

Proposal for 2023 Great Los Altos Chinese Community Moon Festival

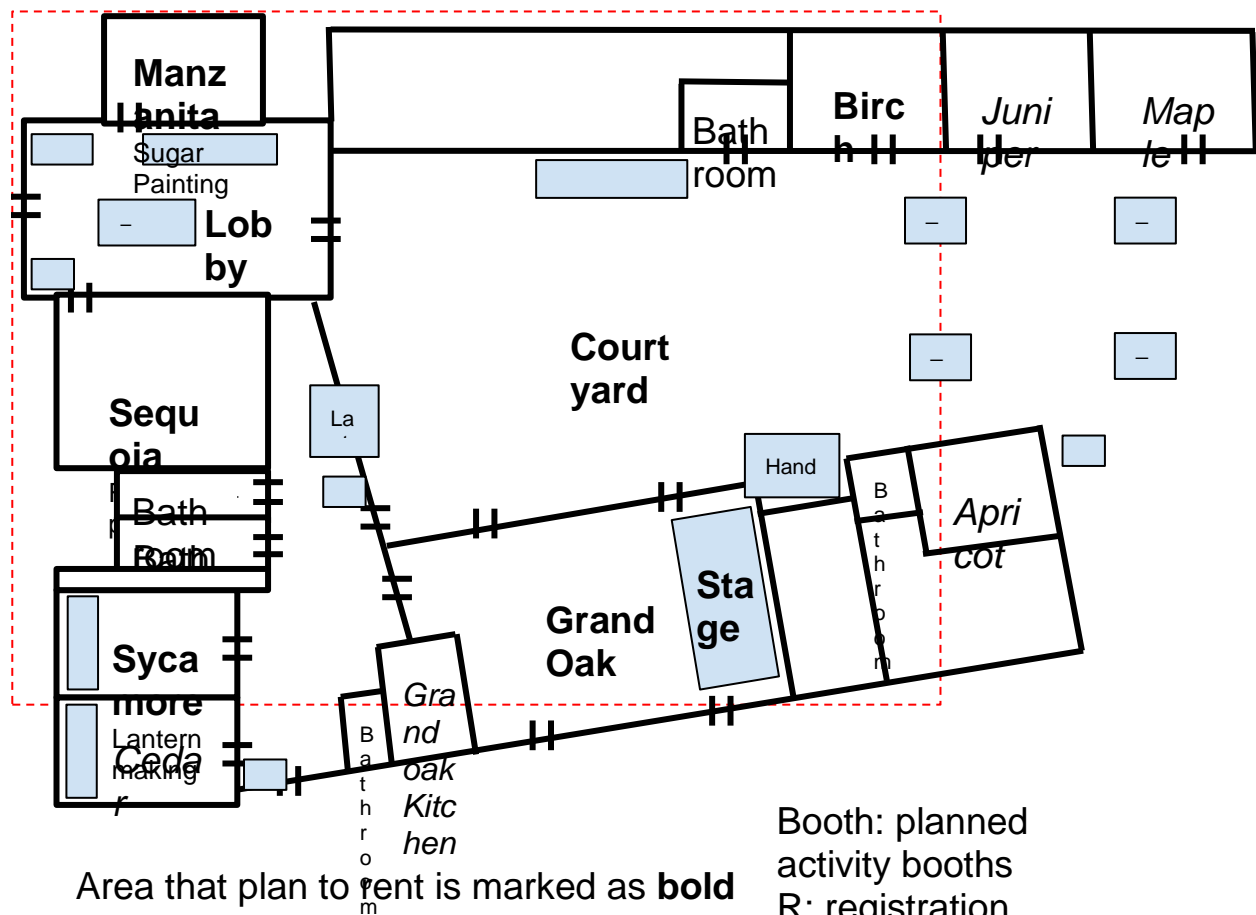
Date and Time

Date: October 15th, 2023 (Reserved, 29th is the official Moon Festival)

Time: 1-4:30pm (12-1pm setup, 4:30pm-6pm cleanup)

Capacity: 2k

Venue (Los Altos Community Center)



Booth: planned activity booths
 R: registration desk
 S: sponsor desk

Proposed area to rent

- Lobby (\$50)
- Sequoia (\$50)

- Sycamore (\$40)
- Birch (\$40)
- Grand Oak (\$125)
- Courtyard (\$25)
- Manzanita (\$40)

The total would be \$370 per hour, propose to rent from 12pm-6pm

* 1.5X if we use extra hour

Detailed Planning

Planning sheet: [2023 Great Los Altos Chinese Community Moon Festival Planning sheet](#)

Registration desk X 3

Marked as R on the map, at the 3 main entrances of the community center

Function

- Setup pre-registration plan
- Pre-registration form distribution
- During the event: distribute brochures (with Activity Map, Stage Performance Program, and Sponsor pages, liability waiver), distribute wristbands & count the number of participants, and provide small gifts like balloons for kids or for paid registrants.

