

The Red Lantern Festival



Caption

Saturday, July 20th 2024

Board meeting May 16th 2024

Expanding Street Closure for 2024 Red Lantern Festival

1 N. EUCLID - 60 N. EUCLID

-The Street close from 9 am- 11 pm

This closure will ensure the safety and convenience of all attendees.

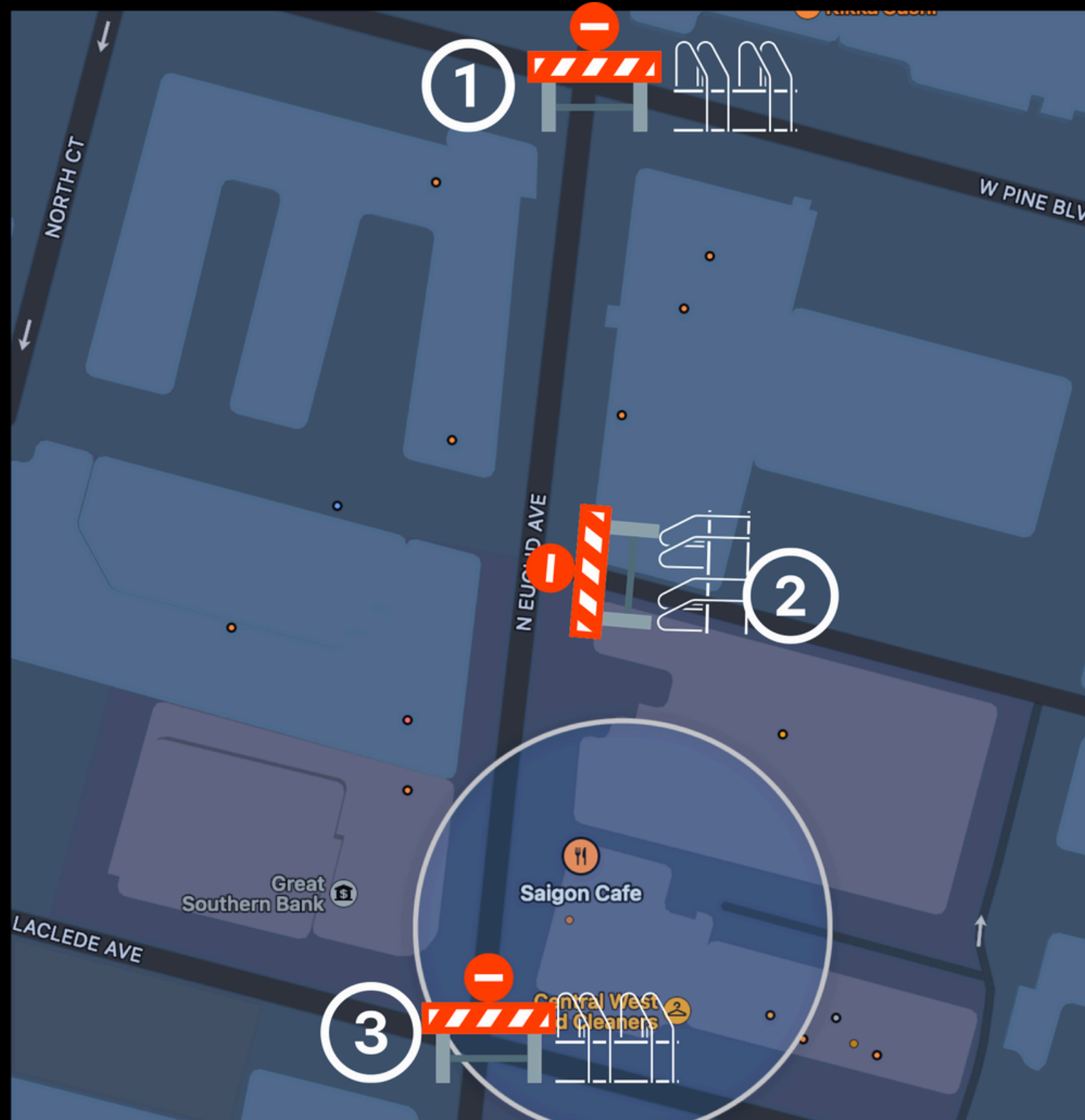
-The festival will feature 45 vendors, including food trucks and a performance stages. Each vendors pays \$300 to secure a spot at the RLF.

