DreamRock
ENTERTAINMENT

عرض مسرحي موسيقي

شجاع

Musical Show

SHOJAA

SHOW PROFILE 2025



الهيئة العامة للترفيه
General Entertainment Authority

الهيئة العامة لتنظيم الإعلام
GENERAL AUTHORITY OF MEDIA REGULATION

عام الإبل 2024
THE YEAR OF THE CAMEL

DIRECTOR'S NOTE

Welcome to Shojaa! It is with immense pride and heartfelt gratitude that I welcome you to this extraordinary musical adventure. Over the last year, Shojaa has grown beyond our wildest dreams, and it is all thanks to the unwavering support and love from our esteemed partners. Your belief in our vision has been instrumental in propelling our show to greater heights of success.

It gives me great pleasure to announce that Shojaa has found a new home at the prestigious Al Shallal Theater in Jeddah. This residency marks a significant elevation in our production, allowing us to present an even more spectacular and immersive experience. Our team has put their heart and soul into bringing the rich tapestry of our culture and heritage to life, and the Al Shallal Theater provides the perfect backdrop for this celebration.

We invite everyone—residents and visitors alike—to come and witness this captivating journey. Shojaa is more than just a show; it is a tribute to the stories, traditions, and spirit that make us who we are. Join us at the Al Shallal Theater to embark on this musical adventure and to celebrate our culture and heritage together.

Thank you once again to our partners for your continued support and dedication. We look forward to sharing the magic of Shojaa with all of you in the year ahead.

Warm regards,

Alanoud AlHejailan
Producing Director & Music Composer



THE SHOW DETAILS

Launched in June 2023, SHOJAA is a unique theatrical musical show that celebrates “The Saudi Camel” and presents our love for this iconic creature within the context of our Saudi Culture and heritage as a world class theater performance.

The colourful, traditional costumes and live original musical performances take the audience into the wilderness of the desert, where we learn the tale of how a young boy is lost to the harsh environment and through the faith of his family and the loyalty of his camel, is able to survive and return to his village, with newfound courage and bravery.

Shojaa is also is a tribute to the Year of the Camel.

Watch Video



Story by
WALID SANCHEZ
SARA ASHEMIMRY

Directed by
WALID SANCHEZ

Music and Lyrics by
ALANOUD ALHEJAILAN

Original Production Produced by:
DREAM ROCK ENTERTAINMENT

Language: Arabic Traditional Najdi

Genre: Musical Adventure

Age Group: (5+) Families

Show Duration: 50 Minutes

THE SHOW MUSIC

SHOJAÂ DreamRock ENTERTAINMENT



Shojaa شجاع (Soundtrack) - EP

Alanoud Alhejailan العنود الحجيلان

SOUNDTRACK · 2024 · Lossless

▶ Play | Shuffle | + Add | ···

1	البحث عن خلف	PLAY SONG 1	1:39
2	حنا الذياب	PLAY SONG 2	2:20
★ 3	أنا شجاع (feat. عبدالله بن رافعة)	PLAY SONG 3	2:28
4	نداء أم (feat. قمر الهاجري)	PLAY SONG 4	2:27

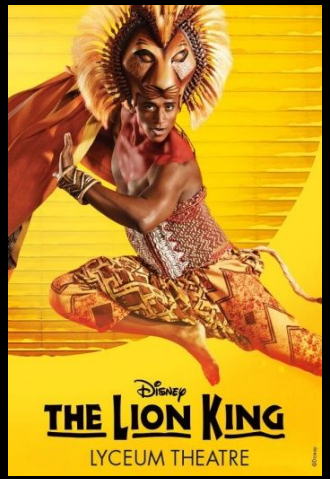
15 September 2024
4 Songs, 8 minutes
℗ 2024 1886239 Records DK

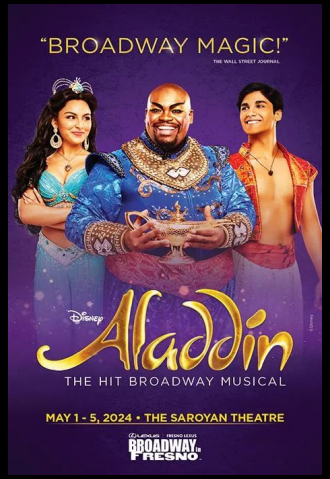
SHOJAÁ DreamRock ENTERTAINMENT

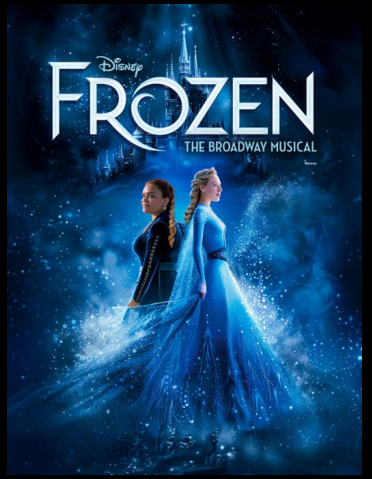
BENCHMARKING

We aspire to follow the success of international Musicals as seen below. Shojaa is a culmination of the best aspects and lessons taken away from these productions.











PREVIOUS PERFORMANCES



TABUK CAMEL FESTIVAL 2023

Saudi Arabia's largest Camel beauty pageant is hosted at the Tabuk Camel Festival with hundreds of the most beautiful camels in the region.

The event attracted Camel owners and their families to attend a festive atmosphere with live entertainment and memorable moments.

The Shojaa show was Launched at this event as part of the Family entertainment attractions on a theater stage.

Audience: 2500
Duration: 5 Days



RAMADAN SEASON - 2024

The Ramadan Season is one of the most anticipated activities to take place every year in Khobar and Riyadh open to the public to enjoy the festivities.

Shojaa took center stage in the main stage areas of the Khobar and Riyadh venues with 2 shows a day in front of hundreds of excited children and their families.

The show also included a parade to celebrate the days of Ramadan with a beautiful song that hundreds participated in.

Audience: 55,000
Duration: 3 Weeks



ALULA CAMEL CUP 2024

The AlUla Camel cup is one of the kingdoms most important sporting events in the world of Camel Racing, drawing in some the world's fastest camels and most influential people.

This 3 Day event hosts Hundreds of VIP's with a 1st place prize of 80 million Dollars.

Shojaa was a part of the evening attractions performed in front of a live audience in an outdoor setting.

Audience: 2,000
Duration: 3 Days







طلال بن خالد الفقير
@talalammash1

بأسمي وبأسم اعضاء مجلس الادارة وبأسم أيتام تبوك اتقدم بخالص الشكر والتقدير لسعادة الشيخ فهد بن فلاح بن حثلين ولنادي الابل ولمهرجان جادة تبوك ولبنك التنميه الاجتماعيه على تفانيهم لاسعاد الايتام واسرهم وحرصهم على حضور الايتام فعاليات هذا اليوم .

Translate Tweet



9:52 PM · Jun 17, 2023 · **495** Views







Post

جمعية ايتام تبوك
@aytamtabuk

بدعوة من نادي الأبل وبالتعاون مع بنك التنمية شارك مستفيدي الجمعية من الأيتام فعاليات #جادة_الابل المقام بتبوك وحضور العديد من الفعاليات
ونتقدم بالشكر لسعادة الشيخ فهد بن حثلين رئيس النادي على هذه اللفته الكريمة لأبنائنا الأيتام والتي كان لها الاثر الطيب على الاطفال وأسرهم .

