

RAINBOW PRODUCTIONS



COSTUME CHARACTER SPECIALISTS





With over 30 years of experience, **RAINBOW PRODUCTIONS** is widely recognised as a global leader in the manufacturing of **Costume Character Mascots**. The organisation is honoured to be associated with everyone from high profile brands and sporting tournaments to smaller local organisations and charities.

RAINBOW PRODUCTIONS prides itself on being able to exclusively offer personal appearances from over 120 licensed children's characters, helping clients generate **added entertainment, media attention and heightened sales**.

“Rainbow Productions helped us to design our Danny Domino brand character and we're delighted with him. Danny is well used by all our team members, he attends new store openings, charitable events and local store activities. He proves very popular with our customers and helps us to increase our brand awareness. Domino's wouldn't be the same without him now.”

Domino's Pizza

LICENSED CHARACTER APPEARANCES



LICENSED CHARACTER APPEARANCES

Added character and entertainment at events...



RAINBOW PRODUCTIONS holds the license to over 120 famous children's characters which are available to book for personal appearances at venues throughout the UK and Ireland.

Our clients recognise the value licensed characters can bring to their events. Not only do they put smiles on the faces of their visitors but appearances by these characters have been proven to **increase foot fall** and **extend dwell time** within the venue. Popular locations for these licensed character appearances include shopping centres, theme parks, farm parks and heritage attractions.

The opportunity to see these characters or participate in meet and greets provides children with a fantastic opportunity to interact with the heroes of their world.

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Peppa Pig and George
© ABD Ltd/Ent. One UK Ltd 2003.



Peter Rabbit™
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PAW Patrol
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"A fantastic character event; a great response from family shoppers and compared to the same Sunday last year footfall was up!"
intu Potteries Shopping Centre

"Our character visit resulted in a successful turnout on the day. The activity was well-managed by Rainbow's team and we're already planning our next character event!"
The Great North Museum, Hancock

LICENSED CHARACTER ACTIVITIES

MINI SHOWS



ACTIVATIONS AND NARRATIONS



LICENSED CHARACTER ACTIVITIES

Even more interactivity during character appearances...

If you're looking to book a licensed character appearance with a little more interactivity then look no further than one of our licensed character activities.

We have devised a number of enhanced activities for select characters in our portfolio.

These range from **mini shows** and **character narrations** to **workshops** featuring characters and **brand activations**.

Mini shows

Our ever-changing roster of mini shows feature live performances from well-loved characters and are often joined by a host who encourages audience participation.

Narration events

Narration events involve story telling sessions which are led by a narrator and the presence of the characters helps to bring the story to life for younger audiences.

Activations

Workshops are a great way for children to interact with the characters while staying active as they usually take the form of exercise or dance classes.

Non-ticketed events like these work especially well in venues such as shopping malls and leisure attractions and they provide the opportunity for the audience to be even more engaged with the characters.



PJ Masks
©Frog Box/Ent. One UK Ltd/Disney 2014



PAW Patrol
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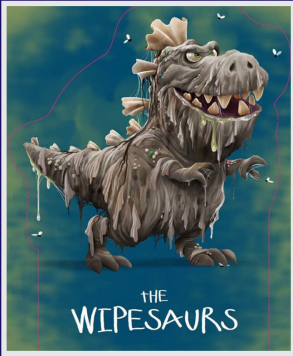
Peppa Pig
© ABD Ltd/Ent. One UK Ltd 2003.

"We've hosted many character shows over the years; we re-book because these mini shows deliver high quality live entertainment for the whole family to enjoy during their day out at M&D's"

M&D's, Scotland's Theme Park

CHARACTER ARTWORK

Artwork



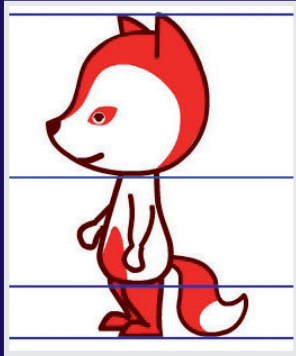
Work in Progress



Finished Costume



Artwork



Work in Progress



Finished Costume



Artwork



Work in Progress



Finished Costume



CHARACTER ARTWORK

From artwork to Rainbow costume character...

RAINBOW PRODUCTIONS is widely acknowledged as one of the world's leading manufacturers of brand mascots.

With almost thirty years of experience, one of the firm's key strengths is the technical expertise and creativity of the production department to replicate artwork into 3D character costumes.

This transformation of artwork into a walkabout character is second nature to us. Brand owners and clients from a broad range of sectors trust us to create their mascot exactly as designed, through attention to detail and skilled craftsmanship.

Whatever the status of your mascot design – whether an idea in its infancy or fully developed artwork – we can work with you to bring this design to life in 3D format.

