



THE CITY OF LOS ANGELES DEPARTMENT OF RECREATION AND PARKS



THE
LOTUS
at
FESTIVAL
Echo Park Lake

TM



Echo Park Lake, 751 Echo Park Avenue, Los Angeles, CA 90026



at Echo Park Lake

Sat. July 12, 2025 (12pm-9pm) & Sun. July 13, 2025 (12pm-8pm)



OVERVIEW



2025 Host Country

Republic of Korea

Attendance

125,000 +

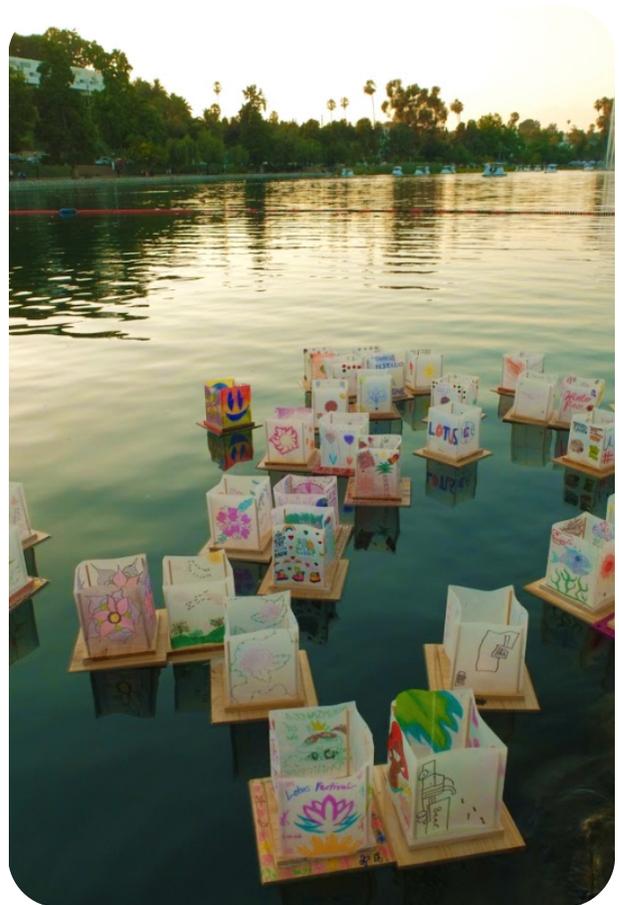
History

The Lotus Festival originated in 1972, by the Department of Recreation and Parks and members of the Council of Organizations (COO).

The 2 day Festival is held in July at Echo Park Lake which has the largest lotus bed in the United States. The lotus flower is significant to Asian and Pacific Islander cultures, as a symbol of rebirth, purity, and life. Each year a different country is chosen to host the event. Our efforts alone aren't enough to bring this festival to life. Join us as a sponsor in an unforgettable celebration of Asian-Pacific Islander cultures.