Translate Tweet



نادي الإبل and 8 others

9:39 PM · Jun 17, 2023 · **8,099** Views

PRESS & MEDIA

SHOJAA DreamRock ENTERTAINMENT



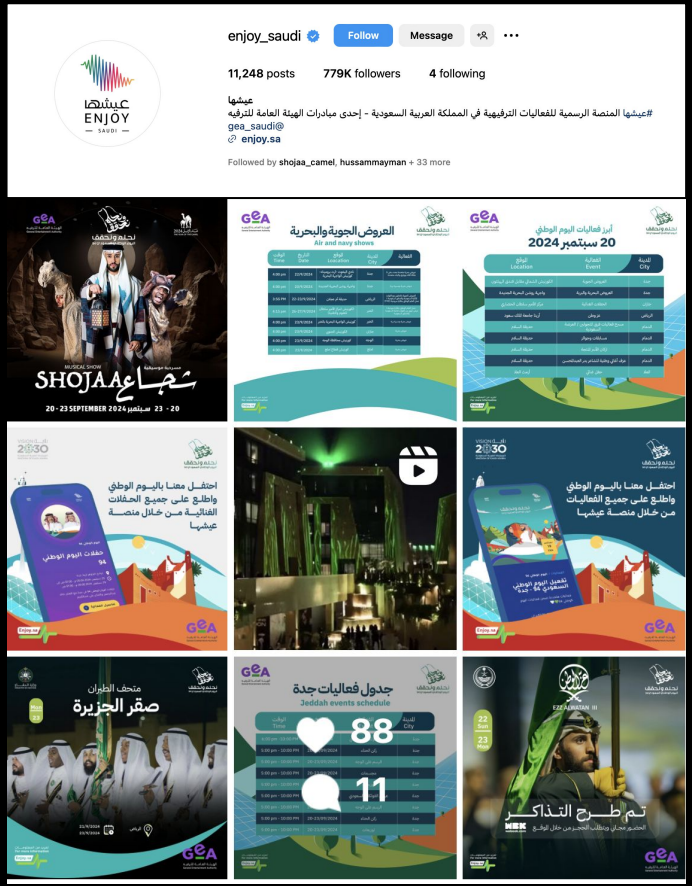
READ ARTICLE



READ ARTICLE

MEDIA ANNOUNCEMENTS

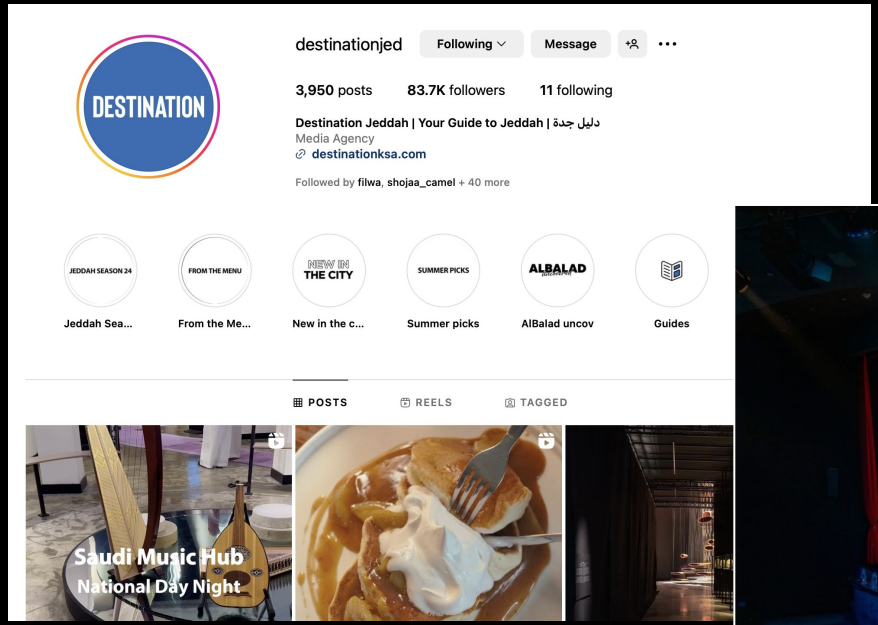
SHOJAA DreamRock ENTERTAINMENT





VIEW POST

SHOJAA DreamRock ENTERTAINMENT



VIEW POST



SH-2024

OUR RISING STARS

SHOJAA

DreamRock ENTERTAINMENT

We are very proud to constantly cast new rising talents to join our diverse family of actors and understudies.

Each cast member, bringing a valuable part to the performance with their own flare and excitement as they pursue their careers and dreams to stardom making us a part of their journey.

Their fans are always looking for the most exciting events and activities and want to be part of their success.



moodi_26 محمد العبدالله

1826 Following 3.6M Followers 39.6M Likes

باقي يومينا الساعه ٥ العصر❤️
رابط سنابي⬇️

t.snapchat.com/9D12ZxlE

Follow Message



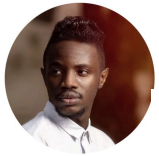
jawadsami5999 جواد سامي

203 Following 218.5K Followers 1.8M Likes

ممثل actor
جنيدي مسلسل اخر ريل على منصة شاهد
قريبا فيلم هجير على السينما

www.snapchat.com/add/jaw...

Follow Message



3laa.b علاء بن بحر

865 Following 666.6K Followers 2.9M Likes

ممثل و صانع محتوى | contact creator
om

Follow Message



mohd_tkd محمد SH

496 Following 99.6K Followers 562.6K Likes

ممثل وموديل / طموح / متفائل / انشر سعادة / شفي أحيانًا

الأصفر

www.snapchat.com/add/moh...

Follow Message



wafaaa418 وفا ستاري

1911 Following 128.3K Followers 586K Likes

مذيعة نشرة أخبار و ممثلة مسرح و تلفزيون 💜. Wafaaa418 الأصفر

Follow Message



shoug_almasari

Following Message

619 posts 20.1K followers 1,867 following

Yoga Teacher & Life Coach شوق المسعري
Performance Art Theatre
إنسانة تُحب أن تُعيش الحياة بمتعة!
أمكّنك لتستمتع بحياتك وعافيتك
مُبشرة، مدربة يوجا، كوتش وممارسة متقدمة للتنفّس... more
wa.me/966535330108 + 2

Followed by eid_alhazaa, wafaaa418 + 4 more



najlaa.alabdullah

Following Message

229 posts 112K followers 1,587 following

Najla Alabdullah - نجلاء العبدالله
Actor
Saudi Actress| ممثلة سعودية
كُن بسيطًا البساطة بحد ذاتها جمال ✨
elcinema.com/person/2205256

Followed by shojaa_camel, yaz.sultan2008 + 16 more



mohammd_khalel Mohammd khalel

78 Following 1927 Followers 26.8K Likes

محمد خليل
ممثل | Actor
مغني | Singer

www.snapchat.com/add/moh...