If you are thinking about developing your own promotional character but do not have existing artwork, we offer a design service which is specifically geared towards this artwork being created into a costume character. We are not a design agency as such – our main skill set is manufacturing the costume character – but we are able to channel our wide knowledge of mascots into developing you a sketch design, based on your brief, which we believe will work well for you as a high quality and functional character.

Alternatively, we are happy to work from artwork supplied to us by clients – ranging from simple sketches generated by winners of children's mascot design competitions through to computer generated turnaround imagery created by agencies and famous brand owners.

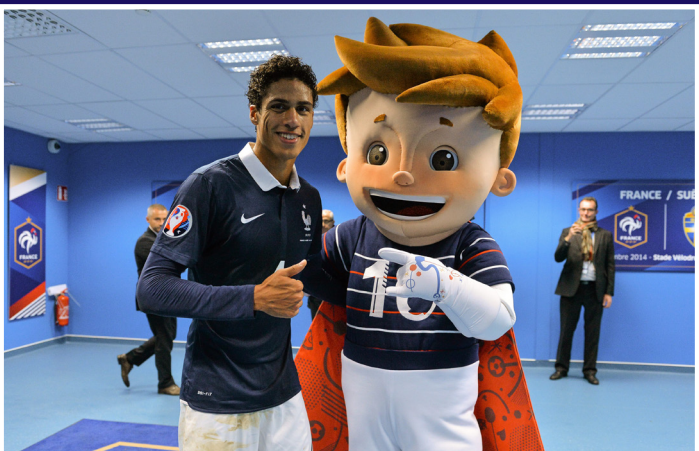


Veo and Yoyo
Fun Funny Kids, Lebanon

"Rainbow's production team did a great job of capturing the look and essence of our book characters."

Tammi Publishers, Finland

RAINBOW WORLDWIDE



RAINBOW WORLDWIDE

Manufactured in London, Rainbow costume characters are seen worldwide...

In addition to our extensive licensed character portfolio in the UK, **RAINBOW PRODUCTIONS** is incredibly privileged to create costume characters for use at worldwide events.

We are well versed in manufacturing costume characters for theme parks across the globe and guests are likely to meet one of our walkabout mascots during their visit.

Rainbow characters can be seen bringing joy to crowds and cheering on sporting heroes at high profile events like the Olympic Games and the UEFA Champions League.

We have brought numerous animated children's characters to life for global film premieres including 'How to Train Your Dragon' and these characters have been rubbing shoulders with the stars on red carpets across the world.



National Day Parade, United Arab Emirates
Saltimbanco Italiano global art theatre company



Valle
SkiStar



Toothless, How to Train Your Dragon
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"At the launch ZAC [the official mascot for the Proteas and South African cricket] looked great and the response to him by the press, retailers and licensees was phenomenal."

Sunrise Productions, South Africa

"Rainbow Productions did a great job of translating the artwork for our new children's club character into a 3D costume; Captain Popcorn is proving a real hit with our guests, especially during his stage show performances."

Suntopia Hotels, Turkey

BRAND MASCOTS

BRAND MASCOTS



SPORTS MASCOTS



BRAND MASCOTS

Bring your brand to life as an interactive mascot...

RAINBOW PRODUCTIONS has established itself as the go-to company for high quality brand and sports mascots. We work with our clients from the initial design stage right through to the finished product.

We aren't a design agency as such – our main skill set is manufacturing the costume character – but if you don't have artwork to work from we can still provide our expertise and work with you to create a mascot which perfectly embodies your brand values.

Brand Mascots

Need an eye-catching way to promote your event or venue? Look no further than a brand mascot from **RAINBOW PRODUCTIONS**. Whether you're an internationally recognised company or a smaller, independent organisation we have the skills and experience to bring your brand to life.

Satisfied clients have reported that their custom made mascots have **boosted awareness, helped to brand connect with families and bridged the gap between on-shelf product and the in-store consumer.**

Sports Mascots

A sports mascot is a great way to get the crowds cheering at sporting events. They can be utilised to give sports marketing campaigns a much needed boost of whether you're a non-league club or a European sporting giant.

Other benefits include **promoting your sports organisation and associated merchandise** as well as **heading up Junior Supporters Clubs**, providing you with a great return on investment.

"Sharkie is the ideal tool to promote The Sharks and the game to young people. He's the team's biggest supporter, livening up the crowds on match days."

The Sharks, South Africa

"Our Hero Bear mascots provide striking support for our fundraising activities; they have exceeded our expectations"

Help for Heroes UK



Hero Bear, RAF Bear, Marine Bear & Navy Bear
Help for Heroes - Copyright © 2007-2011 Help for Heroes. All rights reserved. Photograph courtesy of Richard Budd.