-A selections of Food Truck will be stations along with the streets to block incoming cars that disregard the barricades.

Security personnel will be present throughout the event. Foot and Car Patrol

-Kindred Hospital provided 35 parking spaces for residents and employee to ensure we are able to meet their needs in order to shutdown Euclid Ave.

-Street closure approved by Michael Browning and Travis Howser, Office of Special Events



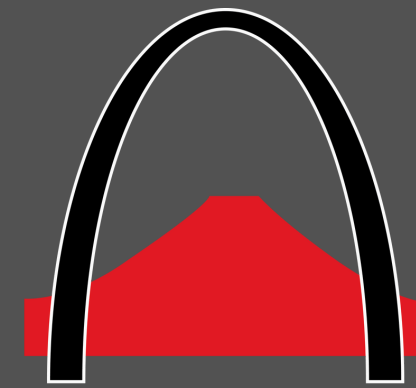
RED LANTERN FESTIVAL 7.20.2024

- ① 1 Road Close sign w/lights and 2 orange Barricades and 5 Bike Racks
- ② 1 Road Close sign w/lights and 1 orange Barricades and 2 Bike Racks
- ③ 1 Road Close sign w/lights and 2 orange Barricades and 5 Bike Racks



Marketing Campaign

- 16'x28' banners across Euclid Ave.
- Channel 5 news with Michelle Li (Very Asian Foundation)
- FEAST Magazine
- Social Media campaigns



JAPAN AMERICA SOCIETY OF ST. LOUIS
セントルイス日米協会



Logistic and Entertainment

2023 Red Lantern Festival budget

Company	Cost	Company	Cost
Warning Lits of Southern Illinois	\$994.00	Taiko Drums	\$600
Regency (Trash)	\$830	DJ SHAD	\$400
R & R Contractor Services (Portal Potties)	\$600	Photography	\$500.00
St. Louis City Street Permit	\$645	Lions Dance	\$600
	TOTAL:		TOTAL:
	\$3069.00		\$2100.00

Estimate count of attendees:
 5000 Numbers of vendors: 30
 Sold out vendors: 30

Proposal for 2024 Red Lantern Festival

Sponsorship Opportunities for Enhanced Event Experience

Green 2go Rental Power \$20,000.00

Blingie (Red Lantern Lights and Decor) \$8500.00

Photo Booth / Red Envelope Booth \$1225.00

Entertainment stage \$2500.00

Ice Machine \$450.00

Table and Chairs rental \$1000.00

Additional security coverage

Banner Ad

\$33675.00

Projection count of attendees:
8000 Number of vendors: 45

Sponsorship Packages

PLATINUM \$15,000+

- PROMINENT LOGO PLACEMENT ON ALL MATERIALS NEXT TO OUR MAIN LOGOS: RED LANTERN, TABERU, SAIGON, JAS
 - NAME & LOGO ON ALL BRANDING
 - ADDED TAG ON ALL SOCIAL MEDIA PLATFORMS
 - ADDED TAGS ON ALL POSTS
 - RECOGNITION IN PRESS RELEASE & NEWSLETTERS
 - 1 FULL POST ABOUT YOUR COMPANY
 - 1 TENT SPACE TO PROMOTE BUSINESS & OR BRAND
 - RED LANTERN MERCH
 - GIFT BASKET FROM OUR VENDORS
-



DIAMOND \$10,000

- NAME & LOGO ON ALL BRANDING
 - ADDED TAG ON ALL SOCIAL MEDIA PLATFORMS
 - 1 FULL POST ABOUT YOUR COMPANY
 - 1 TENT SPACE TO PROMOTE BUSINESS & OR BRAND
 - RED LANTERN MERCH
 - GIFT BASKET FROM OUR VENDORS
-



GOLD \$5,000

- NAME & LOGO ON ALL BRANDING
- 1 FULL POST ABOUT YOUR COMPANY
- RED LANTERN MERCH
- GIFT BASKET FROM OUR VENDORS



Our Goal and Mission

Red Lantern Festival x Euclid South & Park Central



Caption



Caption



Caption



Caption