Follow Message

AUDIENCE & REACH

Shojaa is a very unique and strategic platform to reach your audience in the most creative, engaging, emotional and memorable way.

As the only fully operational theater with a residency in Jeddah SHOJAA aims to attract tourists, schools, families and all theater goers throughout the year and the seasons with shows scheduled every weekend and national holidays.

Your Sponsorship will contribute to the ongoing success of the show while reaching millions of online searches from people seeking new attractions in Jeddah.

Reaching Over
6 Million fans
Through The Actors networks

Note: All Packages can be tailored for your specific requirements.

SHOJAÁ DreamRock ENTERTAINMENT

REVIEWS & FEEDBACK



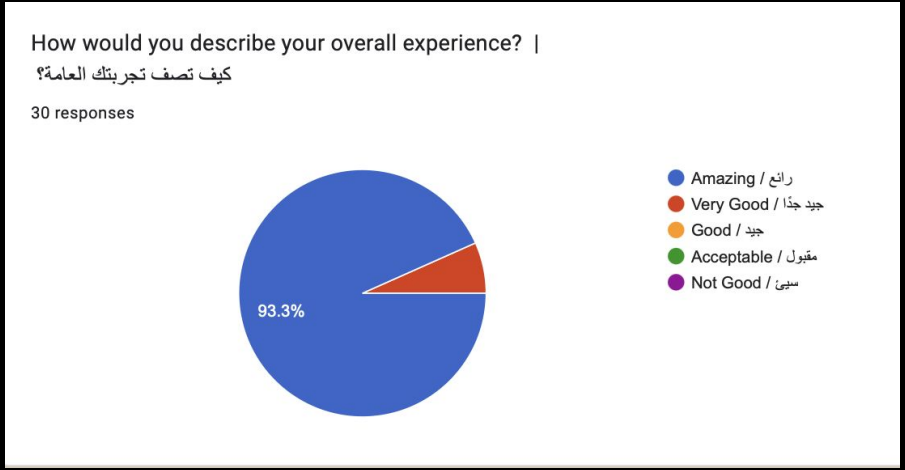
Note: All Packages can be tailored for your specific requirements.

SHOJAA DreamRock ENTERTAINMENT

First Edition Survey
Tabuk Camel Festival - 2023



Latest Edition Survey
Jeddah - 2024



SHOJAÁ DreamRock ENTERTAINMENT

Please share any suggestions and comments about your experience. .يرجى مشاركة أي تعليقات إضافية حول تجربتك
Simply amazing! Nothing else..
تجنن ومضحكه جداااااا😂😍🥹🥹
عرض كان جداً رائع ويستحق المتابعه اشكر كل القائمين عليه وعلى رأسهم عبدالمجيد
التكييف جددا مرتفع
ماري فارسي
مبدعين جدا
كانت مسرحية رائعة والاصوات والتأثيرات مناسبة أتمنى لكم التوفيق💗.
جداً ممتعه
تجربة لطيفة جدا وحلوة وتتعاد🤍
تجربة مشوقة وممتعة
Amazing
ممتاز
The sound was a bit low during dialogue
لا يوصف جداً رائع
مره حلوة بس للأطفال
بصراحه مبدعين
جيدة
مسرحية رائعة
استمروا
رائع
عرض جميل ونتمنى نشوف عروض مشابهه
مسرحية جميلة جداً
اول مره احضر مسرح و تجربه رائعه جدا
كانت جداً مميزه ومختلفه عن العاده
we enjoyed this show
مسرحية ممتعة جدا 😍😍
المسرحية جميلة جدا وممتعة
كانت المسرحية ممتعة وتعليمية، ونجحت في توصيل الرسالة بطريقة مبسطة وشيقة للأطفال." - "أعجبني الأداء التمثيلي والتفاعل بين الممثلين والجمهور، مما جعل التجربة ممتعة وملهمة." - "كانت القصة مشوقة، ونجح المخرج في جذب انتباه الأطفال طوال مدة العرض.
تجربة جميلة واداء جميل
ا بجد عمل جميل و ازياء. ديكورات. وموسيقي. وتفاصيل جميله جدا.

جدا كان العرض رائع . حضرنا من قبل و رجعنا حضرنا مره ثانيه و برضو ماشاء الله بنفس الروعه
تجربه جداً ممتازة
أحببت المشاهده جدا وأريد أن اتبعو مجدداً الله يسعدكم ي رب زي م اسعدتونا ايلافيو❤️❤️.
تنعاد الكرة مرة ثانية مبسوطة مرررره
تجنن حرفياً كل شي حلو م اقدر اوصف مراا جميل 🥹🤍
ال
مره مبسوطه ب عرض
ممتازين جدا
تجربه جدا ممتعه والممثلين مبدعين
رائعة جداً
.
اداء مميز
رائعة
رائعه
تجربه رائعه
تفاعل راوي القصة وفصاحته مبهر وكذلك تفاعل الذئاب مع الحضور ممتاز جدًا ، ديكور المسرح احترافي ، اداء والدة الطفل جذاب والأغنية جميلة ، الرقص في نهاية المسرحية للأسف كان ينقصه الروح شكرًا جزيلًا لجميع من ساهم في العمل وكل من ساعد في تحقيقه على ارض الواقع وشكرًا للمهرجان الذي سعى لجذب الأطفال.

العرض رائع .. مناسب للأطفال
رايع
جميل جدا ❤️
اتمنى لكم المزيد من التفوق
جمممميله جدا
تجننن وحلوه جداً جداً
رائعه
المكان بقمة رووعه اهتمام ونظافه واداء مسرحي جميل
شي مره حلوه ومرتب وانصح بزيارة المكان
تنظيم رائع وممتع
نعم
تجربة رائعة
جميل وياليت تصبح المسرحيات مستمره
رائع
جدا العرض رائع
القصة جدا جدا جميله والتنظيم والنظافة والممثلين 👍👍🔥
استمتعنا الكبار قبل الصغار
اداء رائع وقد جذب الاطفال الادوار التي تم طلب مشاركتهم بها
رايع
لاشي
جميل لكن اتمنى يكون له وقت بعد المغرب
قصه حوير روعه
تجربه جميله
جمييله جدا جداا عجبني اتقان الممثلين للعرض . شكرا لكم من القلب

SHOJAA DreamRock ENTERTAINMENT



THE CAST

THE CAST

The Shojaa cast are a family of amazing local talents working in the industry since 2019. Each member is dedicated and passionate about the performing arts and all are experts in local dialects and culture.

The cast seamlessly blends the drama scenes into the musical scenes and transition us in to the comedy scenes with their emotions and expressions.

The cast projects their energy and talent allowing their passion to shine through, immersing the audience into their world.



