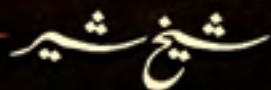




Abdullah Afzal presents
A Hilarious Muslim Family Panto

THE LION SHEIKH



★ PER-SHOW 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.

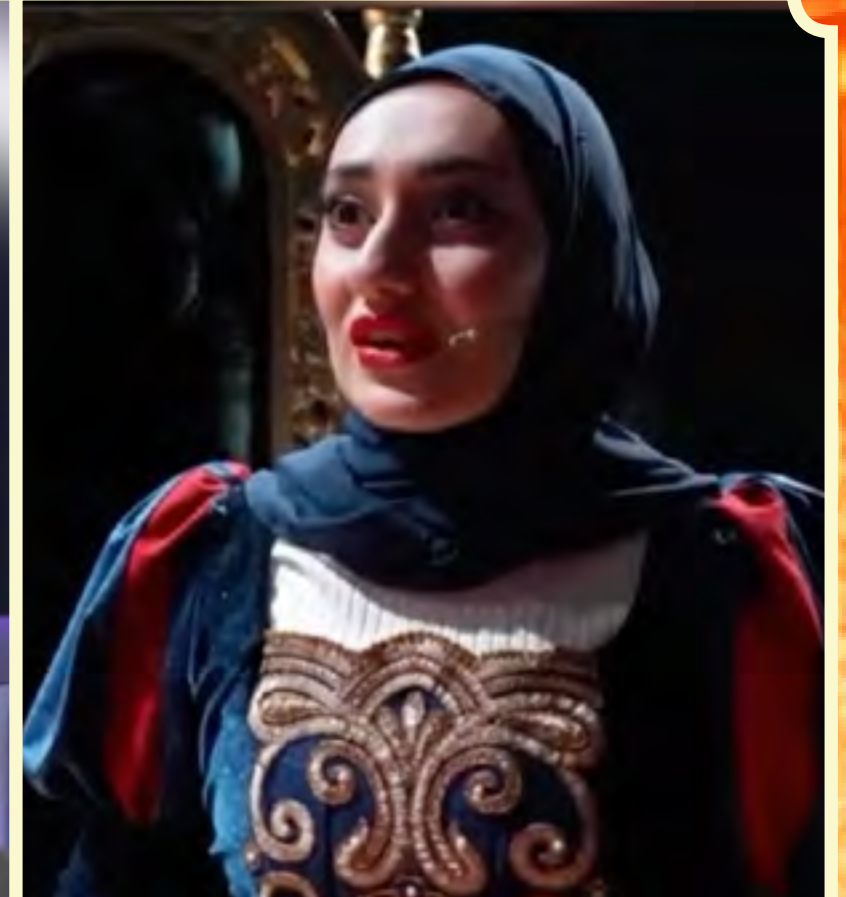
They are planning family outings,
travelling across cities and making
this part of their yearly routine.

