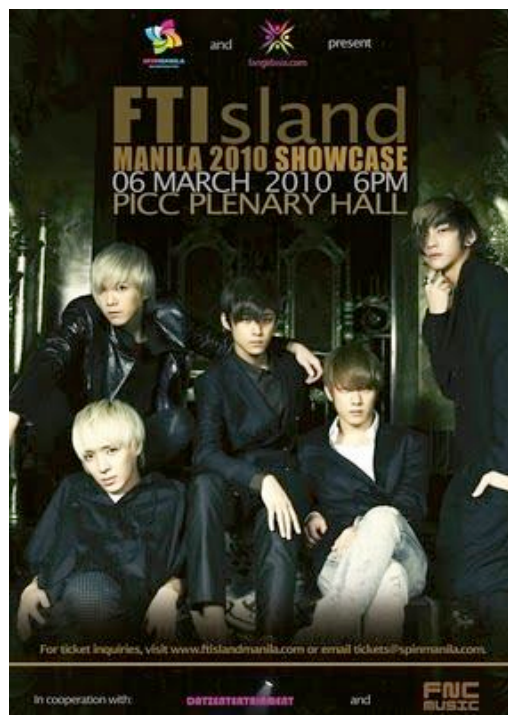


It's the Year of KPOP in Singapore and Datzentertainment started working with CD RAMA, a local CD distributor with retail outlets across the island to distribute **Korean KPOP CDs**. This is an on-going collaboration with CD Rama.



We believe in the Korean Market and ventured into Kpop Merchandising with the Licensing and Manufacturing of a Limited Edition Set of **FT ISLAND Figurines** for the FT ISLAND Asia Tour 2010 for which Datzentertainment took FT ISLAND back to Singapore, then to Hong Kong and Manila.

The FT ISLAND Asia Tour 2010 started in our home country Singapore, then we toured with them to HK and Manila.



We also assisted the group with other Asian Territories while they were in Bangkok and Taiwan.



We were responsible for backstage logistics and road management for **TOM JONES Live in Singapore** at Resorts World Sentosa.



Following that, an outdoor mega production show for 10,000 at the National Stadium for **MAYDAY** Concert. A final concert at the Singapore National Stadium before it is demolished and makes way for a new sports hub.



Next up was **JANG KEUN SUK's Singapore Fan Meeting 2010** in April at the Rock Auditorium, Suntec City. Yet another successful event by Datzentertainment.

In August we spearheaded 2 exciting shows. **SUNDOWN FESTIVAL 2010** at Universal Studios, Singapore, featuring 2 Japanese J-Pop Groups **SUG** and **LMC** and the 2 Korean Groups **Artiste Managed by Datzentertainment** – **F.CUZ** and **AFTERSCHOOL**.



Following this exciting Festival was **SINGAPORE's 45th National Day** and Paul Twohill (Singapore's Idol Finalist) which was represented by Datzentertainment was invited by the NDP Committee to participate in the National Day Heartlands Celebration @ Choa Chu Kang.



September is Formula One Month in Singapore. It was the **SINGTEL 3rd SINGAPORE FORMULA ONE NIGHT RACE** from 24th till 26th September.



Datzentertainment was in charge of Technical Co-ordination for **CHIPPENDALES** at the F1 Village. And **STUDIO FESTI** at The Padang.



Hong Kong Artiste Management is another one of our specialities and **ELISA CHAN** was brought to Resorts World Singapore for a Private Dinner Event at the Compass Ballroom. She performed with her 2 Chorus also from Hong Kong.



One of Singapore's most prestigious Award Ceremonies the **PRESIDENT'S DESIGN AWARD SINGAPORE 2010** which was held at the Istana on 19th November had Datzentertainment as Technical Advisor and Co-Ordinator.



We ended the year by providing Resorts World Sentosa with **KENNY B** for a Private Dinner Christmas Event Performance at OSIA Restaurant for High Rollers.

PROJECTS BY DATZENTERTAINMENT

2011



Resorts World Sentosa had a Chinese New Year Gala Dinner @ Compass Ballroom and there were 3 hosts, Eric Tsang and **CAROL CHENG** from Hong Kong... and local host Qian Yufeng. Datzentertainment provided Carol Cheng to host the event headlining Sun Nan and Janet Jackson.