THE CAST

Character
Rawi Storyteller
Huwayer (Camel)
Khalaf (Boy)
Father (Abu Khalaf)
Mother
Sister
Village Chief
Villager 1
Villager 2
Wolf 1
Wolf 2
Wolf 3



THE RAWI | HUWAYER | KHALAF | ABU KHALAF | UM KHALAF | SISTER



WOLF | LAME WOLF | CLUMSY WOLF | VILLAGER | VILLAGE SHEIKH | VILLAGER

SHOJAA

DreamRock ENTERTAINMENT



PRODUCTION TEAM

SH-2024

PRODUCTION TEAM

SHOJAÁ

DreamRock ENTERTAINMENT















SHOJAA DreamRock ENTERTAINMENT

GUEST EXPERIENCE



THEATER ADMISSIONS

SHOJAA DreamRock ENTERTAINMENT

The journey below is a typical example for visitors coming to the theater to attend events and Shows, VIP & General Admissions



Ticket Purchase	Event Entrance	Box Office Check-in	Hospitality	Pre - Show	Show Begins	End of Show
Tickets available online/ Offline at the door at the venue.	Guests Arrive at the venue reception area outside theater and greeted by the outdoor team.	Guests are welcomed by the Hosts and ushers and their tickets are checked /scanned. After Scanning they are guided to the seats.	Guests may purchase light snacks and refreshments for the show. VIP may receive complimentary Saudi Coffee and Dates.	Ushers briefing guests about the experience and any safety measures, answering their questions, guiding to their seat Number	All guests seated and the show is called. Music and lights begin.	Event / Show Ends Guests Are Guided to Exit

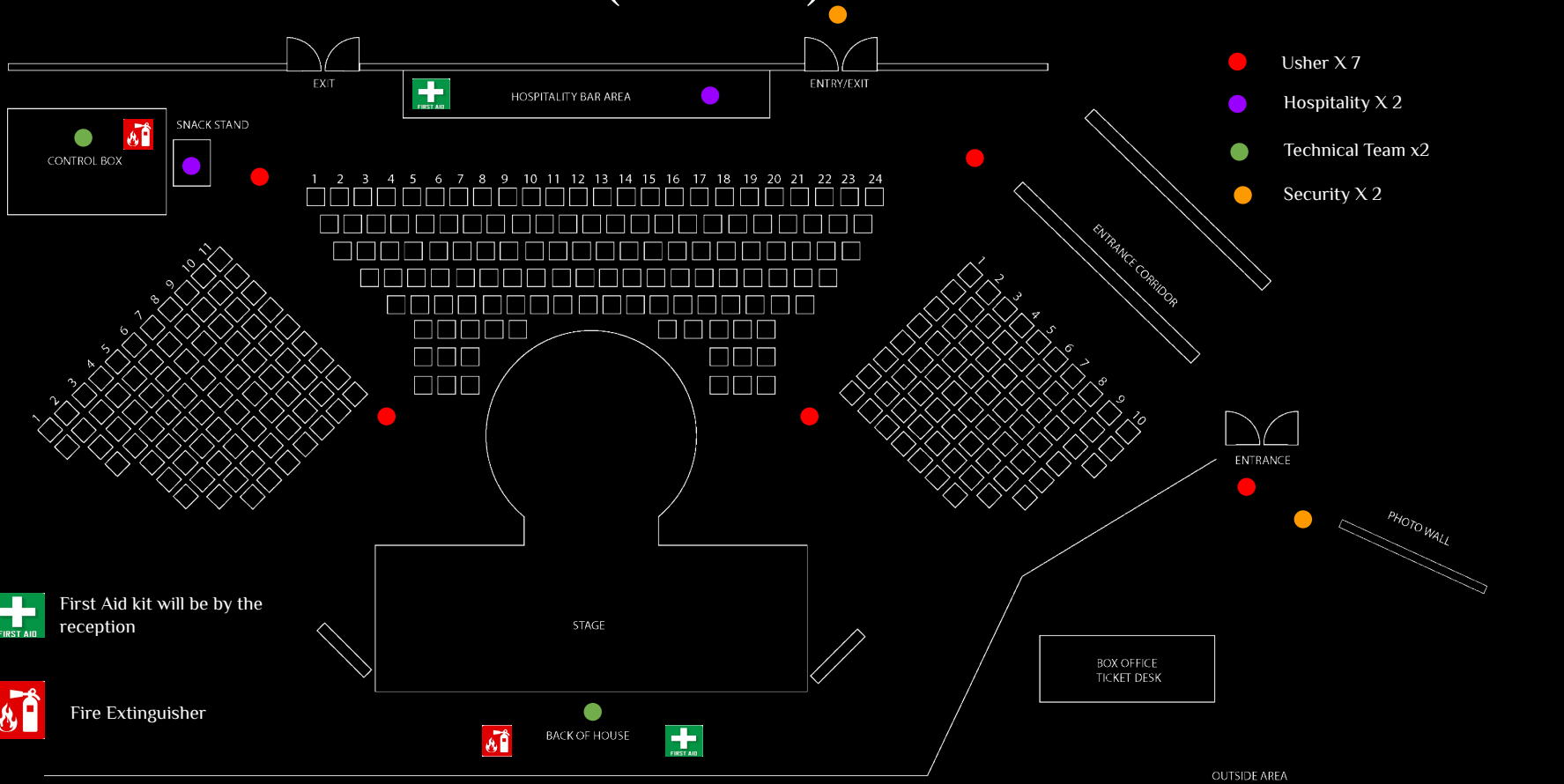
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SH-2024

STAFF PLACEMENT PLAN (SAMPLE)

SHOJAÁ

DreamRock ENTERTAINMENT



SHOJAÁ DreamRock ENTERTAINMENT

ADVERTS & DISPLAYS

SAMPLES FROM PREVIOUS SHOWS



ADVERTISING - MAIN ARTWORK

SHOJAÂ DreamRock ENTERTAINMENT



ADVERTISING - PORTRAIT ARTWORK

SHOJAÂ DreamRock ENTERTAINMENT





ADVERTISING - PORTRAIT ARTWORK

SHOJAÂ

DreamRock ENTERTAINMENT





ADVERTISING - PORTRAIT ARTWORK



SH-2024

SOCIAL MEDIA POSTS

SHOJAÂ DreamRock ENTERTAINMENT



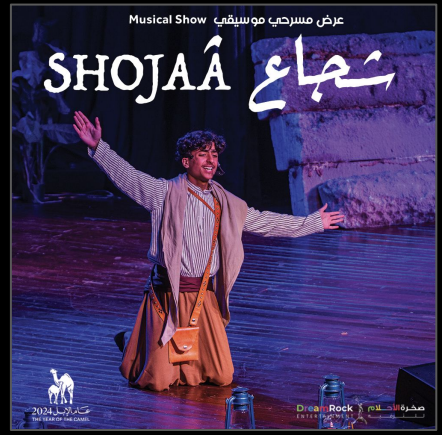
















TECHNICAL REQUIREMENTS

Note: All Packages can be tailored for your specific requirements.

THEATER TECHNICAL REQUIREMENT

The theater will require a full technical setup that will include a professional stage lighting and a sound system managed by a professional sound & operating control system along with the required software..

With the control booth fully equipped the theater will be prepared to facilitate all formats and technical needs of different types of performances, plays, shows and events as required.

Additional technical elements specific to the event requirements will also be easily integrated into the system for specialized acts and performances.

This will be managed by a team of technical supervisors and operators.

