



*General Information Package*

# THE *Event*

The Los Angeles Culture Festival™ (LACF) is a non-profit 501(C)(3) tax exempt organization, and Hollywood Carnival LLC (HC) is a joint venture. Together we are proud to present the annual Los Angeles Culture Festival and Hollywood Carnival Parade — a world culture festival — **expressing the colors of culture and freedom of the world as one people.** This is a celebration of our cultures and traditions, featuring colorful costumes, dances, food, arts & crafts, and music from around the world.

On Saturday, June 24, 2017, Los Angeles' Hollywood Boulevard will miraculously transform into a Grand Carnival & Street Extravaganza with parade-goers and masqueraders dressed in vibrant, breathtaking costumes dancing to pulsating rhythms of the world.

The celebration will commence with the Grand Marshal and Parade Queen cutting the ribbon for the Parade of the Bands, on the world famous Hollywood Blvd and Normandie Ave. The parade will continue for three (3) miles ending on N. Highland Ave., the main entrance to the Carnival Culture Village. The crowd will transition at the end of the Parade to the Carnival Culture Village. Our parade and culture village will feature several well-known celebrities from various genres, including movie stars and music icons.

We highly anticipate that like previous years this cultural fusion will attract a significant amount of local attendees from our diverse multi-cultural society, not to mention a variety of tourists. This dynamic, family-friendly programming is a great 11-hour showcase of world cultures on the world famous Hollywood Blvd.

## UNITY! DIVERSITY! TRADITIONS! CULTURES!

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**A CELEBRATION OF THE CULTURES, TRADITIONS,  
COSTUMES, DANCES, FOOD & MUSIC OF THE WORLD.**

PRE-EVENTS – JUNE 22-25, 2017  
FESTIVAL & PARADE – JUNE 24, 2017

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**Our  
attendance  
is growing  
every year!**



