



PROTOTYPE COSTUME



**PILOT LICENSING  
PROGRAM BRIEF**



Fusing the heart and soul of classic Tokusatsu superhero TV shows like *Ultraman* and *Kamen Rider* with the rich culture of ancient Southeast Asia and our unique Singapore identity, ***Sacred Guardian Singa*** is a Singapore's answer to the long-running pantheon of global superheroes that have dazzled the world for decades.

**The Team would like to invite you to join us on our journey to create an epic Singapore superhero legacy.**



**The Pilot Licensing Program was designed as an initiative to collaborate with local artists and artisan brands to create awareness and expand the product range For our Singapore superhero character, Sacred Guardian Singa.**



## Artists/Brands that participate in the program will:

- **Free** License for one year - An license number and licensed product mark will be issued
- No limits on product/artwork type/style - within guidelines
- No limits on pricing or quantity produced
- **100% profits** from any sales - We don't collect any cut
- **Sell Anywhere**, including on our shop platform. We'll send you weekly sales reports.
- First Option on Official Artwork/Products for the duration of the License
- Access to Singa Licensees FB Group for first-hand information on new assets and upcoming news
- Brand logo/Artist Name listed on our website as a Product Partner



## Guidelines for Artwork/Products:

- No modification of colour or design elements
- No cross-character artwork/collaborations
- No mature themes
- No political/religious symbolism/imagery
- No advertising of third-party brands - Advertising of your own brand is allowed, of course, on the packaging
- The Licensee has to ensure that all artwork or products produced do not infringe any copyrights, trademarks or patents.



## These are examples of some types of products we're looking to co-produce



Stickers/Decals  
(Printed/Digital)



Digital Art & Prints  
(Can be repurposed into other  
types of merchandise too)



Enamel Pins,  
Magnets &  
Badges



Tees & Apparel



## These are examples of some types of products we're looking to co-produce



Coasters &  
Tableware



Keychains, Luggage  
Tags, Wearables



Custom Minifigs or  
Other Figures

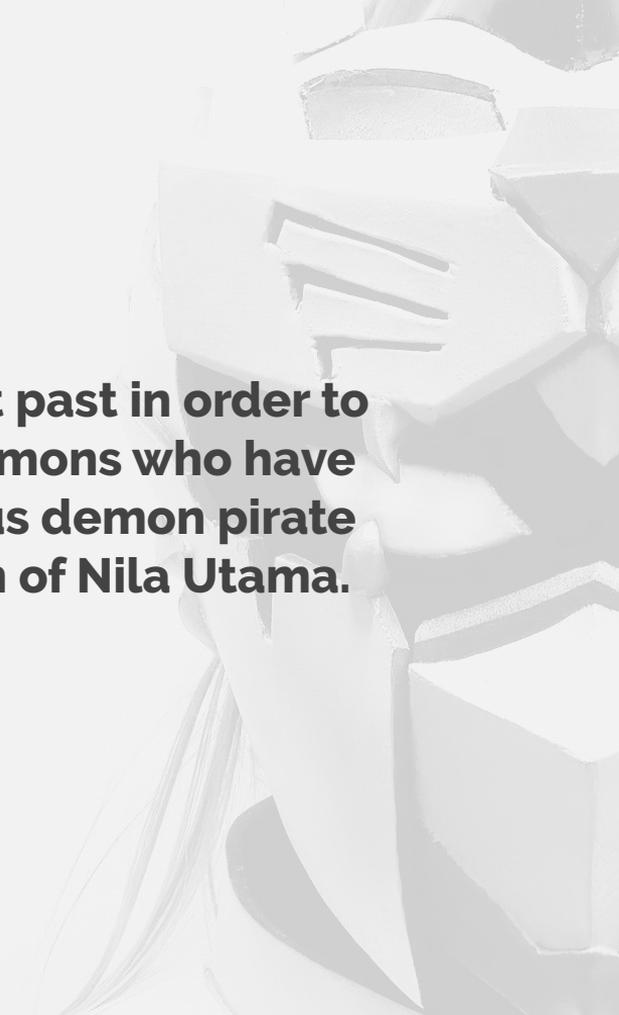


Stationery





**A flippant young man must confront his difficult past in order to defend humanity's future from a cult of evil demons who have invaded our realm to free their leader - a vicious demon pirate imprisoned for centuries in the mythical Crown of Nila Utama.**



**Sacred Guardian Singa** is a live-action Singapore superhero TV pilot project in development by tokuAsia Pictures.

In view of producing a full TV series in the near future, the team hopes to complete and exhibit the Pilot Episode at the **Singapore Comic Con** (SGCC) in December 2019.

The Pilot will subsequently be exhibited to content buyers and consumers at local and regional conventions and trade markets while simultaneously capturing global and regional audiences with a free-to-view launch on a digital platform.



**50,000**  
visitors annually



**ASIA TV FORUM & MARKET**  
in association with miptv and mipcom  
Asia's entertainment content market



**Hong Kong International Film & TV Market (FILMART)**

香港國際影視展

25-28 Mar 2020

Hong Kong Convention and Exhibition Centre

**US\$313m**  
Total Deals Made  
in 2018

**9,000**  
Industry Visitors  
in 2019



- Singapore is a market where superhero and franchise media are already profitable.
- **Four out of five\*** of Singapore's top grossing movies of all-time are superhero movies, and **nine** out of the top ten are franchise films, amounting to a total box office revenue of **S\$72.35m** in 2018 alone.
- After the massive success of this year's Avengers Endgame, this figure is set to grow.
- Entertainment character licensing accounts for **US\$121.5b**, or **44.7%** of the total global licensing market.\*\*

This is a gap in the local and regional entertainment industry that has yet to be fully realised.

