

ASIAN PACIFIC AMERICAN
HERITAGE MONTH
2017

IDENTITY LA

CONCERT & CELEBRATION

CELEBRATING LA'S
ASIAN AMERICAN &
PACIFIC ISLANDER
COMMUNITIES



ABOUT



DATE:

SATURDAY, MAY 6, 2017

TIME:

6:00- 10:00 PM

LOCATION:

CITY HALL

200 North Spring Street

Los Angeles, CA 90012

LOS ANGELES is one of the most diverse cities in the world and home to millions of Asian Americans and Pacific Islanders (AAPI)s. Every May, AAPI diversity is celebrated throughout the city and the nation during Asian Pacific American Heritage Month. For the last three decades, the City of Los Angeles has hosted a series of community events to recognize and honor the diversity and significant contributions that APA's have made to the City's richness.

During the flagship concert event, this free community celebration will bring together some of the top names in Asian Pacific American entertainment on the steps of City Hall for an evening of live music, award presentations, and local foods.



ABOUT EVENT



This four-hour FREE Street Festival will bring together some of the top names in Asian Pacific American entertainment for an evening of celebration in front of historic downtown Los Angeles City Hall. The event will also consist of an award ceremony with celebrity and industry presenters giving out special awards to some of the top names in the city's entertainment, business, tech, non-profit, and youth sectors. Throughout the night on the Grand Park Lawn across from City Hall, attendees will also have the opportunity to visit one of the many vendors from local community businesses or organizations, sample food from a local food truck, or enjoy a drink under the stars at the beer garden.



ARTISTS



GIRAFFAGE

Giraffage is a Taiwanese American electronic music record producer from San Jose, California who originally received attention from his remixes of R&B songs. Many describe his style as “bedroom dream-pop” and he released his first EP and album within the year of 2011. Since then, he’s been on tours, performed at multiple music festivals, and collaborated with many other electronic music producers, including Porter Robinson and Phantogram.



DEAN

DEAN is a South Korean singer-songwriter who specializes in R&B genre who has collaborated with a variety of different artists from the United States and South Korea. He has written multiple songs performed by top mainstream K-pop artists. Due to his reputation for collaborating with mainstream award-winning musicians, songwriters, and producers in the United States, his popularity has skyrocketed and he has broken the barrier between K-pop and American R&B- a feat many K-pop artists have attempted to reach. Many of his songs have reached the Top Charts in South Korea and is a popular artist.



US THE DUO

Us the Duo is a pop duo from Los Angeles, California consisting of husband and wife, Michael and Carissa Alvarado. The duo first started on Vine, doing short covers. They signed to Republic Records, being credited as one of the first musicians to sign to a major label due to their Vine presence. Since then, Us the Duo has traveled worldwide, with names like Penatonix and is currently finishing the international tour.

SCHEDULE

5:00 PM

DOORS TO FESTIVAL OPEN/ BEER GARDEN + FOOD TRUCKS LIVE

6:00 PM

WELCOME/ START SHOW

6:00-6:30 PM

ACT #1

6:30-6:40 PM

GIVE OUT AWARDS 1 + 2/ CHANGE OVER

6:40-7:00 PM

ACT #2

7:00-7:10 PM

GIVE OUT AWARDS 3 + 4/ CHANGE OVER

7:10-7:40 PM

ACT #3

7:40-7:50 PM

GIVE OUT AWARD 5/ CHANGE OVER

7:50-8:10 PM

ACT #4

8:10-8:20 PM

GIVE OUT AWARD 6/ CHANGE OVER

8:20-9:00 PM

ACT #5

9:00-9:10 PM

GIVE OUT AWARD 7/ CHANGE OVER

9:10-9:45 PM

ACT #6

9:45 PM

THANKS/ END SHOW

AWARD CEREMONY

During the ceremony, the event seeks to recognize members of the APA community who have impacted the world at large for the better. Several awards will be given out throughout the night to influential APA activists, artists, leaders, entrepreneurs, etc who have used their platform to activate positive change within the community.





**LAYOUT
+
OTHER
ACTIVATIONS**

GRAND PARK, ACROSS FROM CITY HALL, WILL BE OPENED UP TO FOOD TRUCKS AND A BEER GARDEN THAT MEMBERS OF THE COMMUNITY CAN ENJOY DURING THE PROGRAM.



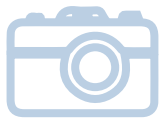
VENDORS

VENDORS WILL SET UP BOOTHS ON THE MAIN LAWN TO SELL LOCAL CRAFTS AND GOODS.



