

REPORT OF GENERAL MANAGER

APPROVED
FEB 20 2008

NO. 08-58

DATE February 20, 2008

C.D. 13

BOARD OF RECREATION
and PARK COMMISSIONERS

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: LOTUS FESTIVAL – SPONSORSHIPS AND FESTIVAL FEE SCHEDULE FOR THE 31ST ANNUAL LOTUS FESTIVAL CELEBRATION AT ECHO PARK

R. Adams _____	J. Kolb _____
H. Fujita _____	F. Mok _____
S. Huntley _____	K. Regan _____
*V. Israel _____	M. Shull _____



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board:

1. Approve the festival sponsorship fee schedule for the 31st Annual Lotus Festival to be held July 11-13, 2008 in Echo Park as outlined in Attachment A;
2. Authorize the General Manager or his designee to execute festival Sponsorship Agreements subject to City Attorney approval as to form (See Attachment B); and
3. Authorize staff to determine and collect festival fees from the general public, corporate entities, and vendors as required for sponsorships, booths, display space, special use, and advertising as outlined in Attachments C & D.

SUMMARY:

The Department of Recreation and Parks, on July 11 through 13, 2008, will host the 31st Annual Lotus Festival at Echo Park, located at 1632 Bellevue Avenue, Los Angeles, California 90026 in the Thirteenth Council District. This Special Event is held annually during the second weekend of July.

The mission of the Lotus Festival is to develop, promote, and create an atmosphere of understanding in which Asian and Pacific Islander communities in Southern California are brought together for a weekend of cultural sharing. The Festival also seeks to enlighten the

REPORT OF GENERAL MANAGER

PG. 2

NO. 08-58

general public with a sampling of distinctly different and unique Asian and Pacific Islander cultures and traditions through displays of art, music, dance and food.

Highlights of the weekend will include dragon boat races, children's courtyard, food court, flower island pavilion, international boutiques, art exhibits, and community service and health fair.

Available Department funds are not adequate to fund the entire cost of producing such a large festival; therefore, staff raises revenue by soliciting sponsors and collecting event participation fees to offset the cost of providing this special event to the community.

The Lotus Festival draws approximately 100,000 visitors over the event weekend.

FISCAL IMPACT STATEMENT:

The Department of Recreation and Parks, in combination with other City Departments, spends approximately \$275,000 in operating costs and salary requirements for the Lotus Festival. Sponsorship contributions and festival fees collected are applied to these operating costs and salary requirements.

Report prepared by Debby Rolland, Superintendent, Metro Region.

City of Los Angeles
Department of Recreation and Parks
Lotus Festival

Sponsorship Opportunities

Golden Lotus Sponsorship \$50,000

- Single Sponsorship of the Friday Night Jazz Concert
- Certificates from the Mayor's and Council Offices
- Corporate Logo on all Promotional Material
- Corporate Logo on all Educational Material
- Recognition on all Festival Banners
- A 20' X 20' Sponsor Booth -VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- Corporate Logo on Staff and Volunteer Shirts
- 20 tickets (2 tables) for dinner, concert and fireworks show
- Corporate Advertisement on both Festival and Friday Night Jazz Programs (1 Full Page each)

Yellow Lotus Sponsorship \$30,000

- Certificate from the Mayor's and Council Offices
- Corporate Logo on most Promotional Material
- Corporate Logo on most Educational Material
- Recognition on Festival Banners (10 banners)
- A 20' X 20' Sponsor Booth –2 VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- Corporate Logo on Event Staff Shirts
- 10 tickets for dinner, concert and fireworks show
- Corporate Logo on Event Program (1/2 page)

Aqua Lotus Sponsorship \$15,000

- Certificate from the Mayor's and Council Offices
- Corporate Logo on Event brochure (1/2 page)
- Recognition on some Festival Banners (6 banners)
- A 10' X 10' Sponsor Booth
- 2 VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- 6 tickets for dinner, concert and fireworks show
- Corporate Logo on Event Staff Shirts

Fusia Lotus Sponsorship \$7,500

- Certificate from the Council Offices
- Certificate from the Department
- Quarter (1/4) page logo on the Festival's program
- Recognition on some Festival Banners (3 banners)
- A 10' X 10' Sponsor Booth
- 2 VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- 2 tickets for dinner, concert and fireworks show

Pink Lotus Sponsorship \$40,000

- Single Sponsorship of the Friday Night Jazz Concert
- Certificate from the Mayor's and Council Offices
- Corporate Logo on mostly all Promotional Material
- Corporate Logo on mostly all Educational Material
- Recognition on all Festival Banners
- A 20' X 20' Sponsor Booth - 4VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- 18 tickets (2 tables) for dinner, concert and fireworks show
- Corporate Advertisement on Event Program (3/4 Page) and Event T-Shirts
- Corporate Logo on all Friday Night Jazz Material

