

Tianyu Lights Festival NYC

Koda's Adventure to Magic Forest

Sponsorship Deck



November 14th, 2024, to January 12th, 2025

Tuesday to Sunday

5:00-10:00PM

Citi Field Lot E & F

41 Seaver Wy, Queens, NY 11368

About Koda's Adventure

Set within Corona Park on the paved ground right next to Citi Field stadium, the event is a nighttime walk-through experience that traces the footsteps of a 7-year-old boy named Koda, who goes on an unforgettable adventure to the magical rainforest in Caballococha Peru. The adventure features 26 immersive scenes, and each scene is made of larger-than-life lantern sculptures that are handcrafted by skilled artisans using metal, steel, fabric, and LED lights.

The event, suitable for all ages, highlights the exquisite craftsmanship of lantern artistry and provides captivating entertainment. On top of lantern installations, nightly stage performance of acrobats and folk performance will be included in the event ticket, and visitors will find food and beverage, as well as handicraft souvenirs to purchase.

In its inaugural year, the event will run from November 14th, 2024 to January 12th, 2025, covering all the major holidays in the winter time to share the joy and lights with people in New York City and beyond.

Koda's Adventure is proudly produced and promoted by Tianyu Arts & Culture Inc. This event highlights art, culture, and the local community as its core values.



Our Audience

New York City Lights – Koda’s Adventure to Magic Forest is a family friendly event that suits people of all ages. Most visitors fall into age group between 25 – 65.

Tianyu Arts & Culture Inc. has produced similar events in other major markets such as Philadelphia, PA, Cleveland, OH, Raleigh, NC, Seattle, WA, Milwaukee, WI, Houston, TX, Oakland, CA and Los Angeles, CA. In 2022, we hosted 24 events in different cities in the U.S. with a total event attendance of 1.9M, and in 2023, this number grew to 30 events with 2.6M total attendance. The average event attendance grew from under 80,000 visitors/event in 2022 to over 86,000 visitors/event in 2023. With the metro population in New York City, our projected event attendance will be 250,000 – 300,000 in 55 event days.



Sponsorship Opportunities & Sponsorship Amenities



Title Sponsor (\$25,000)

As the highest level of sponsorship of the event, this sponsorship package offers the best opportunities for marketing in terms of brand exposure and audience engagement, on top of other sponsorship amenities such as event tickets and invitations to VIP night. This is the only sponsorship opportunity where your logo will be integrated with the event logo. Another unique amenity for this sponsorship level is having your brand name or logo either built out as a lantern or incorporated in one of the lantern installations.



Examples of event logos incorporated with title sponsor logos in past events produced by Tianyu Arts & Culture. TriCity Bank has been a title sponsor for China Lights Wisconsin since its inaugural year in 2016, and Greater Nevada Credit Union has been a title sponsor for Dragon Lights Reno since 2022.



Visit Philly has been a major marketing sponsor for our event Philadelphia Chinese Lantern Festival since 2016. The logo of Visit Philly was custom-built by Tianyu's artisan team and was displayed at the festival.

1. Branding

- Integration of brand in event logo
- Company name and logo on event tickets (online & hard tickets)
- Company name and logo on event website and backlinked
- Company name and logo on all promotional materials – poster, banner, rack card
- Prominent signage on event map light box
- Logo and company name display on selected scene of Koda's Adventure
- Custom-made lantern display

2. Media

- Regular mentions in all event's social media platforms
- Speaking opportunity in TV and radio

3. Event Involvement

- Onsite product display or activation opportunities

4. Hospitality

- Invitation to VIP preview Night (50 tickets)
- 150 complimentary Everyday General Admission tickets

Food Court Sponsor (\$15,000)

The Food Court in New York City Lights will be a bustling hub of activity, attracting a large volume of visitors.

Set under heated tent(s), the Food Court provides space for families and friends to relax, warm up, and enjoy a bite to eat. The dining area is flanked by various local vendors, offering a wide selection of food and drinks. Visitors can conveniently purchase food and utilize the tables for dining and resting. With its high foot traffic, the Food Court presents excellent branding opportunities for our sponsors to showcase their services, products, or brand. It is also a popular area where visitors tend to linger, making it a prime location for promotional activities.