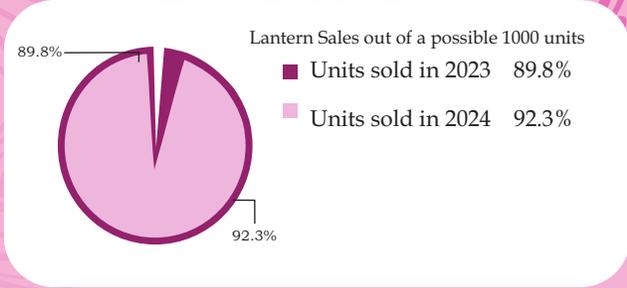
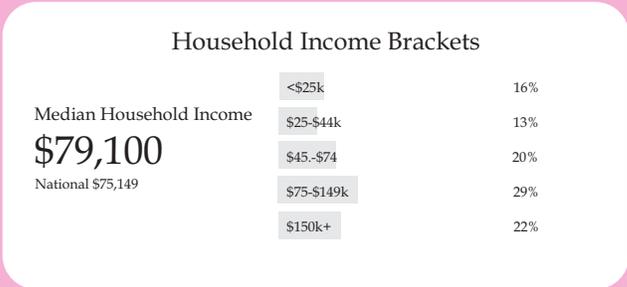
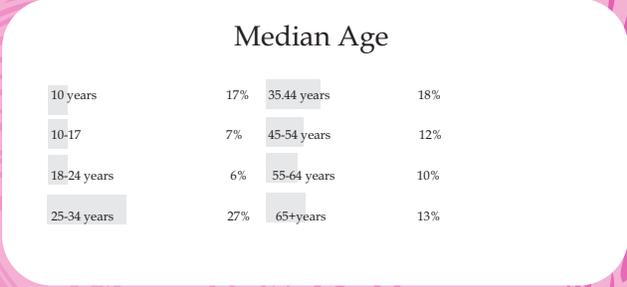
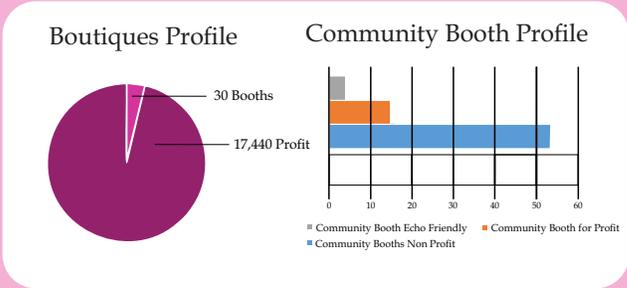
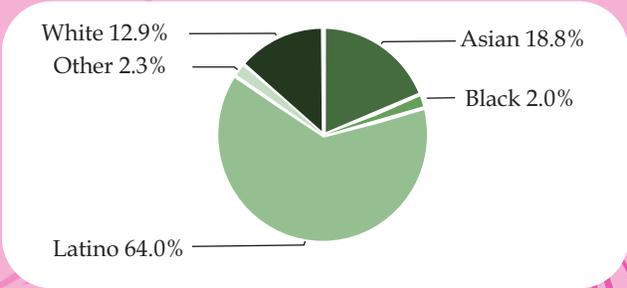
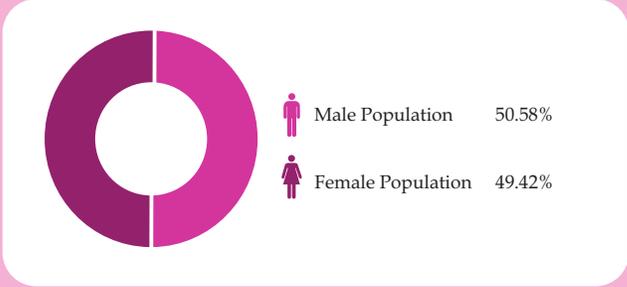
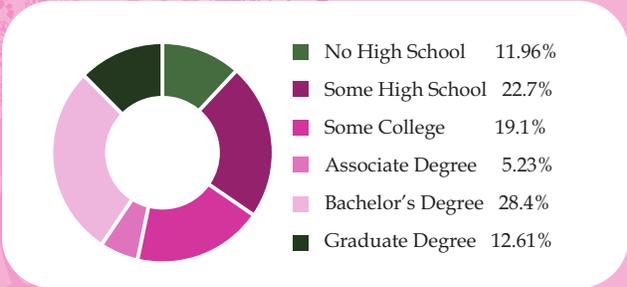
Sponsoring of the Lotus Festival provides a unique opportunity to engage with thousands of attendees, highlight your brand and support a beloved community tradition in the City of Los Angeles.

Gain exposure to over 100,000 attendees and be featured in marketing materials, social media campaigns, event signage all over the City of Los Angeles



COMMUNITY PROFILE

ECHO PARK



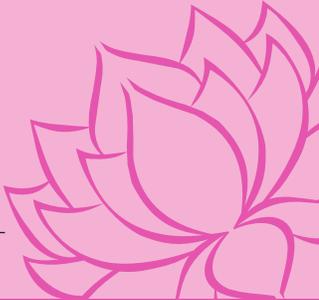
Food Booth Vendors

Generated over \$30,000 which consist of

- 18 Food Booths
- 3 Food Trucks
- 2 Food Carts

Dragon Stage

Sponsors will receive attendee metrics, foot traffic, demographic insights, statistics media impressions, on-site activation.



VENUE



OPENING CEREMONY

The Festival kick's off with the traditional blessing of the Dragon Boats, a VIP Reception, a procession of honored sponsors, guests, dignitaries and City Officials and an afternoon of entertainment from the host country. Ceremony begins Saturday at 12:00 pm.



PRESS LUNCHEON

One month before the Lotus Festival, Typically held on the second Thursday in June, dignitaries, political figures, sponsors, and the press get an exclusive preview of the event featuring entertainment from the host Country.



LOTUS STAGE

The Lotus Stage promises to be an unforgettable celebration of culture, music, and community, showcasing an incredible lineup of performances and activities on the main stage. With the support of previous sponsors like KTLA, Anheuser-Busch, and Starbucks, the festival brings together people from all walks of life to experience world-class entertainment, local talent, and unique cultural exhibitions. Throughout the weekend, attendees can enjoy everything from live bands and dance performances to traditional arts, while indulging in delicious food and beverages from some of the best vendors around. Thanks to generous sponsors, the festival continues to grow, bringing more energy and excitement each year for festival-goers of all ages.