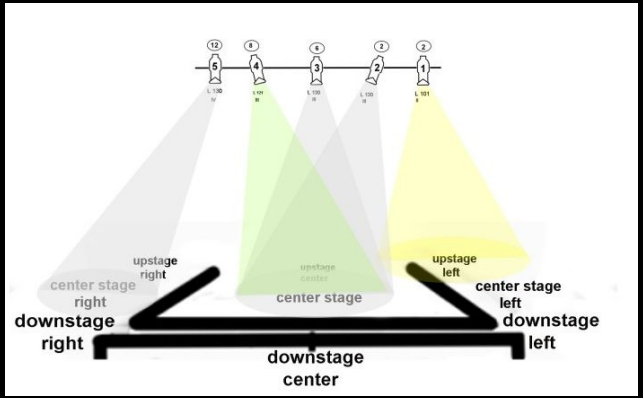


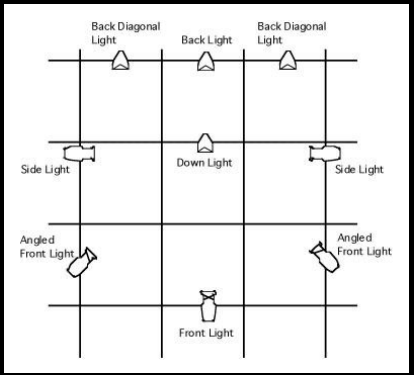
*Note: All information provided is subject to change depending on scope and budget requirements.

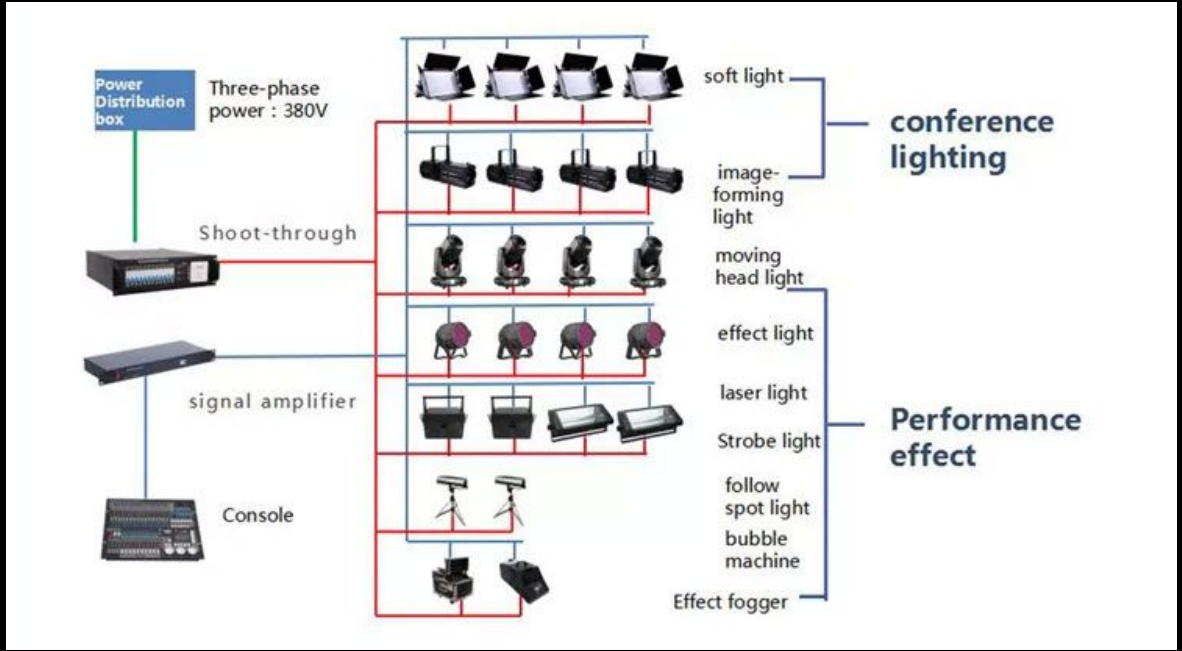
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SHOJAA DreamRock ENTERTAINMENT

LIGHTING REQUIREMENT (SAMPLE)







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SOUND REQUIREMENT

The sound system and equipment will be installed to provide the highest class quality for the performers and audience experience. The system will include the hardware both at the front and back of house linked to a master operations controller managed by the technical team.



Sound Control Booth
Sound Control System &
Software





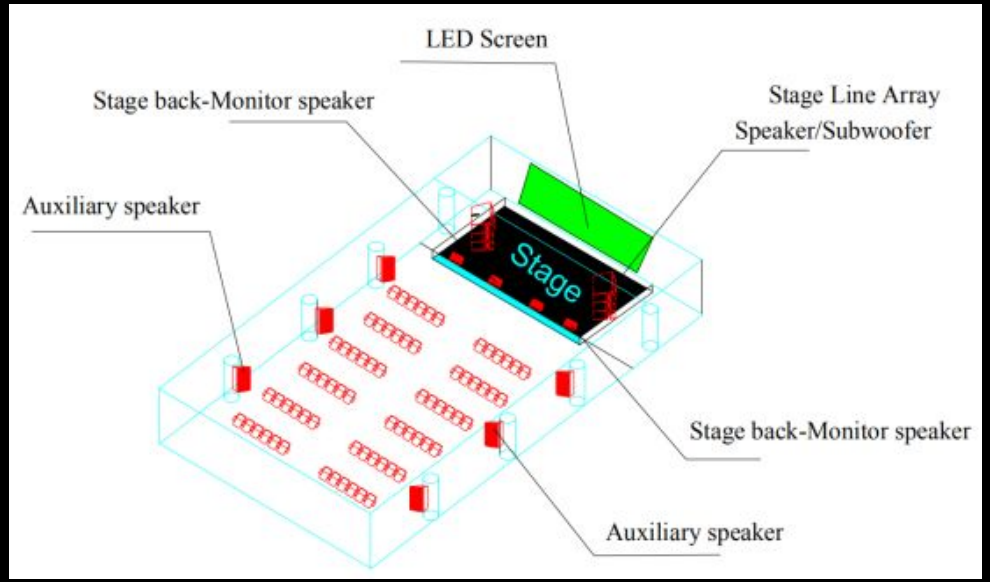
Stage Hardware Speaker & Mics

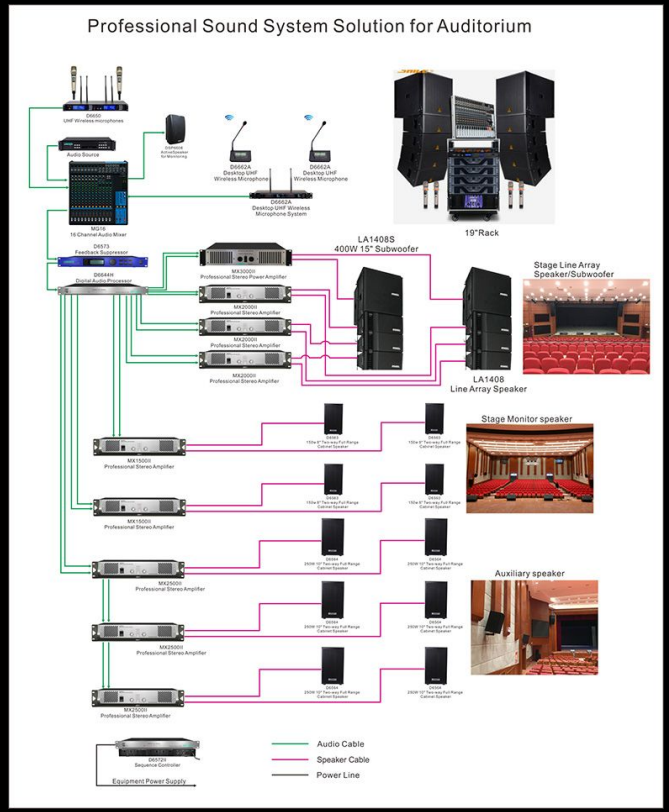
*Note: All information provided is subject to change depending on scope and budget requirements.