White Lotus Sponsorship \$20,000

- Certificate from the Mayor's and Council Offices
- Corporate Logo on some Promotional Material
- Corporate Logo on Event brochure (1/2 page)
- Recognition on some Festival Banners (8 banners)
- A 10' X 10' Sponsor Booth –2 VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- Corporate Logo on Educational Material
- 8 tickets (1 table) for dinner, concert and fireworks show

Lavender Lotus Sponsorship \$10,000

- Certificate from the Council Offices
- Corporate Logo on Event brochure (1/4 page)
- Recognition on some Festival Banners (4 banners)
- A 10' X 10' Sponsor Booth
- 2 VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- 4 tickets for dinner, concert and fireworks show

Ruby Lotus Sponsorship \$5,000

- Certificate from Council Offices
- Certificate from the Department
- Quarter (1/4) page logo on the Festival's program
- Recognition on some Festival Banners (2 banners)
- A 10' X 10' Sponsor Booth
- 2 VIP Parking Privileges
- Recognition on stage during Opening Ceremonies
- 2 tickets for dinner, concert and fireworks show

Lilly Pad Sponsorship \$2,500

- Certificate from the Department
- A 10' x 10' Sponsor booth
- Two (2) tickets to dinner, concert and fireworks
- One (1) banner signage on display

**CITY OF LOS ANGELES
DEPARTMENT OF RECREATION AND PARKS**

AND

SPONSOR NAME

2008 LOTUS FESTIVAL

SPONSORSHIP AGREEMENT

This will serve as an Agreement by and between *SPONSOR NAME*, herein referred to as "Sponsor" and the City of Los Angeles Department of Recreation and Parks, herein referred to as the "Department", for sponsorship of the 31ST Lotus Festival to be held on July 11 through 13, 2008, at Echo Park in Los Angeles.

1. The Department agrees to obtain all permits and approvals necessary to conduct the 2008 Lotus Festival.
2. The Department agrees to provide the Sponsor with one (1) 10' X 30' space including permission to place a vehicle in said space for marketing of their products and/or services during the Festival. No sales will be allowed for the Sponsor during the Festival.
3. The Department agrees to provide the Sponsor with placement of the company's name or logo on the Festival's program and brochures. Sponsor agrees to provide the Department with camera-ready name/logo image(s) by May 20, 2008.
(Via e-mail: lotus.festival@lacity.org in jpeg or gif format or on diskette.)
4. The Department agrees to display one (1) 3' x10' sponsor banner at the Festival. This banner shall be delivered by the Sponsor no later than June 5, 2008 to:

Lotus Festival
c/o Event Coordinator
3900 Chevy Chase Dr.
Los Angeles, CA 90039

5. The Department agrees to recognize the Sponsor at the pre-event press luncheon and at the Opening Ceremony on Saturday, July 12, 2008.
6. The Sponsor will provide the company's promotional materials (printed hand-outs, free giveaways, etc.), booth decorations, and staffing for the booth during the operating period of the Festival.

- 7. The Sponsor agrees to pay a ~~\$X,XXX.XX~~ monetary Donor Fee to the Department and to deliver an in-kind donation of ~~X (X)~~ ~~\$X.XX~~ gift cards for the execution of the terms included herein. Payment is to be received by Department no later than June 5, 2008.
- 8. The terms of this Agreement shall commence on the execution of this Agreement and shall terminate on July 14, 2008.
- 9. Except for the active negligence or willful misconduct of the City, Sponsor undertakes and agrees to defend, indemnify, and hold harmless the City of Los Angeles, and any and all of the City's Boards, Officers, Agents, Employees, Assigns and Successors in Interest from and against all suits and causes of action, claims, losses, demands and expenses, including, but not limited to, attorney's fees and cost of litigation, damage or liability of any nature whatsoever, for death or injury to any person, the Sponsor's employees and agents, and/or destruction of any property of either party hereto or of third parties, arising in any manner by reason of, or incident to, the performance of this Agreement on the part of the Sponsor or sub-contractor of any tier.

SPONSOR NAME

City of Los Angeles
Department of Recreation and Parks

Print Name

Print Name

Title

Title

Date

Date

City of Los Angeles
Department of Recreation and Parks
Lotus Festival

Festival Fee Schedule

FOOD/DRINK BOOTH:

Food Booth Rental -	\$700
Drink Booth Rental -	\$500
Clean –Up Deposit -	\$100
Health Permit & Handling Fee- (Subject to change)	\$175 (\$65 FOR PREPACKAGE FOOD ONLY)
Premium Location -	\$100 (Add to the fee of selected booth rental)

THE FESTIVAL COMMITTEE WILL:

1. Provide a 10' x 10' space (including canopy, 2 chairs and 1 table, 1 light and 1 12AMP plug.)
2. Publicize the overall event through Lotus Festival media and marketing.
3. Provide general security only for the duration of the Lotus Festival.
4. Determine location of booths.
5. Make available a limited number of Premium locations to rent.

