CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS

42nd Lotus Festival in Echo Park
Sponsorship Opportunities
Sat. July 15 (12-8pm) & Sun. July 16 (12-7pm)

Celebrating The People of
Indonesia

ECHO PARK LAKE: 752 ECHO PARK AVENUE, LOS ANGELES, C.A. 90026

Free Parking & shuttles at Logan Street Elementary School & Baseball field at Montana & Temple
**42nd Lotus Festival & History**

- Originated in 1972 by Department of Recreation & Parks and members of the Council of Oriental Organizations (COO).
- In 2009, the Los Angeles Lotus Festival Inc. became actively involved in the planning and managing of the Lotus Festival in partnership with the City of Los Angeles, Department of Recreation and Parks, with the support of the community and sponsors.
- The lotus flower symbolizes rebirth, purity and life in Asian culture. The festival is held in July when the Lotus flowers are in bloom.
- Echo Park houses the largest lotus bed in the U.S. and is the central location for local Asian and Pacific Islander communities.
- "The Day of the Lotus" was the original name. The purpose was to promote awareness and understanding of the contributions made by Asian and Pacific Islander communities to the local and surrounding communities.
- The festival has grown and expanded over the course of the past 50 years. The festival expanded to become a two-day event. The dragon boat races began when the festival had a Chinese opening day ceremony.

**History of Dragon Boat Races**

Dragon Boat races, a tradition in Hong Kong, China, were first held at the 3rd Annual Lotus Festival in Echo Park. Helen Young, who chaired the first Lotus Festival, was the passion behind this idea and helped bring this vision to life. The first Dragon Boat Race committee was formed through connections with crew coaches from USC and UCLA who helped develop rules and regulations for the boat races. The first Dragon Boat Race had a total of 10 co-ed teams. The boat races on Echo Park lake have become a tradition at the festival for the past 47 years.

**Additional History**

- Additions to the Lotus Festival include: the island flower show in 1989 and holding an annual press conferences to give members of the media the opportunity to view the location and glean samples of the various cultural representations. As the Lotus Festival continued to gain momentum and support, the Lotus Advisory Board was developed (1990) and the festival added a pavilion to focus on the year's highlighted culture (1993).
- Estimated Attendance: Over 125,000.
- Asian and Pacific Islander representations include: Japanese, Filipino, Asian Indian, Chinese, Samoan, Tongan, Hawaiian, Thai, Korean, Malaysian, Vietnamese, Cambodian, Indonesian, Tibetan, Laotian, Bangladeshi, Mongolian, and Hmong.

**Activities at the Lotus Festival**

- Artisan Area
- Food Court
- Boutique Area
- Outdoor Adventure
- Origami Workshops
- Dragon Boat Races
- Entertainment
- Children's Area including entertainment, games, crafts, and face painting
- Community Information
- Beer and Wine Garden
- Lanterns

**Free Admission**

Vendors do charge fees for food, craft items, clothing and other merchandise.
- For more information, call (213) 485-5027, or visit the Lotus website at www.laparks.org.

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The City of Los Angeles Department of Recreation and Parks
42nd Lotus Festival
Sat. July 15 (12pm-8pm) &
Sun. July 16, 2023 (12pm - 7pm)

2023 Host Country
Indonesia

Attendance
Over 125,000

Location
751 Echo Park Avenue, Los Angeles, C.A. 90026
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 15th
at 12:00 pm and include greetings from officials
and dignitaries, announcement of Honorees and
performances from the host country - Indonesia.

Photo by: JuanCarlos Chan
Indonesia

Photos by: JuanCarlos Chan, Joyce Washizaki & PJ Ober

Pg 2 • The City of Los Angeles Department of Recreation and Parks
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.
- Sponsor logos on City Pole Banner.
* Deadline for sponsor name, logo and graphics to be included on selected advertising material is May 31, 2023. After, some advertising material may not have sponsor logo / name.

Purple Lotus Flower: $35,000
- 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.
- Sponsor logos on City Pole Banner.
* Deadline for sponsor name, logo and graphics to be included on selected advertising material is May 31, 2023. After, some advertising may not have sponsor logo / name.

In Kind Opportunities: $5,000 Minimum

Beverage Sponsor
The Official beverage of the Festival, company banner in the VIP area, volunteer/staff area and additional social media Ads 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 42nd Lotus Festival. Deadline for sponsor name, logo and graphics to be included on selected materials is May 31, 2023.
I am interested in sponsoring a Specialty Area:

Minimum for Specialty Areas: $5,000

- **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.

- **Outdoor Adventure**
  Offers information and resources promoting an eco-friendly and greener L.A.

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

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

- **Origami Workshops**
  Origami paper folding sessions 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.
In Kind Opportunities: $5,000 Minimum

**Beverage Sponsor**
The Official beverage of the Festival, company banner in the 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 42nd Lotus Festival. Deadline for sponsor name, logo and graphics to be included on selected materials is May 31, 2023.
I am interested in being a 2023 Lotus Festival Sponsor:

Business Name: 

Contact: 

Telephone: Email: 

Address: 

City: State: Zip Code: 

2023 Sponsorship Opportunities: Contribution must be received by May 31, 2023

**Sponsorship Opportunities:**

- Gold Lotus Flower: $50,000
- Purple Lotus Flower: $35,000
- Pink Lotus Flower: $20,000

**In Kind Opportunities: $5,000 Minimum**

- Beverage Sponsor
- Lotus Festival T-Shirt Sponsor
- Media Sponsor

**Specialty Areas**

- Opening Ceremony
- Outdoor Adventure
- Children’s Area
- Artisan & Boutique Area
- Mainstage Entertainment
- Origami Workshops
- Press Luncheon
Contacts

Lotus Festival Chair
Carlos Alvarado
carlos.jr.alvarado@lacity.org
(213) 485-1310

Fund Development Chair
Caroline Lammers
caroline.lammers@lacity.org

Echo Park Lake
751 Echo Park Ave.
Los Angeles, CA 90026
www.laparks.org/lotusfestival