Confidential Information - Dream Rock 2024

SHOJAA DreamRock ENTERTAINMENT

AUDIO SETUP (SAMPLE)





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LIGHTING REQUIREMENT

The theater will need a full technical setup that will provide a professional stage lighting and a professional sound & lighting operating control system.



Lighting Control Booth



Lighting Control System & Software



Stage Light Units

*Note: All information provided is subject to change depending on scope and budget requirements.

Confidential Information - Dream Rock 2024

SH-2024

VENUE REQUIREMENTS

SHOJAA DreamRock ENTERTAINMENT

ITEM	DETAILS	QTY
Communication Radios for stage team (with Earpiece or Headsets)	Radio Communications needed between the main site teams and to Que in the shows. Also a channel connected to the Site management team for emergency if needed.	8
Accreditation * Access Passes	Staff Badges	22
Vehicle Access Logistics	Logistics vehicle access drop off Team management Parking	4
Back of House Area & Change Room for 13 performers	• Dining and rest area • Make up area • Secure Locks on the door • Flooring • Male / Females • Electrical Power outlets for charging light equipment	1
Storage room for costumes and props	4m x 4m Area	1
Stage area with backstage access	-	1
Water for team	NOVA / BERAIN water	4 Boxes
Dinner meal for each team member (light meal)	Light Dinner meal served during break	30 Meals
Waste Bins & Cleaning staff	Staff to attend to the area before and after the show	X2 Cleaners
Security Guard	Security to support in the safety of the team and securing the areas with open acces	X3

Note: All sponsorship benefits can be tailored and customized further to suit specific requirements. The above list is negotiable and not limited.

TECHNICAL - STAGE REQUIREMENTS





ITEM	DETAILS/SPECS	QTY
Live wireless head mics with their receivers	SHURE or similar	15
Live Speakers and sound system	Line Array Speakers as required for venue	-
Stage Monitors	-	-
Digital Mixer 24 inch	MIDAS or YAMAHA + x1 Technical Support	1
Live Musician Mic for traditional instrument	-	1
Lighting as provided	Washes /	-
Light Control + Lighting Engineer	Tiger Touch	1
Video Control (LED SCREEN)	-	1
Effects	Hazers + Hazer Fans (as per venue Size)	1 set

Note: All sponsorship benefits can be tailored and customized further to suit specific requirements. The above list is negotiable and not limited.

SHOJAA DreamRock ENTERTAINMENT

PRODUCTION TEAM

- Our team carries over 50 years of combined experience in theatrical productions, Immersive experiences, live shows and family entertainment activations, across the world.
- Dreamrock KSA is a leading operator of shows in the industry with over 4 original musical productions and 1000+ live performances in front of over 500,000 people.

STOMP
ESTABLISHED IN 1994 NYC

رشاش للشر اسم

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A NEW MUSICAL BASED ON KAHLIL GIBRAN'S POETIC NOVEL
BROKEN WINGS

Blue Ink Award for playwriting
AMERICAN BLUES THEATER

OBIE

Mona Khash Productions & AM Management
Present
The West End Premiere
UMM KULTHUM

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PROJECT OPERATIONS MANAGEMENT - PHASE 2

PROJECT STAKEHOLDERS

ADMIN LEGAL

DREAM ROCK BUSINESS UNIT

VENUE PROJECT OWNER

DR PROJECT MANAGER

VENUE PROJECT MANAGER

GUEST MANAGEMENT	PRODUCTION			MARCOM	OPERATIONS	HOSPITALITY
RECEPTIONIST	PRODUCTION MANAGER			PROG MANAGER	OPERATIONS MANAGER	HOSPITALITY MANAGER
ACCREDITATION TICKETING / VIP	DIRECTOR UNIT	STAGE MANAGERS	TECHNICAL MANAGEMENT	MARCOM MANAGER	LOGISTICS MANAGER STORE ROOM / TRANSPORT	WAITERS / SERVERS
USHERS	TALENT MANAGEMENT	DESIGN	SCREEN OPERATOR	GRAPHIC DESIGN & MEDIA	MAINTENANCE TEAM	SUPPLIERS
VIP GUEST MANAGERS		TECHNICAL PRODUCTION	SOUND OPERATORS	PARTNERSHIPS & SPONSORSHIP	CLEANING TEAM (WASTE MANAGEMENT)	
		CREATIVE PRODUCTION	LIGHTING OPERATOR	COORDINATORS		

VENUE/OPS MANAGER

MARKETING & COMMUNICATIONS

SUPERVISORS

MAINTENANCE

SECURITY

*Note: All information provided is not final and will undergo approvals and is subject to change depending on scope and budget requirements.

Confidential Information - Dream Rock 2024

ADVERTISING - LICENSED

SHOJAA DreamRock ENTERTAINMENT

As a fully licensed and approved show that is verified by The Saudi Media Authority and General Entertainment Authority and with the endorsement of the Ministry of culture Shojaa is permitted to advertise publicly.

Our Attractive artwork has been a talking point for many at the main entrance of the Al Shallal Theme park and gets the right attention in social media platforms in both Arabic and English.

GEA الهيئة العامة للترفيه
General Entertainment Authority

هيئة المسرح والفنون الأدائية
Theater and Performing Arts Commission

الهيئة العامة لتنظيم الإعلام
GENERAL AUTHORITY OF MEDIA REGULATION

عام الإبل 2024
THE YEAR OF THE CAMEL

LICENSES & PERMITS

SHOJAA

DreamRock ENTERTAINMENT



إجازة المطبوعة

السلام عليكم ورحمة الله وبركاته

تم تسجيل هذه المادة لصالح المؤلف/المعد أدناه بعد التعهد بالالتزام بجميع الشروط و الاحكام الخاصة بمحتوى المادة

اسم المادة	شجاع
نوع المادة	مسرحية
المحقق	
المترجمون	
المعدون	
المؤلفون	• العنود مصطفى ابراهيم الحجيلان
رقم النسخة	1
اسم الناشر باللغة العربية	العنود مصطفى ابراهيم الحجيلان
اسم الناشر باللغة الإنجليزية	Alanoud Mustafa Ibrahim Alhejailan
رقم التسجيل	202408217041244
تاريخ التسجيل	2024-08-21

المملكة العربية السعودية Kingdom of Saudi Arabia | صندوق بريد P.O.Box 75222 رمز بريدي Riyadh 11578 | هاتف Tel: + 966 11 8134444 فاكس Fax: + 966 11 8134400



