



LANTERN FESTIVAL

PROPOSAL BY:
SAM EVENT MANAGEMENT



WELCOME

The Lantern Festival will highlight Madison Height's diverse Asian businesses and offer them the opportunity to participate in this community celebration.

CONCEPT OUTLINE

01 Cultural Performances

02 Interactive Workshops

03 Culinary Offerings

04 Lantern Making



CULTURAL PERFORMANCES

Using the Civic Center Ampitheater, dance groups, cultural performances, music groups + more will perform.

POTENTIAL GROUPS COULD INCLUDE:



Michigan Lion Dance



Great Lakes Taiko



Revolution Chinese Yoyo

INTERACTIVE WORKSHOPS

Interactive workshops will give guests the opportunity to learn new skills + Art forms

POTENTIAL WORKSHOPS COULD INCLUDE:



Dance



Traditional Crafts



Calligraphy

CULINARY OFFERINGS

Guests can enjoy a variety of Asian food from Madison Heights restaurants, grocers and vendors.



LANTERN MAKING

Prior to the event, guests will be invited to lantern making workshops or to purchase lantern kits to make at home. These lanterns will then be brought to the event to be displayed in a chosen location.



Lantern Workshops



Lantern Kits



Community
Lantern Display

PHASE ONE: RESEARCH

Research Phase to include:

- Assemble stakeholders including government officials, business owners and community leaders to discuss festival plans
- Determine what financial commitments are available and, from there, develop a budget for the festival
- Develop potential layouts for festival
- Select dates for festival
- Determine available assets for potential sponsorships and partnerships

PHASE TWO: MOVING EVENT FORWARD

Once the Phase One is completed, SAM Event Management Services

- Development of New Festival Event for Madison Heights to include event program and proposed layout based on approved budget
- Development and management of event budget
- Provide Community relations and outreach to partners
- Government relations strategy and outreach to State, County and City
- Stakeholder (Chamber, Downtown Business Organizations etc.) collaboration and partnership development
- Marketing Plan to include TV, radio and print media partnerships
- Public Relations strategy
- Writing of commercial spots, press releases, and develop remarks for press conferences
- Development and management of website
- Festival restaurant coordination
- Festival beverage coordination
- Local and national entertainment booking and management
- Festival program development and implementation

PHASE TWO: CONTINUED

SAM Event Management Services Cont'd

- Festival Operations (to include below)
 - Procurement and management of all festival vendors
 - All advance work and arrangements with security, medical personnel and local law enforcement.
 - All advance work and arrangements with maintenance and clean up during the event.
 - All advance work and arrangement with electrical requirements.
 - All advance work and arrangements related to staging and concert production, including but not limited to staging, sound and lights as needed
 - Organization and presentation of festival signage related to way finding, festival branding and sponsorship recognition.
 - Communication between SAM and all stakeholders
 - Create update and distribute the following items: Production schedule, venue map, contact list, parking plan, security plan, emergency plan and weather contingency plan.
 - Festival settlement.

SAM EVENT MANAGEMENT FEES

Research Phase: \$3500

Event Implementation: TBD based on final approved budget, usually about 20% of budget

Please note, a final determination for services cannot be made until the full scope of the event and budget is determined. Above figures are an estimate at this time.

ABOUT SAM EVENT MANAGEMENT

SAM Event Management has been producing festivals and community events for 20 years, including events such as:

- Dragon on the Lake in Lake Orion (dragononthelake.com)
- Royal Oak Holidays, a 5-weekend holiday celebration in Royal Oak (royaloakholidays.com)
- Royal Oak Restaurant Week, Wine Stroll, Beer Stroll and many more for the Royal Oak Restaurant Association
- FoolMoon and FestiFools in Ann Arbor
- Part of the Executive Team from 2010 - 2021 for Jon Witz & Associates, helping to execute Arts, Beats & Eats, River Days, Winter Blast and many more
- Royal Oak Holiday Magic Parade, Spooktacular and more for the Royal Oak Downtown Development Authority

THANK YOU

Stephanie McIntyre

810.772.6603

steph@sameventproductions.com
sameventproductions.com