The Food Court sponsorship offers branding, media, onsite activation, and hospitality amenities as follows:

1. Branding

- Company name and logo on event website and backlinked
- Company name and logo on all promotional materials – poster, banner, rack card
- Exclusive branding as Food Court sponsor
- Logo and company name display on selected scene of Koda's Adventure

2. Media

- Regular mentions in all event's social media platforms

3. Event Involvement

- Onsite product display or activation opportunities

4. Hospitality

- Invitation to VIP preview Night (15 tickets)
- 80 complementary Everyday General Admission tickets

Marketplace Sponsor (\$15,000)

The Marketplace will be set up near the entertainment stage and food court area. This tenting space provides visitors a place to purchase souvenirs of the event and participate in other fun art programs such as face and body painting. This area also attracts high foot traffic because of the uniqueness of our merchandise, which are hand made by our artisans onsite. For this reason, the Marketplace is an excellent option for expanding brand exposure.

The Marketplace sponsorship offers branding, media, onsite activation, and hospitality amenities as follows:

1. Branding

- Company name and logo on event website and backlinked
- Company name and logo on all promotional materials – poster, banner, rack card
- Exclusive branding as Marketplace sponsor
- Logo and company name display on selected scene of Koda's Adventure

2. Media

- Regular mentions in all event's social media platforms

3. Event Involvement

- Onsite product display or activation opportunities

4. Hospitality

- Invitation to VIP preview Night (15 tickets)
- 80 complementary Everyday General Admission tickets (\$2,100 in value)



Photo Booth Sponsor (\$10,000)

A total of 6 themed photo booth will be set up in various themes throughout the experience. This popular photo opportunity attracts visitors of all ages and creates lasting memories for everyone. As a Photo Booth sponsor, your brand name and logo will be prominently displayed on the photo frame as part of the attraction, which guarantees huge exposure of your brand name and logo as people share these photos both online and offline.

The Photo Booth sponsorship offers branding, media, onsite activation, and hospitality amenities as follows:

1.Branding

- Company name and logo on event website and backlinked
- Company name and logo on all promotional materials – poster, banner, rack card
- Exclusive branding as Photo Booth sponsor
- Logo and company name display on selected scene of Koda's Adventure

2.Media

- Regular mentions in all event's social media platforms

5. Event Involvement

- Onsite product display or activation opportunities

6. Hospitality

- Invitation to VIP preview Night (15 tickets)
- 70 complimentary Everyday General Admission tickets



Koda's Adventure Scene Sponsor (\$6,000)

Following the footsteps of Koda, visitors will encounter 26 magical scenes of his adventure in the Amazon rainforest. These scenes are a combination of reality and the imagination of a 7-year-old. Each scene has its unique design, its unique story, and a unique experience. Your company's brand name and logo will be displayed on the storyboard next to each scene that is designed for all visitors to read.

The Koda's Adventure Scene sponsorship offers branding, media, and hospitality amenities as follows:

1. Branding

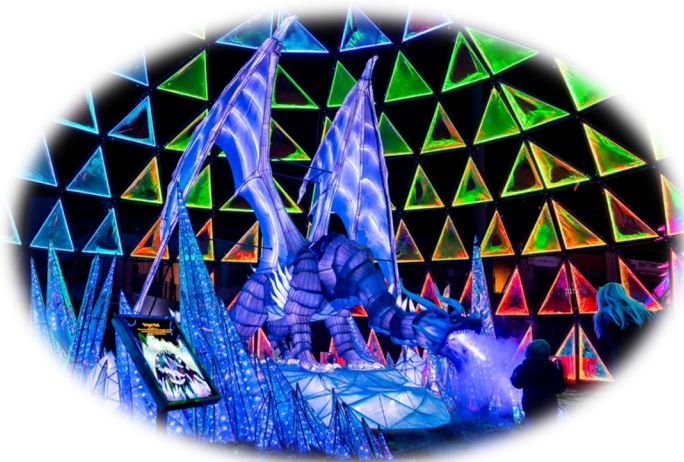
- Company name and logo on event website and backlinked
- Company name and logo on all promotional materials – poster, banner, rack card
- Prominent signage on event light box map
- Logo and company name display on selected lantern light box

2. Media

- Regular mentions in all event's social media platforms

3. Hospitality

- Invitation to VIP preview Night (10 tickets)
- 50 complementary Everyday General Admission



Two of the iconic scenes from Koda's Adventure, taken at Stockton Lantern Festival 2023 in City of Stockton, California.

Contact & Inquiries

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