DRAGON STAGE

The Dragon Stage presents lively cultural dances, storytelling, music, and interactive activities designed to both entertain and educate. While showcasing the rich traditions of the Asian Pacific community, the stage creates a fun and inclusive atmosphere where kids can learn about different cultures through performances that captivate and inspire. It's the perfect spot for families to relax, enjoy, and discover something new while adding a special touch to the overall festival experience.



SPECIALTY



FOOD COURT

This lively hub is a food lovers paradise, featuring a diverse selection of mouth-watering dishes from over twenty different food booths and four food trucks. Each booth offers a unique dish, highlighting the rich and diverse food cultures of the region, from savory dumplings and crispy spring rolls to fragrant curries and sizzling BBQ skewers. Whether you're craving Korean, Chinese, Filipino, Japanese, or Thai, the food court has something to satisfy every taste.



VENDORS

The Asian Pacific Islands are home to a rich cultural heritage, reflected in the handcrafted items created by skilled artisans. These unique pieces, which often showcase traditional techniques and designs, are available through a network of 40 boutique vendors. Each vendor offers carefully curated collections that highlight the artistry and craftsmanship of the region. From intricate textiles and jewelry to beautifully carved wooden items and pottery, these handcrafted goods provide a glimpse into the diverse cultures and traditions of the Asian Pacific Islands.



LANTERNS

The Lights of Dream Festival features beautiful illuminated and custom-made lotus lanterns. In Asian cultures paper lanterns symbolize hope for a brighter future, appreciation for loved ones, and memories of those who have passed away. Throughout our event, we have serviced over 1,000+ families throughout the festival. Each year Lanterns range from \$25 - \$60.



BEER GARDEN

The Beer Garden at the festival boasted a fantastic location, offering an impressive selection of Anheuser-Busch and craft beers, all served by a dedicated non-profit team. With prices ranging from \$6 to \$10, the booth brought in a total profit of \$10K. The lively atmosphere was enhanced by a live DJ, making it a perfect spot for festival-goers to relax, enjoy great drinks, and soak in the vibrant energy.



POTENTIAL SPONSORSHIP RECOGNITION

-All Sponsors are 100% Customizable-

- **WHITE LOTUS FLOWER: "TITLE SPONSOR" 50,000
PENDING APPROVAL**
 - Certificate from the Mayor and Council's Office
 - 6 (3' X 10') banner advertisements throughout the Festival grounds
 - Your Logo as Title Sponsor on Street Pole banners
 - Company recognition during Festival
 - Company Product/service exclusivity
 - Brand Name Recognition on the Lotus Stage
 - Your logo will be placed on all promotional materials
 - Full page ad and your company's logo in the Lotus Festival Program
 - Lotus Festival Award
 - Full page ad and your company's logo on the Lotus Inc., Website (1 year)
 - A (10' X 20') booth located in the Lotus Stage area
- **PINK LOTUS FLOWER: "VENUE AREA SPONSOR" \$20,000
PENDING APPROVAL**
 - Certificate from the Mayor and Council's Office
 - 3 (3' X 10') banner advertisements throughout the Festival grounds
 - Your Logo as Title Sponsor on Street Pole banners
 - Company recognition during Festival
 - Company Product/service exclusivity
 - A Half (1/2) page ad and your company's logo in the Lotus Festival Program
 - Lotus Festival Award
 - A (10'X10') booth located close to the Lotus Stage
 - A half (1/2) page ad and your company's logo on Lotus Festival Inc., Website (1 year)
- **RED LOTUS FLOWER: "CORPORATE SPONSOR" \$10,000
PENDING APPROVAL**
 - Certificate from the Council's Office
 - 2 (3' X 10') sponsor booth banners
 - Your Logo as Corporate Sponsor on Street Pole banners
 - A Quarter (1/4) page ad and your company's logo in the Lotus Festival Program
 - Lotus Festival Award
 - A (10' X 10') booth located in the festival's grounds
 - A Quarter (1/4) page ad and your company's logo on Lotus Festival Inc., Website (1 Year)
- **GREEN LOTUS FLOWER: "CORPORATE SPONSOR" \$5,000
PENDING APPROVAL**
 - 1 (3 x 10') sponsor booth banners
 - Your Company's logo in the Lotus Festival Program
 - Lotus Festival Award
 - A (1/4) page ad and your company's logo in the Lotus Festival Program
 - A (10' X 10') booth located in the festival's grounds
 - A Quarter (1/4) page ad and your company's logo on the Lotus Festival Inc., Website (1 Year)

ALL SPONSORSHIP RECOGNITION IS CONTINGENT UPON RECREATION & PARKS COMMISSION APPROVAL.



I am interested in sponsoring a specialty area:

Specialty Areas Begin at: \$5,000

SPECIALTY

Opening Ceremony

The kick off of the Festival with a Traditional blessing of the Dragon Boats, 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.