Sponsors' desk up to 4

Marked as S on the map

Sponsor level and benefit

[2023 Great Los Altos Moon Festival Sponsorship & Benefits](#)

Potential sponsors sign up sheet

Please help with connecting potential sponsors and fill the spreadsheet here [2023 Great Los Altos Moon Festival Sponsorship Signup](#)

Booth

Proposed activities together with estimated cost (purchase + shipping) and memo

Category	Name	Cost for 1.5k	Note
Crafts	Sugar painting (Manz)	\$600	9 tables 27 chairs most (1 desk 2 chairs for sponsor, 4 chairs for volunteers, capacity 20 players), 25 sets of painting kits + 1500 sugar

			canes
	Fan Painting (Sequo)	\$1200	10 tables and 48 chairs most (1 table 2 chairs for sponsor, 4 chairs for volunteers, capacity 8 table with 42 chairs), 500 fan with paint +1000 painted fans for distribution
	Lantern make (Syca)	\$1800	Square shaped desks 10 and 32 chairs (1 desk 2 chairs for sponsor, 2 chairs for v, capacity 28),
Game (courtyard)	Shuttlecock Jianzi kicking	\$20	Middle of the courtyard, 1 desk combines both activities, 2 volunteers
	Basketball game	0	From Neighbour
	Throw pot 投壶	\$150	2 volunteers
Special guest	Face painting (Lob)	\$200	For student volunteers
Display	Handmade hair pin	0	Silicon Valley Hanfu Club
Functional	Drink and Mooncake stand (Lob), milktea		Prepare limited types of drink and food for sale , such as water, coke, diet coke, and mooncakes
	Decoration	\$200	Lantern wall
	Registration	\$200	Price is for balloons and wristbands for distribute

Stage Performance @Grand Oak

Stage rental \$2000, stage background printing \$2000

Stage performance time 1:30-4:30pm

We can prepare a 1-1.5 hour (~12 programs) traditional Chinese culture show and performs two times

If we have enough funding, invite 5 guest performances with high quality to level up (1-2k) including 2 professional instruments, 2 high quality dance or performing groups, 1 kungfu show

Proposed programs (**Feel free to recommend more**):

- Hanfu show (Silicon Valley Hanfu Club: <https://www.bilibili.com/video/BV1K8411u7Ey/>)
- Chinese dance (Googirl: [2022 Googirl Dance Showcase - 梦回江宁](#), [2022 Googirl Dance Showcase - 亚丽古娜](#), [2022 Googirl Dance Showcase - 桃花影落](#))

- Traditional instrument Pipa (Zhuxi Wang: [【竹夕琵琶】《天行九歌·十面埋伏》Pipa cover 『Ambushed from All Sides』 by 王竹夕 Zhuxi Wang](#))

Lantern Decoration Wall

Decorate the wall right of Sequoia with lanterns, so that the audiences could take photos. Only use **blue paint tape** to stick to the wall. Sample effect pictures from Google:



Room Birch

This area will be used as our storage room for food, beverage, and all extra materials. Can also serve as a lounge for volunteers and performers to take some rest.

Income and Cost Estimation

Rough income estimation

Source	Income
From Cash Sponsors	10k
From drink and mooncake stand sale	1k
From fast pass ticket sale	3k
From Los Altos City if willing to Co-sponsor the event	2.5k as the venue rental free of charge
From Santa Clara County	3k-4k (not confirmed yet)
Total	16-19k

Rough cost estimation

See [2023 Great Los Altos Chinese Community Moon Festival Planning sheet](#) for detailed cost estimation

Item	Cost
Community center rental	\$2500
Everything for all the activities including shipping	\$5500
Lantern wall	\$500
Water and food for volunteers and performers, and for sale	\$2000-4000
Brochures printing	\$1000
Stage backset printing	
Invite guest performance	\$2000
Stage rental	\$2000-3000
Total	15-18k

Advertising

Moon festival intro

The Mid-Autumn Festival, also known as the Moon Festival or Mooncake Festival, is a traditional festival celebrated in Chinese culture and it is also celebrated by many other Asian countries, such as Singapore, Malaysia, and the Philippines.

The history of the Mid-Autumn Festival dates back over 3,000 years. The festival is held on the 15th day of the 8th month of the Chinese lunisolar calendar with a full moon at night. Therefore, it symbolizes the family reunion and on this day, all families will appreciate the Moon in the evening.

On this day, the Chinese believe that the Moon is at its brightest and fullest size, coinciding with harvest time in the middle of Autumn. Lanterns of all sizes and shapes are carried and displayed – symbolic beacons that light people's path to prosperity and good fortune. Mooncakes, a rich pastry typically filled with sweet-bean, egg yolk, meat or lotus-seed paste, are traditionally eaten during this festival.

Flyers and brochure from city

City commission: might be interested in volunteering

Performing group

Sponsorship