



Abdullah Afzal presents

A Halalarious Muslim Family Panto

THE LION SHEIKH

شیخ

★ CHARITY SPONSORSHIP PACK ★

*From jokes your
parents understand,
to moments the kids
laugh at*

ABDULLAH AFZAL

The vision behind the
world's only Muslim panto

For over a decade, Abdullah Afzal has been a recognised face in British entertainment, with a strong presence across television, film and live performance.

Alongside that, Abdullah has built something that didn't exist before. A space for Muslim families to see themselves on stage.

As the creator of The World's Only Muslim Panto, he has taken a traditional British format and reshaped it through a Muslim lens, blending humour, culture and everyday experiences that audiences instantly connect with.

From jokes your parents understand, to moments the kids laugh at.

To references that feel familiar to every household, this is entertainment made for our community. What began with a simple Bismillah has grown into something far bigger than expected.

Families now return year after year, bringing relatives, friends and entire groups with them. At the centre of it all is Abdullah, not just as a performer, but as the creative force building something the community can genuinely call its own.





THE STORY SO FAR

From idea to a
Nationwide favourite

With Snow Brown and Her Seven Chachay, The Muslim Panto® quickly became a highlight of the winter calendar for Muslim families across the UK.

The growth has been organic and powerful, Alhamdulillah:

Over 30,000
attendees
nationwide

Touring across
30+ cities

65 live shows
and counting

Sell-out
performances
in multiple
locations

What makes this different is the connection.





People are not just buying tickets.