**MURAL/ ART
PROJECT**

MEMBERS OF THE COMMUNITY WILL HAVE THE CHANCE TO TAKE PART IN AN ALL CITY ART PROJECT THAT WILL BE SET UP ON THE LAWN (TBD)- WHERE THEY'LL GET A CHANCE TO CONTRIBUTE ARTISTICALLY IN THE THEME OF APA HERITAGE.



PHOTOBOOTHS

A SPECIAL THEMED PHOTO BOOTH ACTIVATION WILL BE SET UP FOR THE NIGHT OF THE EVENT THAT WILL ALLOW MEMBERS OF THE COMMUNITY TO DOCUMENT THIS IMPORTANT EVENING.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSORSHIP

- “Sponsor” Presents 2017 Pacific Bridge Festival 2017
- Title sponsor listing on all collateral banners, website updates, press releases, broadcast and online commercials, print advertising, etc.
- Preferred booth activation placement at Festival
- Light up wrist bands with sponsor logo handed out to all guests to wear during show
- “Sponsor” presents exclusive official live stream from event with sponsor mentions, brand integration, and more
- “Sponsor” present official recap video from event with sponsor mentions, brand integration, and more
- Large logo placement on event poster
- Printed posters for event giveaway and sale
- Sponsored social media posts via ISA platforms
- Poster posted on select artist social media platforms
- Distributed through Asian Pop blogs with high distribution
- Sponsor to present one of the awards with a celebrity guest and will have an opportunity to speak on stage
- Large logo placement on step & repeat
- Sponsored VIP ticket access + artist meet and greet giveaway
- Preferred VIP access + concert viewing positions with hosted food + drink
- VIP Access to all city sponsored APAHM events
- Verbal recognition at all other city sponsored APAHM events
- Sponsor listing and logo mentioned on all other city sponsored APAHM event-related marketing and promotional efforts: print, media advertising, and email

CONT'D

DIAMOND SPONSORSHIP

- VIP Access to ALL City Sponsored APAHM events
- Sponsor listing and name mentioned on all event-related marketing + promotional efforts; print, media advertising, email, etc.
- Sponsor logo on all fliers, event invitations, signage, banners, and step & repeat
- Opportunity to speak to VIP reception at Festival
- 10 x 10 Booth Activation at Festival
- Verbal recognition at all APAHM events, including onstage at Festival
- Preferred VIP access + concert viewing positions with hosted food + drink for up to twenty (20) Guests

SAPPHIRE SPONSORSHIP

- Sponsor listing and name mentioned on all event-related marketing + promotional efforts; print, media advertising, email, etc.
- Sponsor logo on all fliers, event invitations, signage, banners, etc.
- 10 x 10 Booth Activation at Festival
- Verbal recognition at all APAHM events, including onstage at Festival
- Preferred VIP access + concert viewing positions with hosted food + drink for up to ten (10) Guests

EMERALD SPONSORSHIP

- 10 x 10 Booth Activation at Festival
- Verbal recognition at all APAHM events, including onstage at Festival
- Preferred VIP access + concert viewing positions with hosted food + drink for up to five (5) Guests

MY HERITAGE MONTH MOMENT CONTEST

- Sponsor to present contest opportunity to allow for an up and coming performer to open up this Festival
- Fans will post quick performance video to social media using branded hashtag
- Sponsor + ISA to select top 10 finalist fan videos
- Winning fan videos will be posted to ISA website where fans will vote on top video
- Fan video with the most votes will win
- Performer will get flown out to Los Angeles to open up for the Festival
- Sponsor to introduce winning Fan at Festival
- Special branded video will be produced and released via ISA social media surrounding the fan's journey performing in LA

BACKSTAGE CONTEST

- ISA to announce special contest on behalf of the sponsor that will give fans the opportunity to hang backstage with artists at Festival.

BRANDED INFLUENCER AMBASSADOR CONTENT

- ISA will tap select celebrity influencers who will create content on behalf of the brand surrounding event.
- Prior to event, influencer will post to social media outlets shouting out sponsor and thanking them for the opportunity to be a VIP at this Festival. They'll invite fans to come to Festival for a special meet and greet at the sponsors booth.
- At event influencer will post photos + video of themselves watching concert, being at sponsor booth, doing the meet and greet, and thanking sponsor for the fun times at the Festival.
- Influencer will also do a live stream from event grounds with sponsor integration.
- After event, influencer will post up one more recap photo or video with shout out.