Carol then enjoyed the day hosted by Universal Studios Singapore.



UNIVERSAL STUDIOS GRAND OPENING on 28th May 2011 saw only 2 US performers opening the park and DATZENTERTAINMENT were the Artiste Liaisons for the 2 artistes – **PAULA ABDUL & KIMBERLY CALDWELL** – From **American Idol Season 2**.



At the **Suara Kami "One Malaysia" Concert** in Kuala Lumpur's Merdeka Stadium which had a capacity of 30,000 youth audience. This event hosted by ASTRO TV was the highlight of Malaysia's 2011 Merdeka Day Celebration.



DATZENTERTAINMENT hosted Korean **K-Pop Group RANIA** which headlined the show with artistes like Hong Kong Singer Hins Cheung, and US Rapper Nelly. Through DATZENTERTAINMENT, RANIA was invited to the event by Malaysian Prime Minister Najib.

Rounding up the year with a New Year's Eve Gala Dinner at Resorts World Sentosa @ The Compass Ballroom where DATZENTERTAINMENT was Artiste Management for Veteran Songstress **JENNY TSENG** from Taiwan.



It was a retro-themed dinner and there was a lot of audience interaction with the high-rollers and invited celebrity guests.



She charmed and teased the audience and did a remarkable performance leaving the crowd wanting more.

PROJECTS BY DATZENTERTAINMENT

2012

DATZENTERTAINMENT started the year with their “Uber-Favourite” Korean Boy Band **FT ISLAND** first in **Kuala Lumpur, Malaysia** at Stadium Negara then in **Singapore** at The MAX Pavilion @ Singapore Expo. We played a supporting role to the 2 local promoters in each territory.



2 Private Dinner Events followed after, one at Resorts World Sentosa with **SAMMI CHENG** and **Guest Artiste MC JIN** at their Lunar New Year "Water Dragon" Ball for 2-Exclusive Nights...



.... And **SANDY LAM** for Standard Chartered's Lunar New Year Celebrations at The Ritz Carlton, Singapore.



A star-studded Chinese New Year nonetheless with 2 Pop Divas ushering in a prosperous Dragon Year!

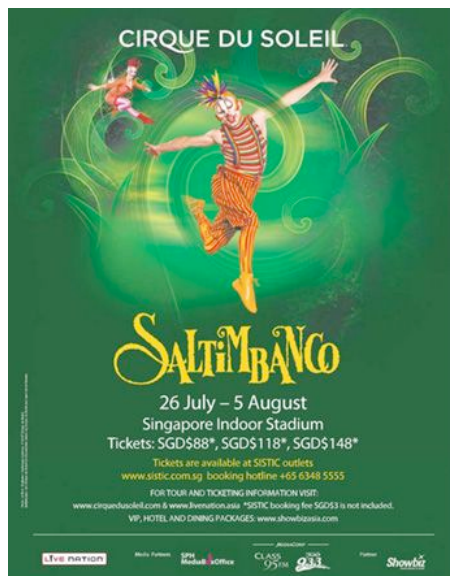
The year followed with **THE GREATEST HITS TOUR by BLUE, a1 and Jeff Timmons from 98 Degrees**. It was a whirlwind performance with shows in Manila, Jakarta JI Expo, Singapore Indoor Stadium and Makassar Trans Studio. This Asia Tour was very well received and there is already deals for the next half of the year with the tour going to Thailand.



She's monstrous.... She's **LADY GAGA** and she performed at the Singapore Indoor Stadium for 3 "sold out" nights with her Monster Ball Tour. Datzentertainment provided backstage and logistics support for the 150 entourage in Singapore for 2 weeks.



Yet another circus to our calendar of events was **CIRQUE Du SOLIEL – SALTIMBANCO** for a 2-Week Run of 12 Shows. It's Saltimbanco's second and final time in Singapore and again it was ground logistics, travel arrangements and backstage support for the 100-strong performers and technical crew.



FAR EAST MOVEMENT @ RWS Sentosa, The Coliseum followed after and admittedly, this was the first time Datzentertainment did a show at The Coliseum and it was a great success!

It was the Asian-American Hip-Hop quartet's **NATIONAL DAY EVE PARTEE** and their second solo performance here with Asian-American DJ Wendi Cakes.