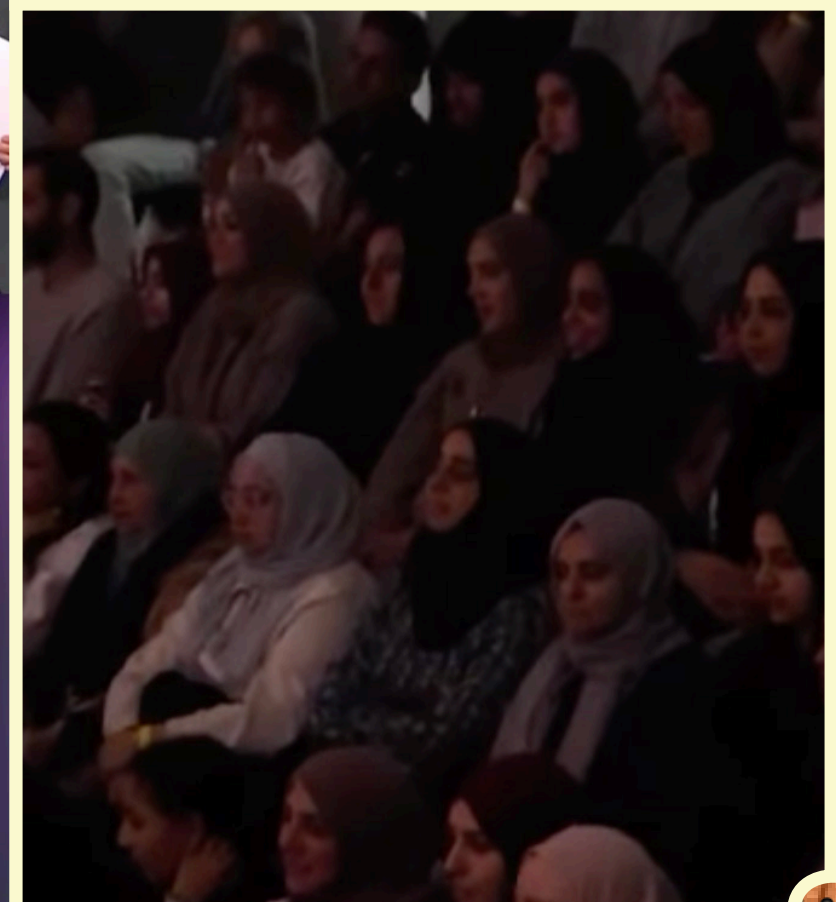
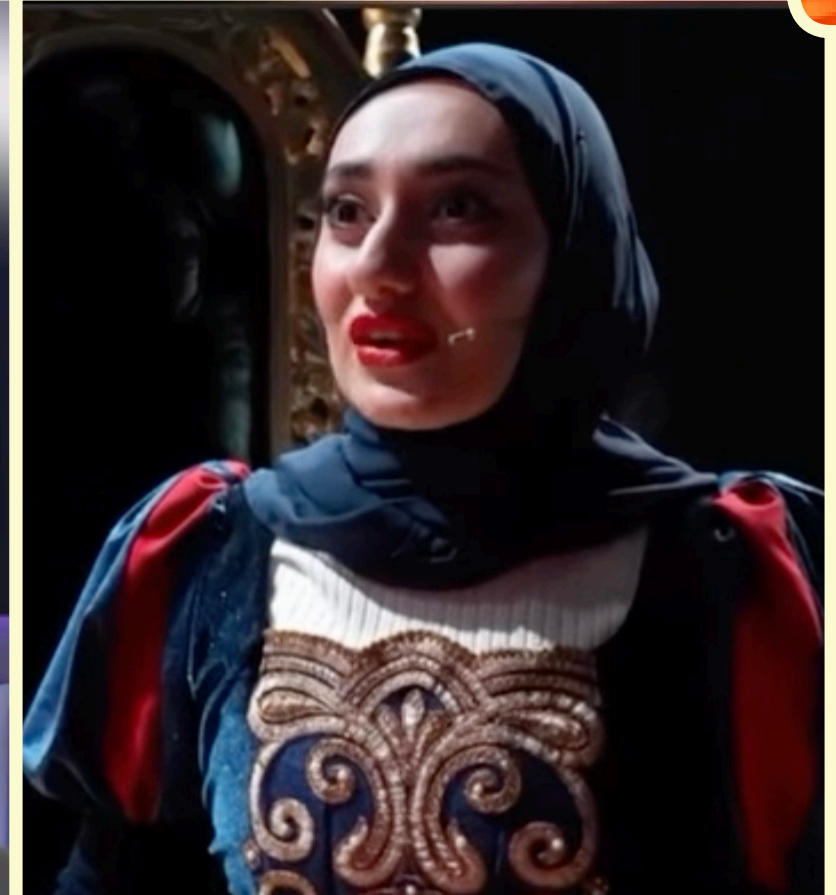
They are planning family outings,
travelling across cities and making
this part of their yearly routine.

Word of mouth within the community
has carried it forward in a powerful way.
When something has barakah, it spreads.

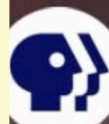
The response has
been strong across
the board, with
coverage from:

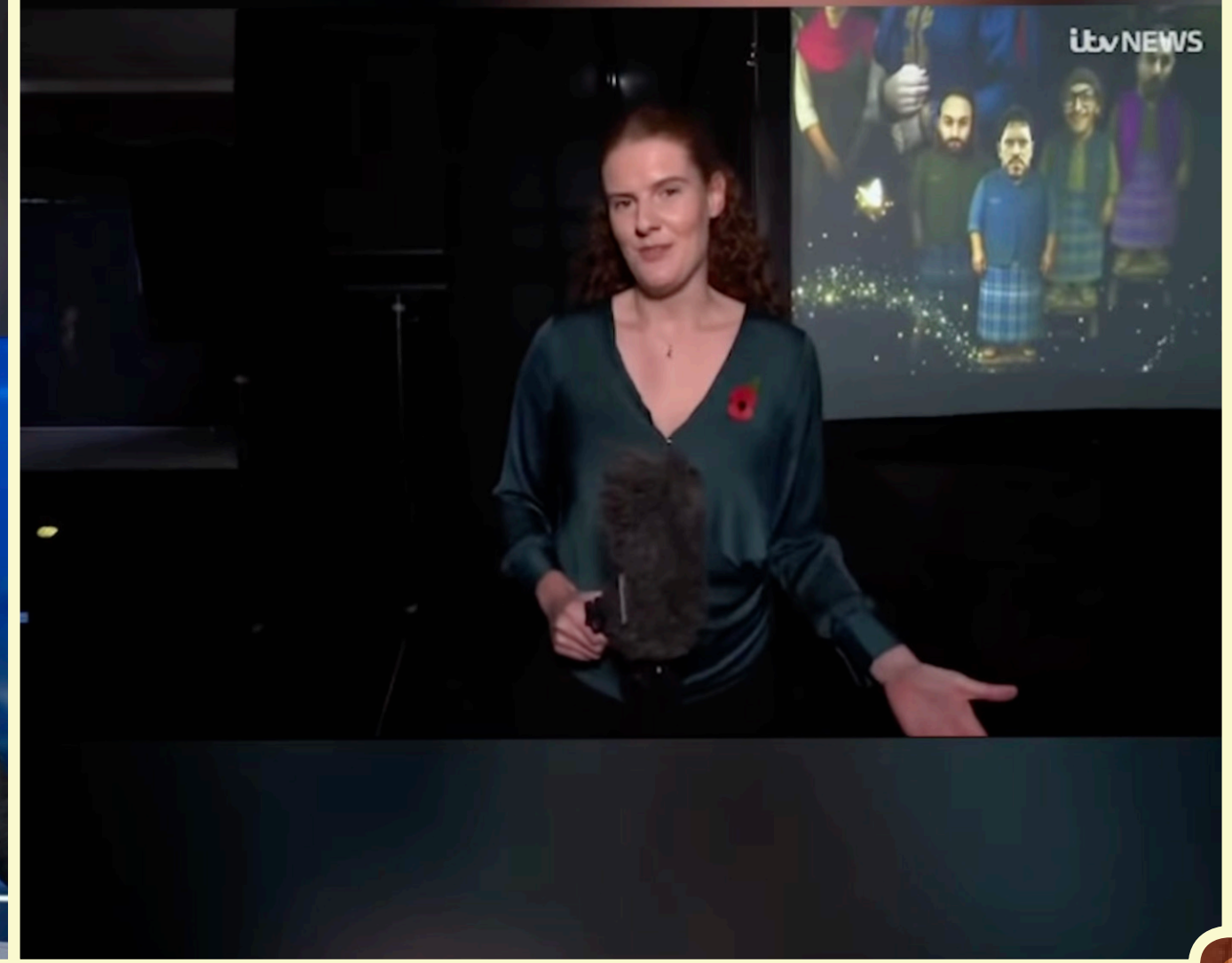


NATIONAL &
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 **PBS
NEWS**





*The Worlds Only
Muslim Panto*

THE FUTURE

The Lion Sheikh and
the next chapter

LION SHEIKH

A bold new show inspired by a well-loved classic, reworked with humour, culture and storytelling that speaks directly to Muslim audiences.

The focus now is to build on what has already been created and take it further, insha'Allah. Plans moving forward include:

Expanding into larger venues and additional cities

Increasing production quality and stage experience



Developing stronger brand collaborations

Growing digital content and audience reach

Exploring international opportunities

The long-term aim is clear.

To establish The Muslim Panto® as a recognised part of British entertainment, while staying true to the community it was built for.

This is an opportunity to grow something that already has momentum and take it to the next level.



A COMMUNITY THAT SHOWS UP

The Muslim Panto® speaks directly to a large and engaged audience that is often overlooked in mainstream entertainment.

