

Project Name:

Penang World Music Festival 2026

Initiator: ACQUIRE

Event Dates (Proposed): 2-Day Cultural Weekend Celebration

- TBD

Proposal Addressed To:

State:

Penang

National:

Ministry

Other aligned cultural/tourism funding agencies:

List Here

Objective:

To relaunch and reimagine the legacy of Penang's world music heritage through a globally curated 2-day music festival. This event will serve as a cultural exchange, tourism growth, and community engagement platform, attracting 10-12 acclaimed music groups worldwide.

Proposal Type::

Preliminary Concept Pitch for Funding, Endorsement & Strategic Alignment



AGENDA



Integrated Executive Overview

Festival Idea

Purpose

Target Audiences

Multi-Faceted Benefits

Event Format & Scope

Curated Artist Lineup – Draft Concepts

Audience Profile

Why Penang, Why Now?

Strategic & Government Benefits

Past Precedent: Penang WMF (2012–2016)

Key Stakeholders & Potential Partners

Financial Information

Timeline & Next Steps

Appendices

Integrated Executive Overview



Festival Idea & Purpose

Reimagine Penang as a world music destination through a high-impact, diverse music celebration featuring global and regional acts.

To foster cultural exchange, elevate Penang's creative tourism branding, and bring renewed vibrancy to the arts scene.



Target Audiences

Attendee Engagement

- ✓ Local Malaysians (families, youth, creatives)
- ✓ SEA Regional tourists (Singapore, Indonesia, Thailand, etc.)
- ✓ International cultural travelers and expats



12.8%+

"In 2024, PIA recorded over 7.6 million passengers, compared to nearly 6.8 million in 2023, indicating a 12.8% increase in passengers handled."
- Penang International Airport, Wikipedia

Multi-Faceted Benefits

Economic:

Boosts in hospitality, food, transport, and retail sectors

Social & Community:

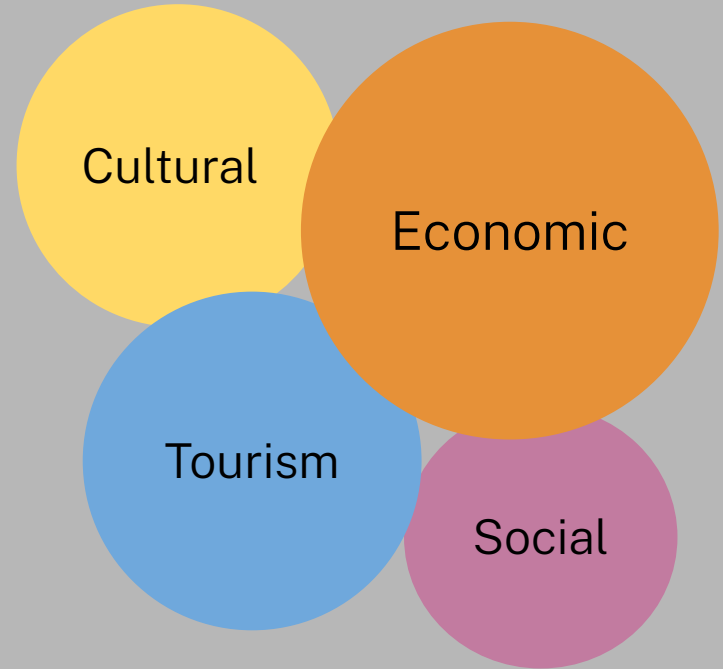
Public access to global cultures, civic pride, community volunteerism

Cultural:

Reinforces Malaysia's global cultural presence, promotes diversity

Tourism & Exposure:

Media attention, influencer content, repeat visitation

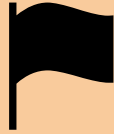


Event Format & Scope



Event Dates

2-day
weekend
celebration
(Saturday–
Sunday)



Possible Venues

Fort Cornwallis,
Esplanade,
Penang Hill,
SPICE Arena, or
another location



Music Genres

Africa
Asia
Middle East
Europe (Folk/Traditional)
Latin America &
Caribbean
North America
(Indigenous/Folk)
World Fusion



Event Features

Night
markets,
workshops,
food trucks,
halal food
zone, art &
cultural
installations,
and more

Curated Artist Lineup

Draft Concepts



International Music Palette

10-12 artists from varied regions.
Blend of energetic and soulful acts.
Family-friendly yet globally authentic.
Inclusion of top Malaysian and World Fusion groups



Audience Profile

Projection	Figures
Conservative Estimate	1,000–1,500 attendees per day
Moderate Estimate	2,000–3,000 attendees per day
Optimistic Estimate	4,000–5,000 attendees per day
Spend Per Head Estimate	MYR 250–500 (tickets + F&B + travel)

Why Penang, Why Now?