رؤية VISION 2030 المملكة العربية السعودية KINGDOM OF SAUDI ARABIA

وزارة التجارة Ministry of Commerce

الرقم: ٤٠٣٠٣٦٥٠٠٩

التاريخ: ١٤٤١/٠١/١٢ هـ

شهادة تسجيل الشركة

الرقم الموحد للمنشأة: ٧٠١٥٨٦٨١٣١

الاسم التجاري للشركة: شركة صخرة الأحلام للترفية

نوعها: ذات مسئولية محدودة — جنسيتها: سعودي

مدة الشركة: ٥ سنة — تبدأ من: ١٤٤١/٠١/١٢ هـ — وتنتهي في: ١٤٤٦/٠٣/٠٨ هـ

مركزها الرئيسي: ٣٣٩٣، الامير سعود الفيصل، الروضة، ٧٢٦٥

ص.ب: ٣٣٩٣ — الرمز البريدي: ٢٣٤٣٢ — هاتف: ١٢٩٤٧٨٦٢٢

النشاط: للاطلاع على بيانات الأنشطة الرجاء مسح الرمز التجاري

رأس المال: ٥٠٠٠٠ ريال سعودي

المديرون:
١ العنود مصطفى ابراهيم الحجيلان
٢ محمد حسن على ابوداود
٣ سارة ناصر بن محمد الشميمري
٤
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١٢

سلطات المدير/المديرون: حسب ما نص عليه عقد الشركة

يشهد مكتب السجل التجاري بمدينة: جدة بأنه تم تسجيل فرع الشركة المذكورة أعلاه بمدينة: جدة

وتنتهي صلاحية الشهادة في: ١٤٤٤/٠١/١٢ هـ بموجب الإيصال رقم: ٩٠٥٢٨٢٦ وتاريخ: ١٤٤٢/١٢/٠٤ هـ

مدير السجل التجاري للشركات: عبد المحسن بن ابراهيم الحماد

التوقيع:

يمكنك التحقق من صحة هذه الشهادة بالدخول على To Verify the information of this certificate visit http://v.mci.gov.sa



الهيئة العامة للزكاة والدخل General Authority of Zakat & Tax

تاريخ الإصدار: 2021/08/29

الرقم المميز: 3104300225

ضريبة القيمة المضافة VAT

شهادة تسجيل في ضريبة القيمة المضافة

VAT Registration Certificate

تشهد الهيئة العامة للزكاة والدخل بأن المكلف أدناه مسجل في ضريبة القيمة المضافة بتاريخ 2019/10/02

Hereby, The General Authority of Zakat & Tax (GAZT) certifies that the taxpayer below is VAT registered on 02/10/2019

Taxpayer Name:	شركة صخرة الاحلام للترفية	اسم المكلف:
VAT Registration Number:	310430022500003	رقم التسجيل الضريبي:
Effective Registration Date:	2019/11/01	تاريخ نفاذ التسجيل:
Taxpayer Address:	جدة،الروضة،الامير سعود الفيصل ،23432	عنوان المكلف:

كل مكلف مسجل في ضريبة القيمة المضافة لا يجوز له تأخير تسجيل ضريبة القيمة المضافة من مبيعاته قبل تاريخ نفاذ التسجيل بالضريبة، في حال تبين غير ذلك ستقوم الهيئة العامة للزكاة والدخل بتنفيذ العقوبات المستحقة

هذه الوثيقة مرسلة من النظام الآلي ولا تحتاج إلى توقيع

– الهيئة العامة للزكاة والدخل –

LICENSES & PERMITS



رقم التصريح	2409041308
تاريخ التصريح	2024/09/04

GEA
الهيئة العامة للترفيه
General Entertainment Authority

تصريح فعالية ترفيهية

اسم العرض :	مسرحية شجاع - shojaa
موقع العرض :	ذا كوب - حديقة الشلال - طريق الكورنيش - جدة
تاريخ البداية :	2024/09/20
تاريخ النهاية :	2024/09/23
وقت الفعالية :	10:00 صباحاً - 11:00 مساءً
المصرح له :	شركة صخرة الأحلام للترفية
رقم السجل التجاري:	4030365009
الرقم الموحد:	7015868131
الاسم:	العنود الحجيلان
رقم الجوال:	00966503613445
البريد الالكتروني :	admin@dreamrockltd.com

- ركن التصوير - مسرحية موسيقية - منطقة طعام
هذا التصريح لا يشمل الحفلات الغنائية أو التنسيق الموسيقي (دي جي) أو العروض الغنائية

* هذا الترخيص خاضع لجميع أنظمة الهيئة العامة للترفيه

الإدارة العامة للتراخيص

رؤية VISION 2030 المملكة العربية السعودية KINGDOM OF SAUDI ARABIA

gea.gov.sa +966 800 128 2222



رقم التصريح	2409250208
تاريخ التصريح	2024/09/25

GEA
الهيئة العامة للترفيه
General Entertainment Authority

تصريح فعالية ترفيهية

اسم العرض :	مسرحية شجاع - Shojaa show
موقع العرض :	ذا كوب - حديقة الشلال - طريق الكورنيش - جدة
تاريخ البداية :	2024/10/03
تاريخ النهاية :	2024/10/05
وقت الفعالية :	07:00 صباحاً - 11:30 مساءً
المصرح له :	شركة صخرة الأحلام للترفية
رقم السجل التجاري:	4030365009
الرقم الموحد:	7015868131
الاسم:	العنود الحجيلان
رقم الجوال:	00966503613445
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- ركن التصوير - منطقة طعام - نص مسرحي
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الإدارة العامة للتراخيص

رؤية VISION 2030 المملكة العربية السعودية KINGDOM OF SAUDI ARABIA

gea.gov.sa +966 800 128 2222

SHOJAÁ DreamRock ENTERTAINMENT

SHOW UPGRADES

Our creative production experts will develop and craft all the highest quality show pieces, costumes and set props to elevate the experience of the audience.



Story | Costume & Make Up | Stage & Set Design | Props | Lighting | Seating

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SHOJAÁ
DreamRock
ENTERTAINMENT
IMMERSIVE
SET DESIGN
Our sets are engineered to immerse you in the story, with realxism and durability at the forefront of our design philosophy.

THE OASIS

SHOJAÁ

DreamRock ENTERTAINMENT



VLADIMIR VUKOVIC
Stage Production Director

THE CAVE

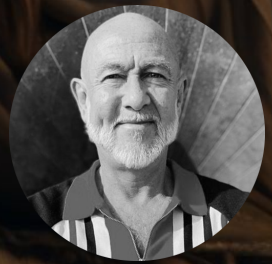


EXPERT CAST MANAGEMENT

- Vast Talent Pool: Over 300 actors and talents.
- Experienced Cast Management scouting, hiring, and managing.
- Diverse Casting: Tailoring talent selection for all ages, looks, and styles.

SHOJAÁ

DreamRock ENTERTAINMENT



CARL SMITH
The genius behind 'STOMP,' the world's most successful live percussion show.

VENUE SEATING

- High end theater venue
- Professional seating plan
- 600+ seated audience
- The best visibility for the show
- Numbered seating for ticketing.





