PATLUSH SPECIAL PROJECT #01

140 years of diplomatic relations between Japan and Thailand

Bringing idol culture back to Japan.

Through entertainment, a new chapter for Japanese culture.

KAKIGORI PROJECT
JAPAN ENSEI 2027

Produced by Patlush Co., Ltd.



Idol culture returns to Japan

In 2027, Japan and Thailand mark 140 years of diplomatic relations.
Our first special project brings six members of Thailand’s Kakigori Project to Tokyo.
They will share the music and fan traditions that grew from Japanese idol culture
and found their own expression in Southeast Asia.

LIVE

Perform on stages in Japan.

EXCHANGE

Meet Japanese performers
and fans.

CONNECT

Bring fans and businesses
in both countries together.

A culture shaped in Japan, developed with the world

As K-pop has reached audiences around the world, Southeast Asian performers have continued to develop their own take on Japanese idol culture. Our aim is to give Japanese fans a chance to discover those artists and their work.

JAPAN

Idol culture takes root.

SOUTHEAST ASIA

Local artists and fans make the culture their own.

JAPAN

A new generation of performers meets fans in Japan.

What a partner helps make possible

The 140th anniversary creates an opportunity for companies to support the next generation.

CULTURE	Help sustain Japan’s idol traditions as artists reinterpret them overseas.
FRIENDSHIP	Create opportunities for people in Japan and Thailand to meet.
ENTERTAINMENT	Support live performance and collaboration across the two countries.
TALENT	Give emerging artists the opportunity to perform abroad.
BUSINESS	Introduce products and services to audiences in Thailand.

Bringing performers, audiences and businesses together across borders

Patlush Co., Ltd. is an entertainment company based in Bangkok. We produce events in Japan and Thailand, manage talent, develop intellectual property, and provide media and marketing services.

PATLUSH SPECIAL PROJECT #01

Kakigori Project in Tokyo, March 2027

An independent cultural initiative organized by Patlush Co., Ltd.

Kakigori Project Music and Live Highlights

The group brings together Thailand-based idols and creators with a range of performance and creative experience.

Original songs	Kakigori Project released “MOE♡PARADISE” and “Kami Oshi♡.” Music, one of the six touring members, helped write the lyrics for both songs.
Sriracha Japan Festival	The group performed on a stage associated with the Mai Pen Rai Idol Festival at the 14th Sriracha Japan Festival in November 2025.
TIF ASIA TOUR	The group performed in the NIGHT show at TIF ASIA TOUR 2026 in Bangkok, held at DONKI Mall Thonglor on August 30, 2026.

Official videos | https://www.youtube.com/@KakigoriProject

Meet the Six Members Touring Japan



Kaimook

Former BNK48, 1st generation

Continued as a solo artist after graduation and released music in 2024.



Kewwan

DEADKAT

Vocalist who also contributes lyrics.



Yujy

Former Aliszt

Performs live and is also active in cosplay.



Oom

Former BNK48, 2nd generation

Performed in the second-generation show in 2019.



Sanook

Active in AIZU-related projects

Expresses her creativity through makeup and photo shoots.



Music

Former Siam☆Dream

Helped write lyrics for both original songs.

Photos are from the members' official profile materials.

Over One Million Combined Social Media Followers

These figures are based on the six touring members’ personal accounts.

Instagram

816,850

TikTok

201,050

Combined total across both platforms

1,017,900 followers

Source: Patlush, November 23, 2026. Counts include overlap across accounts and platforms. Ad reach, unique audiences and views are not guaranteed.

What We’re Planning in Tokyo in March 2027

The four-day, three-night trip runs Friday through Monday, with weekend shows planned around Akihabara and Shibuya.

Live performances	We’re arranging shared-bill shows with Japanese idol acts so Tokyo audiences can hear the six Thailand-based members perform their songs live.
Performer exchange	We plan to organize conversations and group photos with the other acts. Thai and Japanese performers will share what to listen for in their songs and how their fans cheer at shows.
Fan meet-and-greets	We plan to hold post-show meet-and-greets at the venues so Japanese fans can speak directly with the members.

Bookings, co-performers, on-site photography and filming, and fan meet-and-greets will be confirmed with event organizers.

Reaching Thai audiences through cultural exchange

We design each partnership around the people you want to reach and what you want them to do.

Travel to Japan	Members can show Thai travellers how to book flights, choose a hotel and plan a day in Tokyo. Posts can link to your official booking page.
Products and services	Members try the product and explain how they use it in Thai. We agree on the audience, channels and talent with your team.
Corporate communications	Share your company’s role in supporting cultural exchange between Japanese and Thai idols. We provide a record of the agreed activities.

Audience reach and sales outcomes are not guaranteed.

Brand Collaboration Ideas by Industry

We'll develop a theme around your brand and what you want fans to learn or do.

Travel, transport and hospitality	"My First Live Show in Tokyo" could walk Thai-speaking fans through airport transfers, getting to the venue and checking in, with links to official booking channels.
Food and dining	Thai members and Japanese performers could introduce their favorite foods, tell the story behind each dish or product, and show fans where to find it.
Beauty and fan merchandise	We could demonstrate stage makeup or show fans how to enjoy cheki (instant photo prints). Together we'll choose the language and where to direct customers.

These are sample concepts. Content volume, participating performers, costs, and publication channels will be agreed in advance.

Flight and Accommodation Partnerships

Bangkok to Tokyo, March 2027. Flight sponsorship is our first priority.