INTERNATIONAL BOUTIQUES:**MAIN STAGE AREA**

The Festival Committee will provide a 10'x10' booth space, 2 chairs, and 1 table. If you require a larger area for the display and sale of your products, you may also request the adjacent space for an additional fee.

[A penalty of \$100 will be charged if any items are displayed outside the designated area.]

➤ One Space (Friday evening, Saturday, and Sunday)	\$500
➤ Adjacent space (additional)	\$300
➤ 1 table and 2 chairs (additional)	\$ 50
➤ 1 Table (additional)	\$ 20
➤ 1 Chair (additional)	\$ 5
➤ Electrical- 5amps (additional)	\$ 20

THE FESTIVAL COMMITTEE WILL:

1. Provide a 10' x 10' space (including canopy, 2 chairs and 1 table, 1 light and 1 5AMP plug.)
2. Publicize the overall event through Lotus Festival media and marketing.
3. Provide general security only for the duration of the Lotus Festival.
4. Determine location of booths.
5. Make available to vendors additional frontage/usage of open space for an additional fee.
(Additional frontage/open space fee is two-thirds the cost of the normal booth rate.)

COMMUNITY/HEALTH FAIR AREA:

Community and Health Fair Fee: \$40 per day to assist in defraying the costs of rental equipment/supplies for those who will not be providing any type of "free" services or screenings.

[For-profit enterprises are strictly prohibited.]

HEALTH FAIR APPLICATION CONDITIONS:

The Festival Committee will:

1. Provide space with 1 table and 2 chairs (no exceptions).
2. Publicize the overall event through as many forms of media as possible.
3. Provide general security only for the duration of the Lotus Festival.

The Health Services Applicant/Organization will:

1. Submit attached **APPLICATION** prior to May 30, 2008.
2. Provide all materials and staffing necessary to set up display.
(Please, bring paper weights to prevent literature from blowing away.)
3. **NOT SELL ITEMS IN BOOTHS.**
4. **NOT ASK FOR OR ACCEPT DONATIONS.**
5. Provide for clean-up of assigned area.
6. Remove all equipment and displays at the conclusion of Sunday's operation.
7. Provide staffing for booth during **LOTUS FESTIVAL** hours:
SATURDAY, JULY 12, 2008 12:00 noon to 8:00pm
SUNDAY, JULY 13, 2008 12:00 noon to 7:00pm
8. **NOT ALLOW ANY OTHER** group/organization to use the booth space without permission of the Lotus Festival Committee Representative.

FLOWER ISLAND:

Flower Island Fee: \$200. If you require a larger area for the display and sale of your products, you may also request the adjacent space for an additional fee.

[A penalty of \$100 will be charged if any items are displayed outside the designated area.]

THE FESTIVAL COMMITTEE WILL:

1. Provide a 10' x 10' space (including canopy, 2 chairs and 1 table, 1 light and 1 12AMP plug.)
2. Publicize the overall event through Lotus Festival media and marketing.
3. Provide general security only for the duration of the Lotus Festival.
4. Determine location of booths.

CHILDREN'S COURTYARD:

Children's Courtyard Fee: \$350 for the two-day weekend.

THE FESTIVAL COMMITTEE WILL:

1. Provide a 10' x 10' space (including canopy, 2 chairs and 1 table, 1 light and 1 12AMP plug.)
2. Publicize the overall event through Lotus Festival media and marketing.
3. Provide general security only for the duration of the Lotus Festival.
4. Determine location of booths.

If you have any questions, please call: (213) 485-1310 or E-mail: Lotus.Festival@lacity.org

City of Los Angeles
Department of Recreation and Parks
Lotus Festival

Commemorative Program Fee Schedule

Description	Size	Black & White Print Cost
Full Page Advertisement	7.5" X 10"	\$500
Half Page Advertisement	7.5 " X 5"	\$250
Quarter Page Advertisement	3.75" X 5"	\$100
Business Card	3.5" X 2"	\$50
For Color Print Add 30% to Cost		

Please submit your information in a PDF, TIFF and/or JPEG file at least 300dpi. Submission of advertising materials constitutes permission to use company's logo and/or company logo and/or trademark for inclusion in 31st Celebration of the Lotus Festival Brochure.

Deadline for submitting camera-ready materials: May 30, 2008

Specifications:

Make Check or Money Order payable to City of Los Angeles Dept. of Recreation and Parks. If you would like to be included in this year's event program, please complete the enclosed application and mail it along with check or money to:

City of Los Angeles
Lotus Festival
3900 Chevy Chase Drive
Los Angeles, CA 90039

If you have any questions, please call: (213) 485-1310 or E-mail: Lotus.Festival@lacity.org