“Silicon Penang” Vision in Motion

Penang’s rise as a tech and innovation hub brings fresh energy to its creative sector.

Evolving George Town

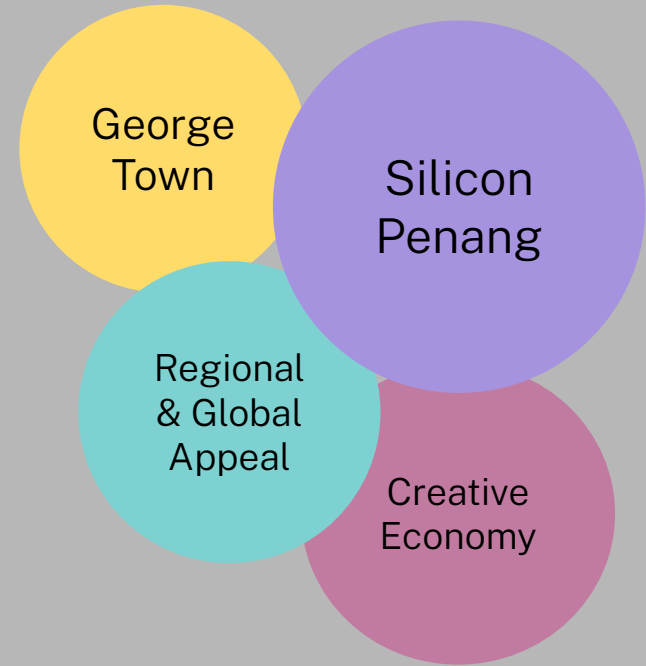
Urban revitalization of this UNESCO site blends tradition and modernity in a festival setting

Creative Economy on the Rise

Malaysia’s growing creative sector—supported by government initiatives and global demand.

Built for Regional & Global Festival Appeal

With improved infrastructure and Visit Malaysia 2026, Penang is poised to host world-class events.



Financial Information & Timeline

Projected Revenue (To Be Developed):

- Ticketing & Event Experience
- Sample Tiered Costing
 - Exhibitor Fees
 - VIP & Luxury Experience
 - Co-Branding
 - Partnerships
 - Cultural ministries/embassies
 - Sponsorships
 - Airlines, beverage brands
 - HNWI's

Financial Information & Timeline

Funding Sources & Support:

- Penang

Budget & Returns (To Be Developed):

- Estimate:
- Target:
- Reach:

ACTION PLAN

& Next Steps

May–Jun 2025

Proposal,
Stakeholder
Discussion, and
Funding Alignment

Q3 2025

Artist Booking,
Sponsorships, and
Venue Lock-In (with
contingencies)

Q4 2025

6-Month: Pre-Event
Integrated Teaser
Campaigns

Q1 2026

3-Month: Pre-Event
Integrated Teaser
Campaigns

Action Plan & Next Steps

- May–Jun 2025: Proposal, Stakeholder Discussion, and Funding Alignment
- Q3 2025: Artist Booking, Sponsorships, and Venue Lock-In (with contingencies)
- Q4 2025: 6-Month: Pre-Event Integrated Teaser Campaigns
- Q1 2026: 3-Month: Pre-Event Integrated Teaser Campaigns
- Date 2026: Festival Execution
- Post-Event Reports, Thank Yous, Surveys, Retargeting

Conclusion: A World-Class Festival, Made for Penang

Penang stands at the intersection of cultural heritage and modern progress. As it evolves into a regional innovation hub —fueled by the "Silicon Penang" vision, a revitalized UNESCO-listed George Town, a booming creative economy, and world-ready infrastructure—the island offers an unbeatable stage for a global music experience.

This festival is more than an event; it's a celebration of Penang's identity, future, and growing role on the world stage.

Appendices



Supplementary Materials

- Map
- Booth Size
- Vendor List
- Sample Music Group Bios
- ACQUIRE Credentials

CONTACT

Information



How can we assist you?

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