

# THE MID-AUTUMN LANTERN FESTIVAL



**FRI - SAT AUG 26-27**  
**5:00 PM - 11:00 PM**  
**SUN AUG 28**  
**5:00 PM - 10:00 PM**

## The Mid-Autumn Lantern Festival

Brought to you by the Cultural Empowerment Organization in partnership with the City of Randolph. Some goals of this event is to share with the community our celebration of the Mid- Autumn Moon Festival while helping expose local businesses and cultivating intercultural business relationships. Our cardinal mission is to raise funds toward the education scholarships while providing an unforgettable experience for our guests.

Location:	240 North Street Randolph MA 02368
Friday, August 26, 2022	5:00 PM - 11:00 PM
Saturday, August 27, 2022	5:00 PM - 11:00 PM
Sunday, August 28, 2022	5:00 PM - 10:00 PM

## Event Sponsorship Program

The success of an event depends on the generosity of its sponsors. Therefore, we devote ourselves to providing benefits that promote our sponsors. These benefits include:

- Brand awareness and brand loyalty from current and prospective consumers
- High level of media exposure from local television stations, radio stations, magazines, newspapers, social media and online marketing
- Large-scale onsite new product promotion
- Positive public relations and response to your business name
- Recognition as an industry leader compared to other non-sponsors



## Sponsorship Levels

**Presenting - \$10,000 - [Diamond benefits];** Speaking opportunity at Opening Ceremony; and Logo featured in all appropriate event communications, 10' x 10' booth; 2 unlimited obstacle wristband for each day; 20 free event tickets; 2 slots of stage time; onstage recognition; Sponsor Recognition badge, VIP seating, featured on social media; logos on websites; 3' x 8' banner displayed on stage

**Diamond - \$7,500 - [Platinum benefits]+**Opportunity to present prizes/awards to winners of various competitions. 10'x10' booth; 1 unlimited obstacle wristband per day; 10 free event tickets; 2 slots of stage time; onstage recognition; Sponsor Recognition badge, featured on social media; logos on websites; 3'x8' banner displayed on stage

**Platinum - \$4000 - [Gold benefits] +** Acknowledgement at Opening Ceremony; Logo featured on event posters; 10' x 10' booth; 1 unlimited obstacle wristband (pick a day); 5 free event tickets; 1 slot of stage time; onstage recognition; featured on social media; logos on websites; 3' x 8' banner displayed on stage

**Gold - \$2000 - [Silver benefits] +** Placement of Logo on stage backdrop; 10' x 10' canopy, 3 free event tickets; 1 slot of stage time; onstage recognition; featured on social media; logos on websites; 3' x 8' banner displayed on stage

**Silver - \$1000 - [Bronze benefits] +** Logo featured on event website and ticketing website. 3 free event tickets; onstage recognition; featured on social media; logos on websites

**Bronze - \$500 -**Listing on event website, acknowledgement in running digital ads. 1 free event tickets; onstage recognition; featured on social media; logos on websites

**Supporter - \$100 –** Logo on social media platform

## Other Sponsorship Opportunities

### Advertisements

- Festival Banner: \$300 (Size: 8' x 2.5')
- Advertising in Program Booklets

Full Color Page: \$800

Half Color Page: \$500

1/4 Color Page: \$300

Full B&W Page: \$300

Half B&W Page: \$200

1/4 B&W Page: \$150

- Digital Ads on Festival Displays

\*There will be 3 large displays projecting coverage of different events taking place at the festival and repeating loops of advertisements that will be seen by all guests.

Video Advertisement (up to 30 seconds of screen time) - \$1200

Promotional Image (5 second screen time) - \$800

EMAIL ADS TO: [themidautumnlanternfestival@gmail.com](mailto:themidautumnlanternfestival@gmail.com)

AD DEADLINE: August 20, 2022

*Due to limited spacing, all Vendor applications are accepted on a "first come, first serve" basis when submitted with necessary sponsorship form, Vendor application, signed contract, and payment.*

*A confirmation email or phone call will be sent once we receive your documents and payment. If anything is missing, we will let you know. Your space will not be reserved until we receive all required documents.*

**THE MID-AUTUMN LANTERN FESTIVAL**

**AUG 26 - 28, 2022**  
FRI - SAT AUG 26-27 5:00 PM - 11:00 PM | SUN AUG 28 5:00 PM - 10:00 PM

**ZAPUSTA ICE SKATING RINK PARK**  
240 North St, Randolph, MA

- \* Food, Live Entertainment, Games, Obstacle Courses
- \* Lanterns, Moon Cake, Calligraphy, Craft Workshops, Lantern parade!!!
- \* Free Lanterns For Children 13 and Under...
- \* Free Admission For Children 10 and Under, and Senior 65+
- \* General Admission \$3.00

   
**Cultural Empowerment**  
ORGANIZATION, INC.

<https://www.midautumnlanternfestival.com>  
Contact: Lynn Nguyen 617-461-6351

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## Host Organization Overview

### What is the Cultural Empowerment Organization Inc.?

The purpose of the corporation is to engage in the following business activities:

Our purpose is to bring together youths, students, families, and the people in the communities of Massachusetts to build unity, celebrate cultural diversity, encourage community participation that builds leadership skills and service-minded values, provide student scholarships, and promote awareness of Vietnamese culture, language, and history.

To these ends, we organize a social, cultural and educational activity that foster community unity and celebrates diversity such as the annual Mid-Autumn Lantern Festival and student essay scholarship contests.

The Mid-Autumn Festival will have education crafts workshops such as lantern making, how to make moon cakes, calligraphy, etc. for to learn about Vietnamese Culture.

## Contact Us

We would be happy to answer your questions and hear your suggestions!

Get in touch with our team anytime:

**Loan Truong**

Phone: 617.372.0485

**Lynn Nguyen**

Phone: 617.461.6351

Email: [themidautumnlanternfestival@gmail.com](mailto:themidautumnlanternfestival@gmail.com)

### ADDRESS

The Mid-Autumn Lantern Festival  
482 South Main St  
Randolph MA 02368

Visit our website!

[www.MidAutumnLanternFestival.com](http://www.MidAutumnLanternFestival.com)



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