In June, **LEE MIN HO** did an **ENDORSEMENT** Deal photoshoot for **BENCH Apparel and BENCH FIX** – A Philippines Brand. And in November, we brought LEE MIN HO to Manila for a BENCH ENDORSEMENT Fan Meet and second photoshoot.



PROJECTS BY DATZENTERTAINMENT

2013

A first for DATZENTERTAINMENT is a collaboration for a Movie Gala **THE GRANDMASTER** starring **TONY LEUNG** and Directed by **WONG KAR WAI**. There were present in Singapore for the Movie Gala Press Conference and Red Carpet Event and it was a collaboration with **MEIYA Films (HK), Shaw (SIN) and Marina Bay Sands**.



Off to Thailand, Bangkok for a **BENCH ENDORSEMENT** deal with **2PM** heart-throb **NICH KHUN**. This is a one-year endorsement deal for BENCH Apparel and BENCH Fix.



For charity, we brought **EMIL CHAU** in for a **STANDARD CHARTERED BANK** Annual Dinner in association with the **LIGHTHOUSE FOUNDATION** for the Visually Impaired. This raised SGD\$380,000 for the children.



Then it was time for **RESORTS WORLD'S CHINESE NEW YEAR GALA DINNER** with **ALAN TAM**. We artiste managed Alan Tam and his band for 2 shows @ Compass Ballroom



K-POP Band **CN BLUE** in **SINGAPORE** for a full-fledged concert at the **SINGAPORE INDOOR STADIUM**. Datzentertainment will be Artiste Managing this concert.



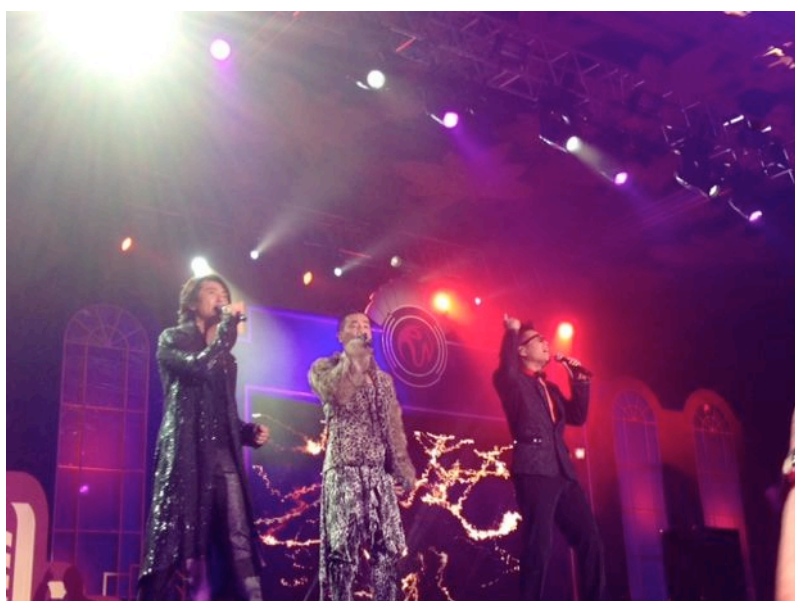
PROJECTS BY DATZENTERTAINMENT

2014

BENCH APPAREL (Philippines) Renewed **LEE MIN HO's Endorsement** Contract for yet another year and this year included a Television Commercial Shoot. This is the second year DATZENTERTAINMENT has done Lee Min Ho with BENCH.



RESORTS WORLD New Year's Eve Gala Dinner 2013/2014 @ Compass Ballroom with **EKIN CHENG, JERRY LAMB and JORDAN CHAN.** We were Artiste Liaison and Agent for the Hong Kong Artistes.



From New Year to **Chinese New Year 2014** @ Shangrila Ballroom with **STANDARD CHARTERED BANK** and **GRASSHOPPER**. A song item with the Management Committee of SCB ☺



Concerts with **FNC ENTERTAINMENT**. The Management company for **FT ISLAND** and **CN BLUE**. The Korean K-Pop Boys held their 3rd Concert in Singapore brought by DATZENTERTAINMENT.



CN BLUE was after **FT ISLAND** and it was a sold out show of 8,000 at the Singapore Indoor Stadium.