Chips Ahoy! - Mondelez
©Mondelēz International. All Rights Reserved



Pride the Lion - Team GB
© British Olympic Association

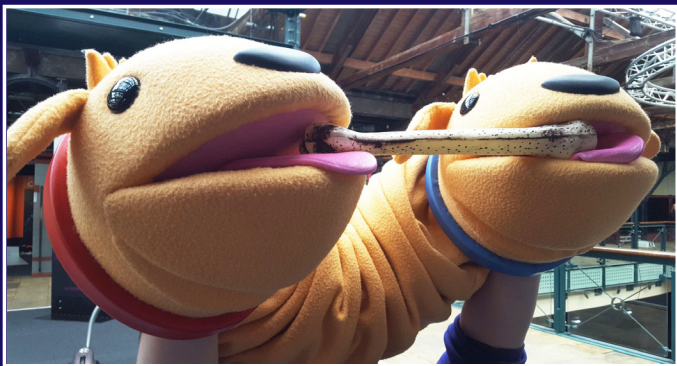
PUPPETS & PROPS

Production skills to complement your brand...

While mascot creation is our main specialty, **RAINBOW PRODUCTIONS** also has a skilled team of puppet creators. We manufacture numerous types of puppets including rod puppets, glove puppets and marionettes.



Spike the Dragon puppet
Chessington World of Adventures



Phogs puppet
Coatsink



Crow puppet
Van Hoorne Entertainment B.V.

Our custom made props are also created in house and have been used everywhere from exhibition stands and points of sale displays to worldwide stage shows.

Our talents don't stop there; over the years we have created tailor-made costumes for a whole range of weird and wonderful scenarios including skydiving, helicopter rides and zip-wires as well as specially adapted costumes for marathons and other extreme sporting activities.



SUPPORT SERVICES

Services to enhance your costume character investment...

RAINBOW PRODUCTIONS has developed a number of support services to help clients maximise the potential of their costume character investments.

Rainbow refurbishment:
Our in-house wardrobe department provide cleaning and repair services to keep the "face" of your brand or organisation looking at its best.

Training Workshops:
Our training workshops teach staff how to communicate while in costume using gestures and appropriate body language. Participants also receive a training manual containing advice and health and safety information.

Costume Accessories:
Cool vests are available to help your staff stay cool while in costume. Cooling systems can also be fitted inside costume heads.

Promotional staff:
Our team can source promotional staff, face painters and balloon modellers to complement your character appearances.

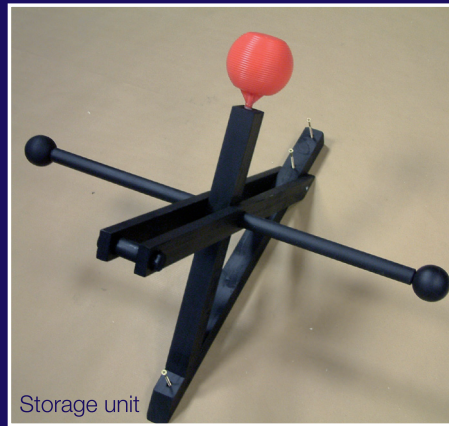
Storage solutions and protection in transit:
You can protect your costume in transit with our purpose made carry sacks and flight cases. We have also developed a bespoke Self-Assembly Storage Unit to store your costume safely in tight spaces.

Costume storage and movements:
Our experienced team will store and maintain your costume character at our purpose built studio and co-ordinate its collection and delivery to your customers.

"Our mascot, Max, received first-class treatment from the Rainbow refurbishment team and looks his best for the start of the new season"
Wigan Warriors



Carry sack



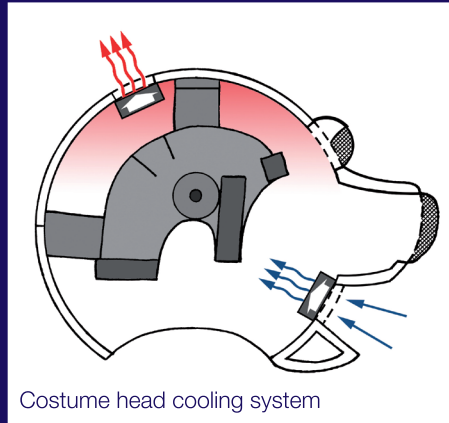
Storage unit



Emergency repair kit



Cool vest



Costume head cooling system



Training



“ Fireman Sam’s visit was great entertainment for kids and helped drive Sam toy sales! ”

Argos – Liverpool Norris Green

“ The day was a great success...The footfall was approximately double what we would normally expect. ”

White Post Farm, Nottinghamshire

“ The team at Rainbow Productions has done a terrific job with our mascot, Vinny! ”

Yorkshire County Cricket Club

“ A BIG THANK YOU for the three days that you spent with the team, sharing all your experience, knowledge and skills passionately... this was highly appreciated by management and the team itself. ”

Puteri Harbour Theme Park, Malaysia



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