39th Lotus Festival
Celebrating The People & Culture of Asia & The Pacific Islands
July 13 & 14, 2019 • 12pm - 9pm

Celebrating
Thailand

Sponsorship Opportunities
The City of Los Angeles Department of Recreation and Parks
39th Lotus Festival
July 13 & 14, 2019 • 12pm - 9pm

2019 Host Country
Thailand

Location
751 Echo Park Avenue, Los Angeles, C.A. 90025
Between Glendale Blvd. and Echo Park Ave.,
North of the Hollywood (101) Freeway and
West of the Pasadena (110) Freeway.

Festival History
A growing family friendly event representing
many diverse cultures and a terrific opportunity to
become involved in a premier community event
that attracts over 125,000 people each year from
all over Southern California.

Opening Ceremonies begin Saturday, July 13th
at 11:30 am and include greetings from officials
and dignitaries, announcement of Honorees and
performances from the host country - Thailand.

Photo by: JuanCarlos Chan

The City of Los Angeles Department of Recreation and Parks
Sponsorship Opportunities

**Title Sponsor: $100,000**
* The 39th Lotus Festival presented by “your company name” on all advertising.
* Sponsor may select three Specialty Areas to sponsor.
* Invitations to and Certificates of Appreciation presented at the Festival’s Press Luncheon, Opening Ceremony and VIP Reception.
* Sponsor recognition on the Main Stage throughout the Festival weekend.
* Sponsor logo on Lotus Festival website.
* Full page ad on back inside cover of the Lotus Festival Program.
* One (10’x30’) booth located in Sponsor Row.
* Sponsor provided banners in Specialty Areas and Sponsor Row.
* (1) Dragon Boat Race Team Entry for eight company representatives.
* Deadline for sponsor name, logo and graphics to be included on all advertising material is December 1, 2018. After December 1, some advertising material may not have sponsor logo / name.

**Gold Lotus Flower: $50,000**
* Sponsor of two Specialty Areas.
* Sponsor name and logo will be used in promotional materials for Specialty Area and Social Media.
* Invitations to the Press Luncheon, Opening Ceremony and VIP Reception.
* Sponsor recognition from the Main Stage throughout the Festival weekend.
* Sponsor logo on Lotus Festival website.
* Full page ad in the Lotus Festival Program.
* One (10’x20’) booth located in Sponsor Row.
* Sponsor provided banners in Specialty Area and Sponsor Row.
* Deadline for sponsor name, logo and graphics to be included on selected advertising material is March, 2019. After, some advertising material may not have sponsor logo / name.

**Purple Lotus Flower: $25,000**
* Sponsor of one Specialty Area.
* Invitations to the Opening Ceremony and VIP Reception.
* Sponsor recognition from the Main Stage throughout the Festival weekend.
* Sponsor logo on Lotus Festival website.
* Half page ad in the Lotus Festival Program.
* One (10’x10’) booth located in Sponsor Row.
* Sponsor provided banner in Sponsor Row.
* Deadline for sponsor name, logo and graphics to be included on selected advertising material is March, 2019. After, some advertising may not have sponsor logo / name.

**Pink Lotus Flower: $10,000**
* Invitations to the Opening Ceremony and VIP Reception.
* Sponsor recognition from the Main Stage throughout the Festival weekend.
* Sponsor logo on Lotus Festival website.
* Quarter page ad in the Lotus Festival Program.
* One (10’x10’) booth located in Sponsor Row.
* Sponsor provided banner in Sponsor Row.
* Deadline for sponsor name, logo and graphics to be included on selected advertising material is March, 2019. After, some advertising may not have sponsor logo / name.
Specialty Areas

I am interested in sponsoring a Specialty Area:

- **Opening Ceremony**
  The kick off of the Festival with a traditional blessing of the Dragon Boats, a VIP Reception, a procession of honored guests, dignitaries and City Officials and an afternoon of entertainment from the host country.

- **Eco Friendly LA Area**
  Offers information and resources promoting an eco-friendly and greener L.A.

- **Children’s Area**
  Offers arts and crafts, children's entertainment, face painting, rock climbing and activities for children and families.

- **Mainstage Entertainment**
  18 hours of live entertainment with over 32 different dance, musical and martial arts performances.

- **Japanese Tea House**
  The ritual of preparing and serving Japanese green tea, called "Matcha," served with traditional Japanese sweets to balance the bitter taste of the tea. Origami paperfolding workshops throughout the day.

- **Press Luncheon**
  One month prior to the Lotus Festival, dignitaries, political figures, executive sponsors and the press are treated to a taste of the Lotus Festival.

- **Artisan & Boutique Area**
  Unique Asian handcrafted items are made on site and a variety of Asian-inspired boutique items are available from over 40 different vendors. Several items are original.

- **Festival Pavilion**
  The host country provides a display of artifacts, educational information and hands on experiences to learn more about the people and culture of the host country. Volunteers interact with Festival goers to provide information and experiences of the host country.
In Kind Opportunities

**Beverage Sponsor**
The Official beverage of the Festival, company banners at the festival’s 6 beverage booths, VIP area, volunteer/staff area and additional social media advertisement and on stage announcements throughout the festival.

**Lotus Festival T-Shirt Sponsor**
300+ volunteers and staff display company logo throughout the weekend.

**Media Sponsor**
Exclusive television, radio or press rights to promote the 39th Lotus Festival.
* Deadline for sponsor name, logo and graphics to be included on selected materials is March, 2019.

**Silent Auction**
Bids taken on items such as tickets to sporting events, autographed sports memorabilia, chiropractic services, electronics and gift cards to local restaurants and entertainment venues.

**Sponsor Checklist**
Design your own unique sponsorship opportunity that meets your needs.

- Certificate of Appreciation
- Invitation to Press Conference, Opening Ceremony and VIP Reception
- Banner advertisements placed on Festival grounds
- Sponsor recognition from the Main Stage throughout the Festival
- Sponsor name and logo placed on Lotus Festival website
- Company logo or ad in the Lotus Festival Program
- 10’ x 10’ sponsor booth located in Sponsor Row
- (1) Dragon Boat Race Team entry
Sponsorship Inquiry

I am interested in being a 2019 Lotus Festival Sponsor:

Business Name: ________________________________

Contact: ______________________________________

Telephone: __________ Email: ___________________

Address: ______________________________________

City: _________________ State: _________________ Zip Code: _______________

2019 Sponsorship Opportunities: Contribution must be received by March, 2019

☐ Title Sponsor: $100,000 (deadline Dec. 1, 2018)

☐ Gold Lotus Flower: $50,000

☐ Purple Lotus Flower: $25,000

☐ Pink Lotus Flower: $10,000

Specialty Areas:

☐ Opening Ceremony

☐ Eco Friendly LA Area

☐ Children’s Area

☐ Mainstage Entertainment

☐ Japanese Tea House

☐ Press Luncheon and VIP Reception

☐ Artisan & Boutique Area

☐ Festival Pavilion

March 1, 2019: Deadline for sponsor name, logo and graphics to be included on selected materials
Contacts
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