Family-driven attendance

- Groups of 15 to 20 are common
- Parents, children and extended family attend together
- A shared experience that brings people together

Nationwide presence

- Over 30 cities across the UK
- Strong turnout in major urban areas

Digital reach

- Combined social audience of 1,000,000+
- High engagement through relatable contents



Live scale

- 30,000+ attendees per tour
- 65+ shows
- Consistent audience growth

Spending Behaviour

- Tickets, travel, food and shopping all part of the experience
- Community-led recommendations drive repeat attendance

What this means for brands

You are not trying to interrupt people. You are stepping into a space they already trust, enjoy and feel comfortable in.

That makes a real difference in how your brand is received.





WHY PARTNER WITH US

MuslimPantoTickets.com

A different kind of platform

Most sponsorships give visibility. This gives connection.

A culturally grounded environment

Your brand sits within something that reflects the values, humour and everyday life of British Muslim families.

Direct access to real audiences

30,000+ people attending live shows across the country, fully present and engaged.

Integrated brand presence

Opportunities across:

- On-stage mentions
- Live audience interaction
- Social media collaborations
- Tour-wide visibility



A growing and loyal community

This is an audience that supports what supports them. When brands show up with sincerity, it is recognised.

A unique position in the market

There is no other touring production of this kind at this scale. That creates space for brands to stand out in a meaningful way.

The opportunity

This is about being part of something people talk about, share and return to. Something that carries real connection and, with the right intention, real barakah.

Let's build this together

Join us as we continue to grow The Muslim Panto® across the UK and beyond, insha'Allah.

Final note

Join us as we continue to grow The Muslim Panto® across the UK and beyond, insha'Allah.



OVER 30 CITIES ACROSS THE UK

MuslimPantoTickets.com



CHARITY SPONSORSHIP

Charity sponsorship
terms & benefits

WEEK 1 30th Oct – 1st Nov 2026 £80,000						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
30th Oct 2026	Fri	Bristol	Kings Oak Academy	250	2	500
31st Oct 2026	Sat	Cardiff	TBC	400	2	800
1st Nov 2026	Sun	Gloucester	TBC	400	2	800
TOTAL					6	2,100

WEEK 2 6th – 8th Nov 2026 £80,000						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
6th Nov 2026	Fri	Manchester	TBC	400	1	400
7th Novt 2026	Sat	Birmingham	TBC	400	2	800
8th Nov 2026	Sun	Manchester	TBC	400	2	800
TOTAL					5	2,000

WEEK 3 13th – 15th Nov 2026 £80,000						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
13th Nov 2026	Fri	Derby	TBC	400	1	400
14th Nov 2026	Sat	Leicester	Judgemeadow School	400	2	800
15th Nov 2026	Sun	Nottingham	Nottingham High School	450	2	900
TOTAL					5	2,100

WEEK 4 27th - 29th Nov 2026 £100,000						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
27th Nov 2026	Fri	Peterborough	Key Theatre	360	1	360
28th Nov 2026	Sat	South London	Greenwich Borough Hall	800	2	1,600
29th Nov 2026	Sun	North London	TBC	400	2	800
TOTAL					5	2,760

WEEK 5 4th – 6th Dec 2026 £80,000						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
4th Dec 2026	Fri	Wembley	Sudbury Primary School	500	1	500
5th Dec 2026	Sat	West London	Greenford Hall	500	2	1,000
6th Dec 2026	Sun	Central London	Kensington Aldridge Academy	400	2	800
TOTAL					5	2,300

WEEK 6 11th – 13th Dec 2026 £80,000						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
11th Dec 2026	Fri	Newcastle	TBC	400	1	400
12th Dec 2026	Sat	Glasgow	Glasgow University Union	400	2	800
13th Dec 2026	Sun	Blackburn	Westholme School	500	2	1,000
TOTAL					5	2,200

WEEK 7 18th – 20th Dec 2026 £100,000 - SOLD OUT						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
18th Dec 2026	Fri	East London	TBC	400	1	400
19th Dec 2026	Sat	East London	Peoples Palace	770	2	1,540
20th Dec 2026	Sun	East London	Peoples Palace	770	2	1,540
TOTAL					5	3,480