\* IMDA Singapore Cinema Statistics Report 2018

\*\* LIMA Global Licensing Survey



**tokuAsia Pictures** is a Singapore-based creative film production company. Over the years, we have honed our storytelling and technical capabilities whilst working with clients such as the National Day Parade, Muis and A.C. Milan to produce compelling brand stories and narratives. We have achieved a mastery of the craft almost unheard of in studios our size.

As we started on this project as a hobby group in 2006 and set up a legitimate production company in 2012 with the aim of seeing our dream through to fruition, we strongly believe that we are **perfectly positioned to exploit this opportunity.**



**REEL**



- Fans of Japanese Tokusatsu heroes who are bored of the mainstream franchises
- Fans of “geek-centric pop” culture who actively look for fresh, unique characters and collectibles
- Singaporeans who are looking for something new, local and cool

### BEHAVIOURAL



### PSYCHOGRAPHIC

- Fans of Japanese Tokusatsu heroes
- People who are into superhero movies and “geek-centric” pop culture (movies, gaming, music)
- People interested in independent filmmaking

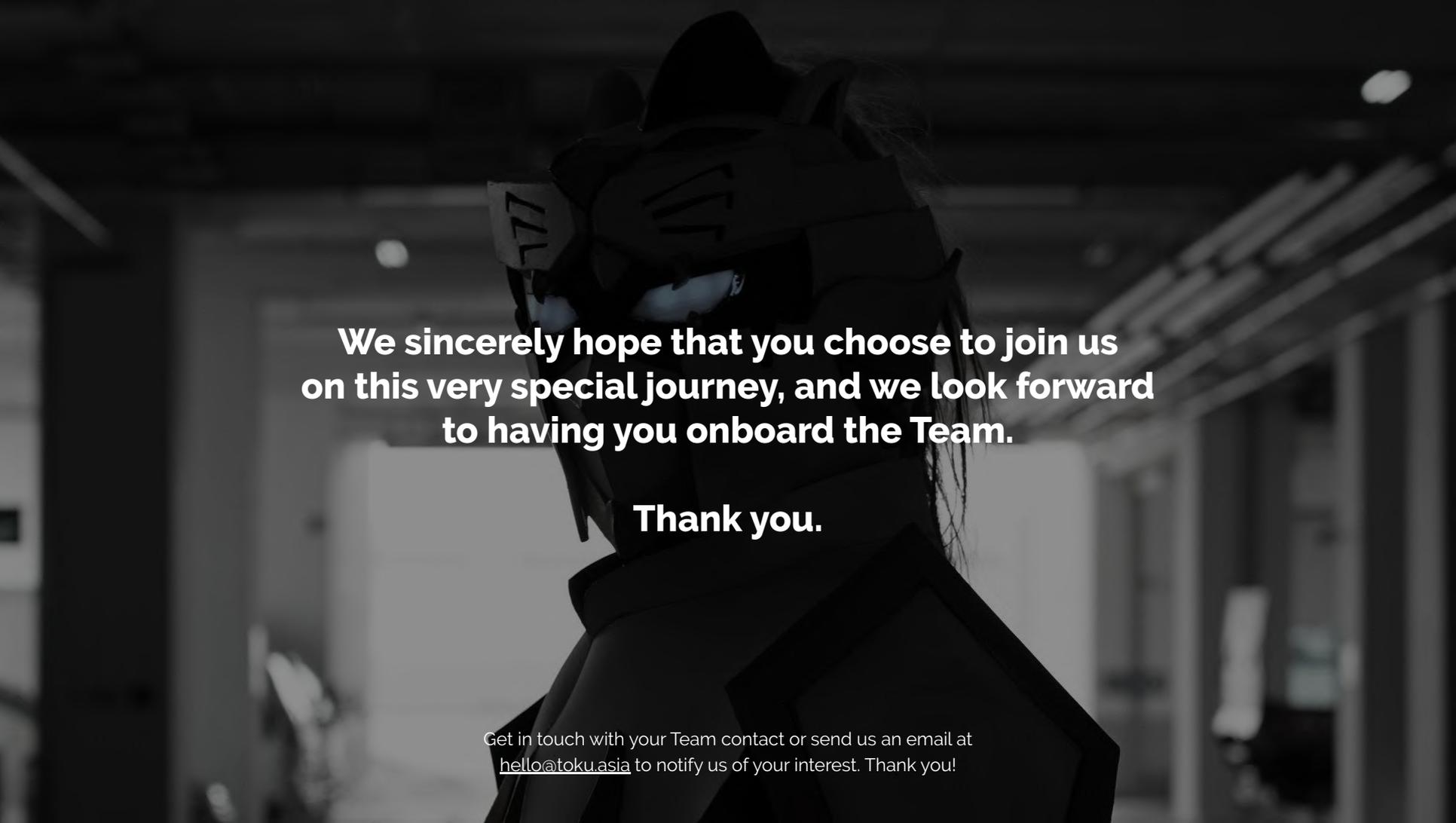
- Primary: Singapore
- Secondary: Malaysia, Indonesia, Thailand and Philippines
- Tertiary: North America, China and Japan

### GEOGRAPHIC

### DEMOGRAPHIC

- Male persons aged 13-45
- Female persons 13-30
- Children aged 4-12



A person wearing a dark, stylized costume with a mask and a sign that says '777'. The background is a blurred office or hallway.

**We sincerely hope that you choose to join us  
on this very special journey, and we look forward  
to having you onboard the Team.**

**Thank you.**

Get in touch with your Team contact or send us an email at  
[hello@toku.asia](mailto:hello@toku.asia) to notify us of your interest. Thank you!