Official Airline Partner	Round-trip or one-way tickets, seats for selected members, partial airfare or special fares. Share the travel experience and guide Thai fans to your booking page.
Official Hotel Partner	Provide accommodation during the three-night Tokyo stay or selected nights. Introduce rooms, facilities and the guest experience to Thai travellers.
Official Travel Partner	Help arrange tickets, contribute to travel costs or introduce an airline. Feature travel services in Thai and discuss coupons or tracked booking links.

Numbers of travellers, nights, content deliverables and permissions are agreed individually.

Japan Tour Sponsorship Plans

All three packages include a post-tour activity report.

Support Sponsor **JPY 100,000**	One official Instagram Story. Company name in the sponsor list and official activity report.
Official Sponsor **From JPY 200,000**	One official Instagram feed post or Story. Company-specific PR consultation, logo in official materials and name in tour-related content.
Main Sponsor **From JPY 500,000**	Three official social features, a bespoke collaboration and priority logo placement. Individual casting and short video production can be discussed.

Personal posts are arranged separately. Video production, reuse and advertising are quoted individually. Tax and payment terms are agreed individually. Views and sales are not guaranteed.

Marketing in Thailand After the Tour

Patlush can support a separate campaign based on your business objectives.

Talent and product PR	Cast an idol or creator for a product experience, an individual feature or a brand ambassador programme.
Content and events	Develop Thai-language social content, an in-store collaboration or a local event with performers.
Ongoing campaigns	Agree the audience, channels, deliverables, schedule and budget for continued marketing in Thailand.

Ongoing support is optional and is quoted and contracted separately. Tour-only sponsorship is welcome.

Use of Sponsorship Funds and Project Management

Patlush is your point of contact and manages the scope, budget, and schedule for the tour and sponsor activations.

Travel and local operations	Airfare and accommodation for the six members and accompanying staff, local transportation, venue expenses, interpreting, and staffing.
Cultural exchange and content	Exchange activities, filming, subtitling, editing, production of promotional materials, official social media publishing, and activity reporting.
Approvals with sponsors	Patlush confirms performance and filming permissions, then agrees product naming, links, publication channels, and usage periods with each sponsor in advance.

The total tour budget will be calculated once travel dates, bookings, and the size of the traveling party are confirmed.

Sponsorship Timeline

As we prepare for the tour, we'll agree placements, deliverables, and review dates with each sponsor.

November–December 2026	We'll discuss your preferred sponsorship tier, the product or service to feature, and the audience you want to reach. Patlush will send a proposal and quote.
January–February 2027	We'll agree sponsorship terms, coordinate bookings and filming permissions, and confirm logos, copy, links, and the approval process before publication.
March 2027 and after the tour	We'll hold the shows and exchange activities in Japan, publish the agreed content, and send sponsors an activity report with the audience response data available.

Timing is approximate and will be adjusted to the travel dates and each sponsor's approval schedule.

What Sponsors Receive After the Tour

One report documents the cultural exchange and the sponsor features that appeared.

Exchange activities	A record of show and exchange dates, venues, and programs, with approved photographs and comments from performers.
Sponsor placements	Examples of materials featuring your name or logo, official social media publication dates and post URLs, and a summary of the agreed benefits delivered.
Content performance	Available metrics for the relevant posts, such as views, reach, and saves. If tracking links are used, we'll also share click counts.

We'll agree the metrics and reporting period with you before publication.

Official Communications and Content Usage

We’ll review sponsor materials with you before publication so your company can share the project with confidence.

PROJECT COMMUNICATIONS

Review copy and links

You’ll review how your company name, product name, and logo appear, along with link destinations. We’ll agree on publication channels and the number of features according to your sponsorship plan.

SPONSOR REUSE

Agree on channels and usage period

If you plan to use photos or videos in advertising or on social media, we’ll confirm the channels, usage period, and purpose. Posts on members’ personal accounts and on-site placements are subject to approval.

Custom production, paid promotion, and content reuse are quoted according to your needs.

Japan Tour Itinerary

We are planning four days and three nights, Friday through Monday in March 2027. Dates, venues, and flights are being arranged.

Day	Area or route	Planned activities
Friday | Arrival	Arrival airport to Tokyo	Arrive in the morning. Transfer to the accommodation for lunch and rest. Brief afternoon check for stage positions, backing tracks, and costumes.
Saturday | Show 1	Akihabara area	Morning venue arrival and soundcheck. Afternoon shared-bill performance, followed by a planned fan meet-and-greet at the venue.
Sunday | Show 2	Shibuya area	Arrive at the venue according to the show schedule. Afternoon performance and fan meet-and-greet. Prepare for departure back at the accommodation.
Monday | Departure	Tokyo to departure airport	Transfer to the airport after breakfast and checkout. Afternoon or early evening flight to Thailand.

Two shows are planned over the weekend. The itinerary will be adjusted once showtimes and venues are confirmed.

About Patlush

We help sustain Japanese idol culture and introduce Japan to the Japanese-style idol acts that have grown in Southeast Asia.

Company and location	Patlush Co., Ltd. is based in Bangkok, Thailand.
What we do	We plan and produce events in Japan and Thailand, manage talent, develop intellectual property, and provide media and marketing services.
Our role on this tour	We plan and run the tour, coordinate performances, produce Thai-language content, and report on the project to sponsors.

Company website | https://corporate.patlush.com/

Sponsorship Inquiries

Tell us which tier you’re considering and what you’d like to introduce to fans in Japan and Thailand.

Sponsorship tier and budget	We can discuss any of the three options: Main, Official, or Support Sponsor.
Collaboration ideas	Help make the cultural exchange possible, build awareness in Thailand, or bring fans to your store.
Project organizer	Patlush Co., Ltd. info@patlush.com