And in October, 2014 a **ROCK FESTIVAL** Featuring International Acts in **CHENG DU, China**. DATZENTERTAINMENT represents Local Artiste **TANYA CHUA**



WATCH OUT FOR MORE EXCITING EVENTS by DATZENTERTAINMENT!

In short, DATZENTERTAINMENT is your one-stop shop for all things entertainment!

DATZENTERTAINMENT SERVICES

Experts in venue management, marketing promotions and sponsorship, operations and logistics, artiste management and also security, licensing and ticketing – we're certain we'll be able to complement any event and make it a success.

We specialize in venues namely:

- Singapore Indoor Stadium
- National Stadium
- Singapore Expo
- SUNTEC Convention Hall
- Rock Auditorium, Suntec
- Compass Ballroom, Resorts World Sentosa
- The Coliseum @ Hard Rock Hotel, Sentosa

And we've also done indoor and outdoor events at:

- Esplanade
- Marina Bay Floating Platform
- Fort Canning
- Padang
- Various Community Clubs
- Istana

DATZENTERTAINMENT EVENT HISTORY

WESTERN CONCERTS – Michael Bolton, Deep Purple, Coldplay, Elton John, Laura Fygi, Engelbert Humperdinck, Kanye West, Kylie, Steve Tyrell, Ting Tings, David Byrne, Tom Jones

CHINESE CONCERTS – Jacky Cheung, 5566, F4, Emil Chau, Sandy Lam, Tracy Huang, Fei Yu Qing, Tsai Qin, Sammi Cheng, A*Mei, JJ Lin, Sam Hui, S.H.E., Jeff Chang, Jay Chou, Jenny Tseng, Eric Moo, Mayday

KOREAN CONCERTS & EVENTS – RAIN, Shinhwa, FT Island, Jang Keun Suk, Kim Bum, RANIA, Nich Khun (from 2PM)

MUSICALS – Snow Wolf Lake, High School Musical

FAMILY ENTERTAINMENT – Disney On Ice, Bob The Builder, Hi-Five, Spongebob Squarepants, KC Live featuring Batman and Teen Titans, Dora The Explorer, Barney, Disney Live, Disney On Ice Princess Wishes, High School Musical, Thomas Engine

EVENTS – Chingay Celebration at Taman Jurong Community Club, Sky Symphony Countdown @ Mount Faber, Countdown Singapore at Marina Bay 2008/2009, Countdown @ Marina Bay 2009/2010

AUTOGRAPH SESSIONS & ARTISTE PRIVATE APPEARANCES

Sandy Lam, Alan Tam, Sammi Cheng, Emil Chau

ENDORSEMENTS

Lee Min Ho (BENCH, Philippines) – Apparel and Hair Fix

Nich Khun – from 2PM (BENCH, Philippines) – Apparel and Hair Fix

.... And many more. Since the year 2000.

DATZENTERTAINMENT CLIENTS & WORKING PARTNERS

Show Management:

FELD Entertainment Inc (Singapore)
– Ringling Bros Barnum & Bailey

Event Promoters:

Live Nation Limited (Singapore and Hong Kong)
The Concept Company (Singapore and China)
Lushington Entertainment Pte Ltd
Singapore GP (Grand Prix)
MIDAS Promotions
Vizpro Entertainment Pte Ltd
Mediacorp Studios
Singapore Expo
LAMC Productions Pte Ltd
Rhema Events and Services
Music & Movement Pte Ltd
Resorts World, Sentosa

Artiste & Recording Labels:

OB International Music Pte Ltd
Rock Records Production
Warner Music Singapore
Universal Music Singapore
FNC Entertainment
Starhaus (Korea) Limited
DOA Entertainment, Inc
JYPE (Korea)

Technical Company:

The Show Company
UnUsUaL Group of Companies
Lex Entertainment
Ten28
Twinz Effects

Security Support:

CISCO
AETOS
Focal Investigation & Security Agency
ESS Security
Prime Safe Security Agency

Corporation:

Asiawide Refreshments Corporation (ARC) for RC COLA
Spin Manila, Philippines
Wilbros Entertainment, Philippines
Artiste Connections, Thailand

Media Networks:

ABS-CBN in Philippines
Mediacorp (Singapore) Pte Ltd

CONTACT US



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