WEEK 8 26th – 28th Dec 2026 £120,000						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
26th Dec 2026	Sat	High Wycombe	TBC	400	2	800
27th Dec 2026	Sun	Ilford	Redbridge Town Hall	550	2	1,100
28th Dec 2026	Mon	Luton	TBC	400	2	800
TOTAL					6	2,700

WEEK 9 1st–3rd Jan 2027 £120,000 - SOLD OUT						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
1st Jan 2027	Fri	Bradford	Life Centre	800	2	1,600
2nd Jan 2027	Sat	Bradford	Life Centre	800	2	1,600
3rd Jan 2027	Sun	Bradford	Life Centre	800	2	1,600
TOTAL					6	4,800

WEEK 10 8th - 10th Jan 2027 £120,000 - SOLD OUT						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
8th Jan 2027	Fri	Manchester	RNCM	600	1	600
9th Jan 2027	Sat	Birmingham	TBC	1,500	2	3,000
10th Jan 2027	Sun	Manchester	RNCM	600	2	1,200
TOTAL					5	4,800

WEEK 11 15th – 17th Jan 2027 £100,000 - SOLD OUT						
DATE	DAY	CITY	VENUE	CAPACITY	SHOWS	SEATS
15th Jan 2027	Fri	Birmingham	TBC	400	1	400
16th Jan 2027	Sat	Manchester	TBC	400	2	800
17th Jan 2027	Sun	Birmingham	TBC	400	2	800
TOTAL					5	2,000

1. Fundraising & Event Involvement:

- Up to 30 minutes of live fundraising per show
- Charity logo featured in event publicity
- Leaflets and donation forms placed on every seat
- Permission to sell merchandise at each event
- Data capture opportunity via a free prize draw (fully UK GDPR compliant)
- Donor data and Gift Aid eligibility passed on to your charity in line with GDPR
- Exclusive Sponsor Photo Opportunities — have your representatives pictured with the cast in a dedicated area, perfect for your promotional materials and social media posts.

2. Brand Visibility & Media Exposure:

- Logo placement on social media flyers, digital content, and email campaigns.
- Prominent brand exposure on main TV screens and media walls at the event.
- Inclusion in TV adverts on ethnic channels, featuring sponsor logos.
- National and local press mentions, including media coverage during the tour (see the Media Mentions section for examples).
- Real-time tagging from social media influencers on the day of the event for maximum reach.
- Your brand will be part of an industry-defining cultural moment, connecting with a diverse and highly engaged audience.



3. VIP experience:

- Enjoy a sit-down, three-course meal with the cast and crew, offering an exclusive behind-the-scenes perspective on the production.
- Participate in a Q&A session with the cast, providing unique storytelling moments and authentic connections with the stars of the show.

4. Eligibility & alignment:

- Open to a limited number of charities following a thorough due diligence and compliance check.
- We will assess each charity's delivery record, public reputation, and alignment with the values of the tour.
- Ideal for charities focused on education, British Muslim culture, or Muslim entertainment.
- Partnership helps raise life-saving funds and promote your global work through storytelling and outreach.
- Where applicable, this initiative can support your charitable objectives.



5. Audience & performance:

- Estimated audience numbers will be shared in advance (not guaranteed).
- Previous tour included 43 events, raising over £1,800,000.
- Average fundraising per event: £41,000 (for reference only; no guarantees apply).

6. Tour availability:

- Weekend availability is limited and offered based on suitability and alignment.
- Due diligence includes review of fundraising track record and expected audience engagement.
- We aim to ensure high-impact collaborations with well-matched partners.

7. VVIP Tickets:

- Each weekly charity partner should receive 10 Meet and Great VIP tickets.





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Visit MuslimPantoTickets.com
or call 020 7129 7401