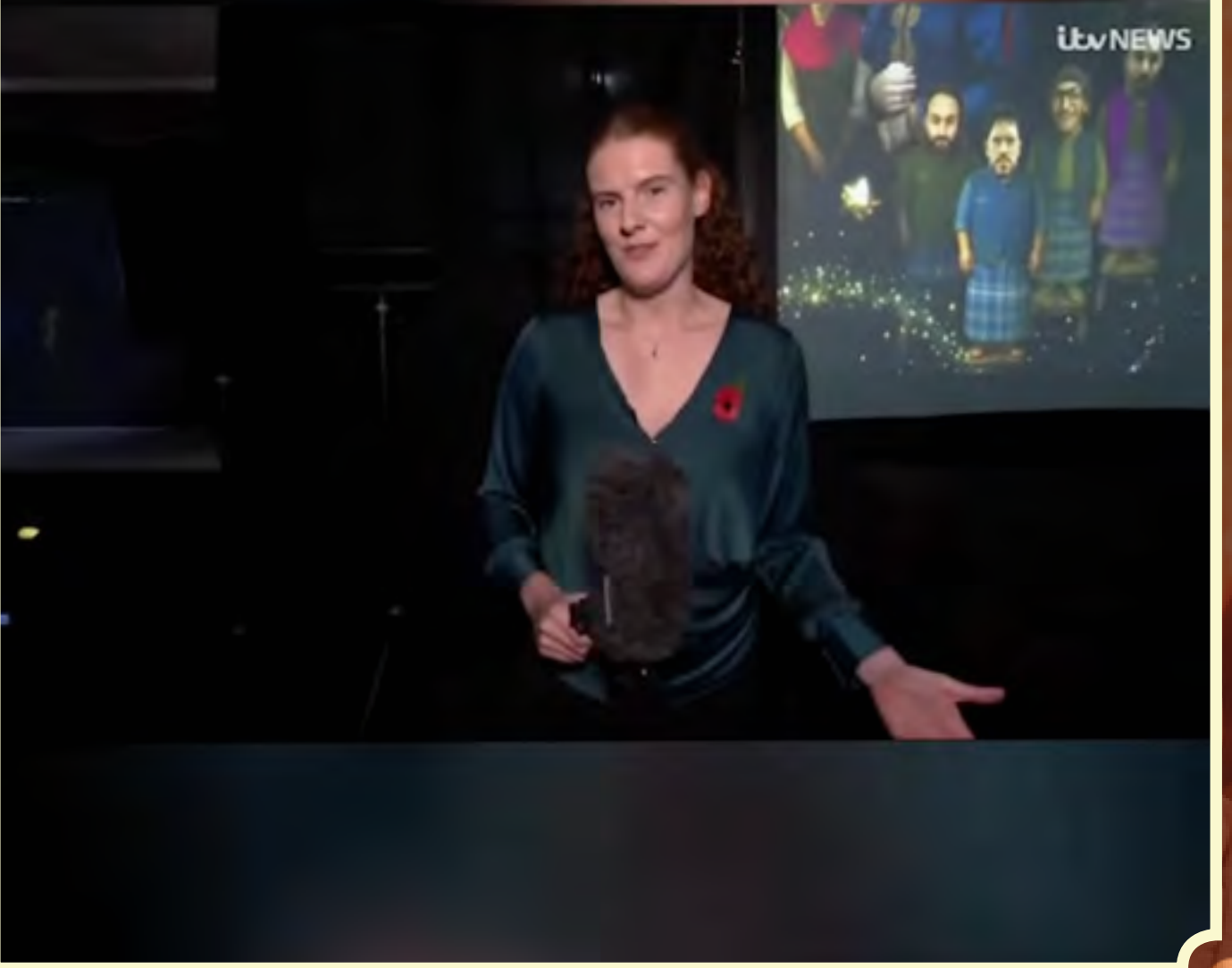
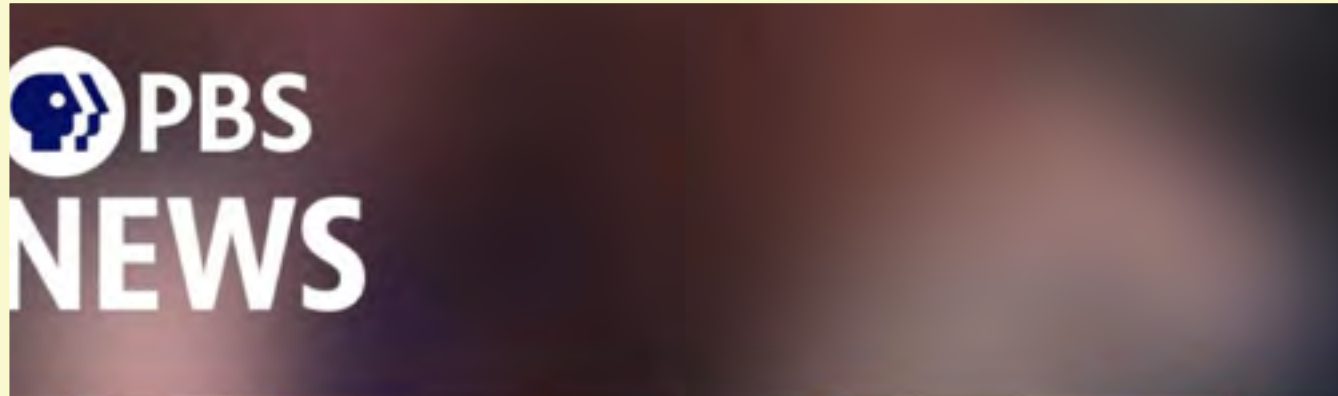
Word of mouth within the community
has carried it forward in a powerful way.
When something has barakah, it spreads.

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



NATIONAL &
REGIONAL MEDIA







*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



Shine in Your City - Be the Talk of
the Town with The Lion Sheikh.

PER-SHOW SPONSORSHIP

Gold Package

£3,000

(Per-Show)

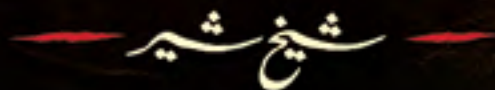
-  30 second promotional loop
-  Mentions in our print leaflets
-  Grateful mentions from our host at every show
-  8 VIP seats per show
-  Social Media mentions and collaborations
-  Product display and sales opportunity at our venues





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— THE — LION SHEIKH



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Visit MuslimPantoTickets.com
or call 020 7129 7401