

Appendix 2

Keppel Nights – Ticket Subsidy Scheme

Keppel Corporation and National Arts Council (NAC) proudly present Keppel Nights - Singapore's first sustainable scheme that offers ticket subsidies to cultivate audiences for the arts. The objectives are to provide direct benefits to the community via half-price tickets, leverage Keppel's corporate social responsibility and 40th anniversary messages and develop the audience base in Singapore.

The year-long scheme allows customers to purchase limited half-price tickets to pre-selected weekend shows. The inaugural show Keppel Corporation's 40th Anniversary Concert will be performed by the Singapore Symphony Orchestra on 19 August 2008 at the Esplanade Concert Hall. Thereafter, over 40 weekends, pre-selected shows will carry the Keppel Nights half-price subsidy.

Who can purchase Keppel Nights Tickets?

The primary target audience of this scheme is youths (students and NSFs) and senior citizens (55 years and above), and the secondary audience is the general public, including families and heartlanders.

Where can I purchase Keppel Nights Tickets?

A valid ID needs to be shown at the ticketing counter (for e.g. SISTIC) or a valid KN password needs to be quoted at the ticketing agent's hotline or website. The general public can enjoy this scheme by producing the password at the counter, hotline or website.

Channels / Means of identification	Students	NSFs	Senior citizens (55y/o and above)	General public
Authorised ticketing agent counters	Show student ID or concession ez-link card	Show NSF ID or concession ez-link card	Show NRIC or concession ez-link card	Quote valid KN password
Phone booking hotline	Quote valid KN password	Quote valid KN password	Quote valid KN password	Quote valid KN password
Internet	Key in valid KN password	Key in valid KN password	Key in valid KN password	Key in valid KN password

Terms and Conditions

- A maximum 4 tickets per person per show is allowed.
- Tickets under this scheme apply only to the 2nd and/or 3rd lowest price categories of each show, where applicable.
- Tickets are limited and sold on a first-come-first-served basis.
- The subsidy excludes any additional ticketing fee and handling fee.
- Not applicable with existing discounts and/or promotions.

Where can I get the Keppel Nights password?

1. www.keppelnights.com (Live on 19 Aug 2008 at 6pm)
2. Keppel Nights Facebook page
3. Email blasts
4. Direct mailers

Note: Password is case-sensitive.

Show Listing (Aug-Oct 2008)

Date/Day	Shows	Venue	Genre
19 Aug / Tue	Keppel Corporation's 40th Anniversary Concert: Symphonic Spectacular by SSO	Esplanade Concert Hall	Music
24 Aug / Sun	OCBC Singapore Theatre Festival '08: APOCALYPSE: LIVE!	Drama Centre Theatre	Theatre
30 Aug / Sat	Puccini's Turandot	Esplanade Theatre	Opera
21 Sep / Sun	Top Ten Chinese Classics	Esplanade Concert Hall	Music
28 Sep / Sun	BOOM	DBS Arts Centre - Home of SRT	Theatre
5 Oct / Sun	ABBA Mania	Esplanade Theatre	Music
11 Oct / Sat	Suddenly Last Summer	Esplanade Concert Hall	Music
19 Oct / Sun	Singapore Sun Festival 2008: The Vienna Boys Choir	Esplanade Concert Hall	Music
26 Oct / Sun	Singapore Sun Festival 2008: The Los Angeles Philharmonic with Esa-Pekka Salonen, Sarah Chang and Yefim Bronfman	Esplanade Concert Hall	Music