Dragon Stage

Offers arts and crafts, children's entertainment, face painting and activities for children and families.

Lotus Stage

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

Press Luncheon

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

Vendors

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

Beverage Sponsor

The Official beverage of the Festival, company banner in the VIP area and volunteer/staff area, additional social media advertisement and on stage announcements throughout the festival

Lotus Festival T-Shirt Sponsor

30+volunteers and staff display company logo throughout the weekend.

Media Sponsor

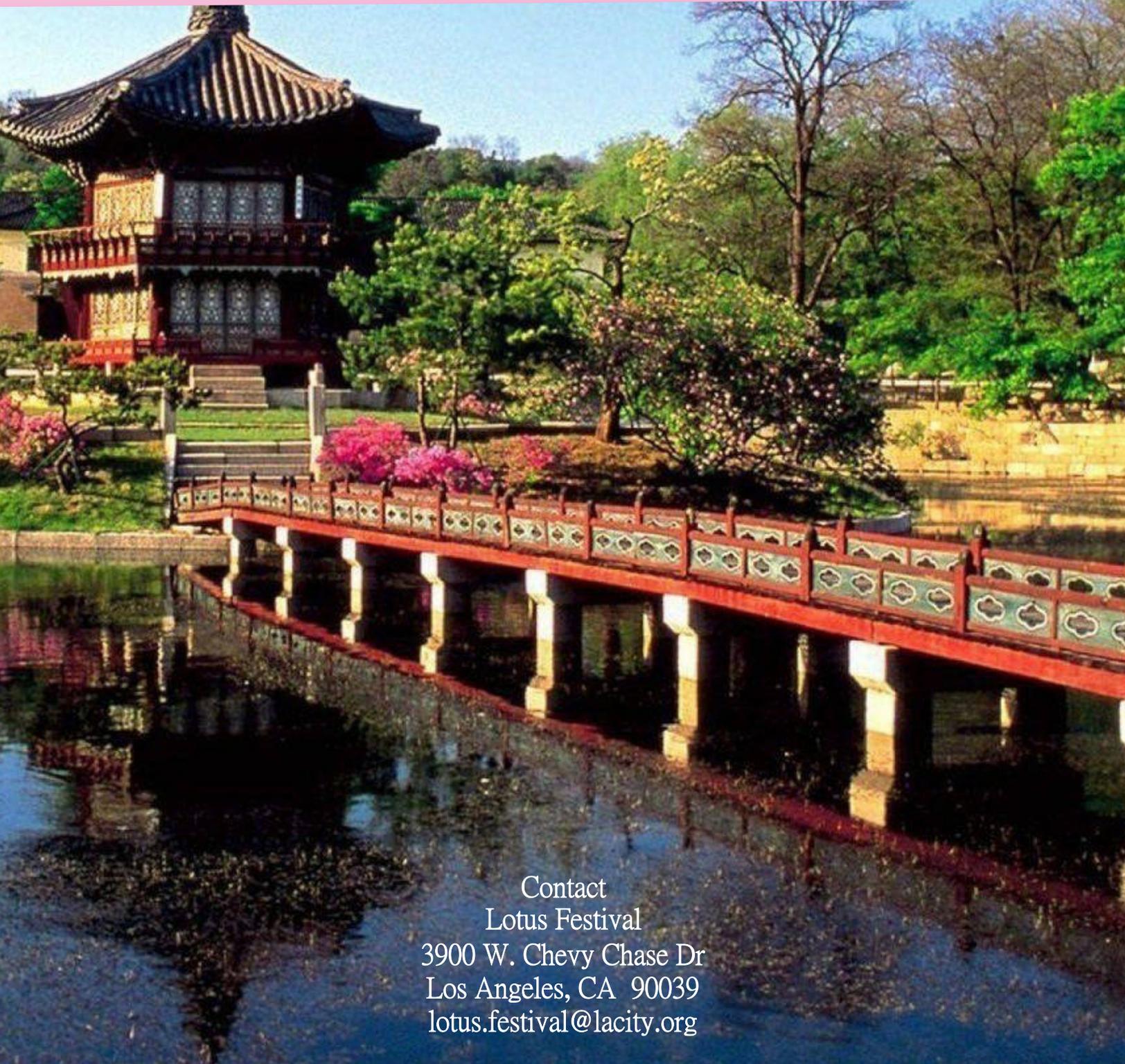
Exclusive television, radio or press to promote the 44th Lotus Festival. Deadline for sponsors name, logo and graphics to be included on selected materials is May 31, 2025

Custom Sponsor Packages

If you are interested in a customizable sponsor package, contact the Lotus Festival before May 31, 2025 to arrange.



PREVIOUS SPONSORS



Contact
Lotus Festival
3900 W. Chevy Chase Dr
Los Angeles, CA 90039
lotus.festival@lacity.org