SHOJAA DreamRock ENTERTAINMENT

CULTURAL STYLING

- Costume Designers
- Functionality and Creativity
- Abstract and Imaginative Works







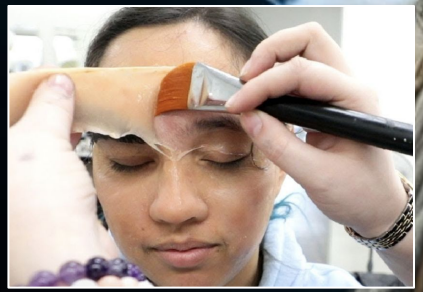
SHOJAÂ

DreamRock ENTERTAINMENT

MAKE UP & EFFECTS

- SFX Makeup Artists
- Facial Manipulation
- Professional Stylists







Dasha Legge
Producer

STAGE LIGHTING EFFECTS

صخرة الأحلام للترفيه فزعة حوّير



ALEX DOUGLAS
Lighting Director

SHOJAA DreamRock ENTERTAINMENT

PRODUCTION TEAM

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BROKEN WINGS

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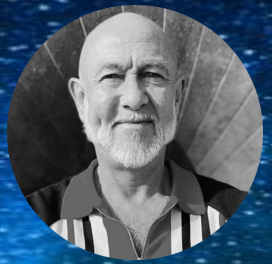
SHOJAÁ DreamRock ENTERTAINMENT

OUR TEAM

Meet our exceptional team.



WALID SANCHEZ, our Creative Director, with a wealth of experience theater Production and immersive experiences.



CARL SMITH
The genius behind 'STOMP,' the world's most successful live percussion show.



Colin Teague
Film Production Director
Rashash, Jekyll & Hyde, Spotless, Da Vinci's Demons, The Town, Begin Human, Torchwood & Doctor Who.



ALANOUD ALHEJAILAN
An exceptional singer and songwriter who mesmerizes millions with melodic joy.



ALI MATTAR
A master of world-class productions and musical performances.

OUR TECHNICAL TALENT

SHOJAÁ DreamRock ENTERTAINMENT



Dasha Legge
Producer



ALEX DOUGLAS
Lighting Director



VLADIMIR VUKOVIC
Stage Production Director



MOE NABOUSH
Production Manager



ISMAIL ALBANNA
FINANCIAL MANAGER



DAVID WARNER
Sound & Audio Director



SARA ASHEMIMRY
FOUNDER / DIRECTOR



SAMIR ABOOD
Theater production

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ADDITIONAL PRODUCTION CREW

SHOJAA

DreamRock ENTERTAINMENT



ARWA AL GHALIB
THEATER MANAGER



ALYA ALREFAI
PRODUCTION MANAGER



ADIL SADEK
PROJECT COORDINATOR



AHMAD FARAG
TECHNICAL OFFICER



MOUSA AHMED
STAGE MANAGER



MOHEEB YASEEN
GUEST MANAGEMENT



YOUSEF MANSOUR
STAGEHAND



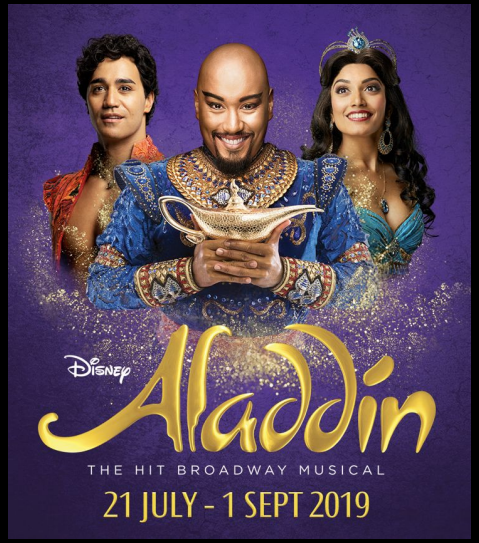
WAHID ALBATTAH
STAGEHAND



ABDULMAJID A
LOGISTICS SUPERVISOR

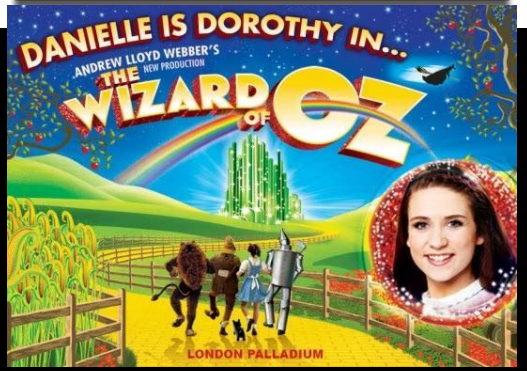
BENCHMARK











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SHOJAÁ DreamRock ENTERTAINMENT

Mona Khash Productions & AM Management

Present

The West End Premiere

UMM KULTHUM







PROJECT TIMELINE



PRE PRODUCTION

- Project Awarding
- **Phase 1**
- Team Mobilization
- Team Kick Off Creative
- Scripting & Casting
- Theater venue design
- Stage Design Development
- Procurement (Costing)
- Marketing Planning
- Project Production Plan
- Project Budget

PRODUCTION

- Project Budget Approval
- **Phase 2**
- Team Kick Off Production
- Cast & Crew Mobilization
- Theater & Set Construction
- Purchasing
- Rehearsals
- Operational Team training & Hire
- Bookings (Logistics)
- Sponsorship / Partners
- Media invites

EXECUTION

- **Phase 3 (Day 1 Event)**
- Team Kick Off Operations
- Grand Opening
- Full Operations 45 Days
- Content Capture
- Media promotions
- Marketing activation

CLOSURE

- Project Closure
- Closure report
- **Phase 4**
- **Closing Event**

This is a preliminary draft and is subject to change upon final approval of the project scope and budgets. All information is strictly considered confidential and must not be disclosed to any third party.

Budget Scope & Assumptions

The following budget is calculated on the basis of operating the show for 45 consecutive days in Saudi Arabia. This includes all production requirements, logistics, and operating costs.

- Venue Capacity: Minimum 600 – 1000 seat theater to ensure feasibility.
- Show Frequency: Up to 2 performances daily across the week.
- Talent Rest: 1 day off per week allocated for performers and crew.
- Operating Schedule:
    - Maximum of 12 shows per week.
    - Approximately 54 – 70 total performances over the 45-day run.

This framework ensures financial viability by balancing production investment, venue requirements, and sustainable scheduling for the cast and crew.

TIER 1 - INTERNATIONAL TALENT - SAR 25 m
TIER 2 - INTERNATIONAL & LOCAL TALENT - SAR 15 m
TIER 3 - LOCAL TALENT - SAR 6 m

Note: These budgets are only rough estimates and are subject to the scope and talent required including Production Design, Props Set, Costume and all logistical requirements for 45 Days set up, rehearsals and live Operations. Prices may vary depending on seasonal availability and the lead times of production.

Dream Rock Entertainment Ltd. 2023

DreamRock
ENTERTAINMENT

For more information and any inquiries or questions,
don't hesitate to contact us.

Mob: +966 55 662 0028
Call Us: +966 12 660 1040
Email Us: sara@dreamrockltd.com



GEA الهيئة العامة للترفيه
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عام الإبل 2024
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