*South America*



*Caribbean*



*Mexico*



*East Asia*



*Central America*



*South Asia*



*Africa*



*Middle East*



*Europe*

LA CULTURE FESTIVAL IS A VIBRANT MULTICULTURAL SHOWCASE OF THE WORLD'S DIVERSE COMMUNITIES

# PARADE OF BANDS ROUTE



## PARADE TIME

START TIME - 11:00AM  
FINISH TIME - 3:00PM

## ASSEMBLY STAGING AREA

HOLLYWOOD BLVD & NORMANDIE AVE  
7:00AM - 11:00AM

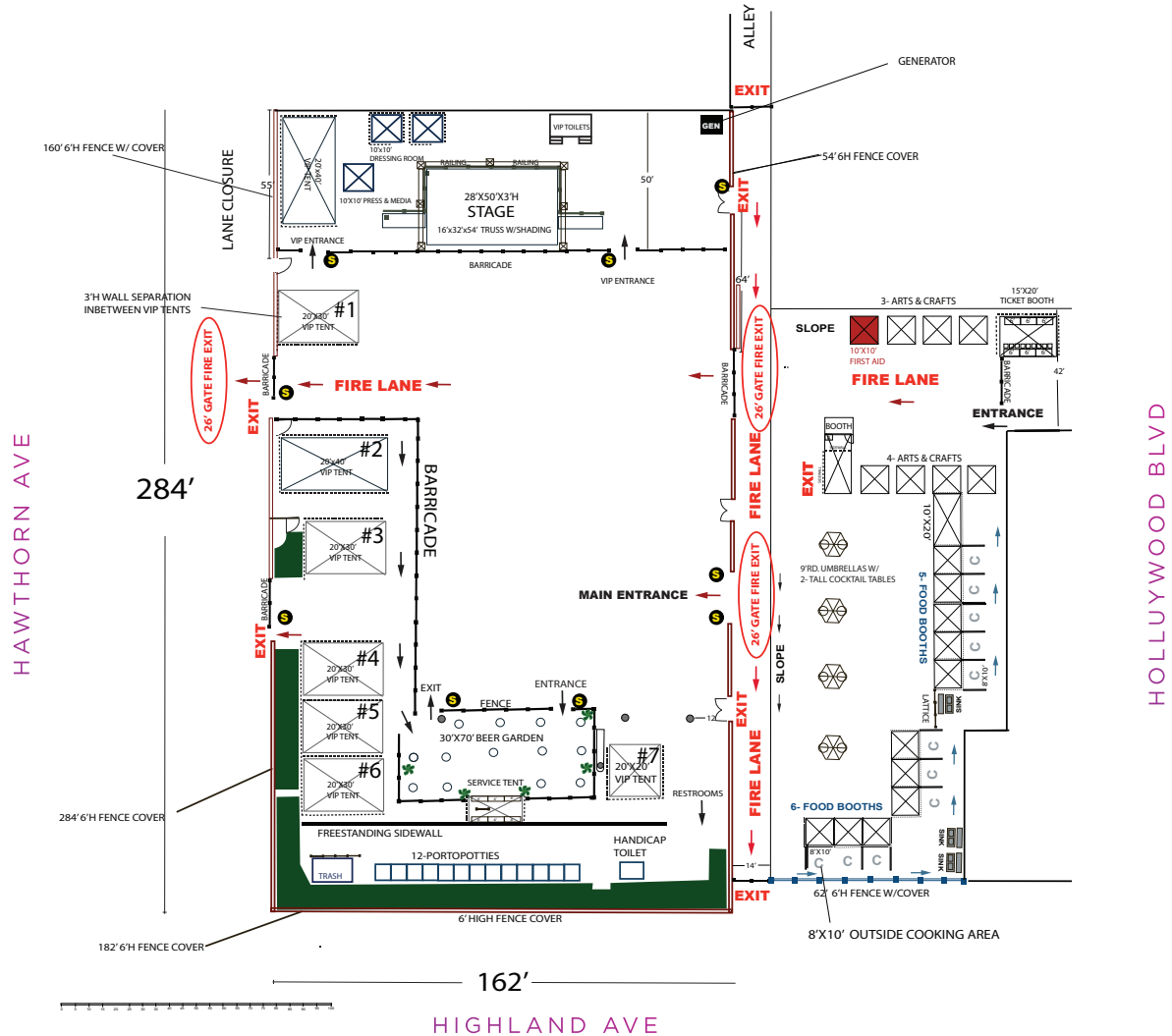
## DISBANDING AREA

HOLLYWOOD BLVD & HIGHLAND AVE

## CARNIVAL CULTURE VILLAGE

6800 HOLLYWOOD BLVD  
OPEN 12:00PM - 10:00PM  
CONCERT STARTS AT 7:00PM

# CARNIVAL CULTURE VILLAGE





A UNIQUE  
*Opportunity & Experience*

PROVIDING GREAT MARKETING EXPOSURE

Words cannot describe  
this colorful event!

**IT'S A CARNIVAL  
IT'S A PARADE  
IT'S A FESTIVAL  
IT'S A STREET PARTY  
IT'S FUN FOR THE  
WHOLE FAMILY!**

**GET INVOLVED IN THE  
CELEBRATION! JOIN US AS  
A PARTNER, A SPONSOR, AN  
ADVERTISER, OR DONATE TO  
THIS DIVERSE, MULTI-CULTURAL  
AND FAST-GROWING EVENT  
IN LOS ANGELES!**

**4000+**

MASQUERADERS

.....

**7000+**

CULTURE VILLAGE  
ATTENDEES

.....

**50,000+**

PARADE  
SPECTATORS

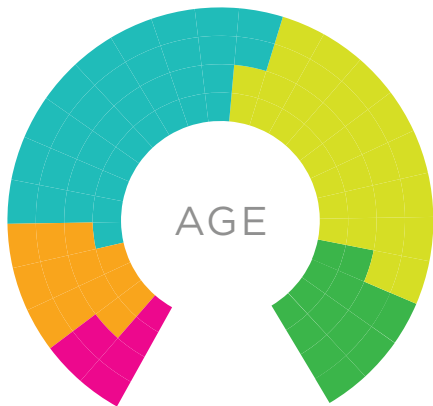


# AUDIENCE & Impact

## LOS ANGELES COUNTY DEMOGRAPHICS



- 48%** Hispanic
- 28%** White
- 13%** Asian
- 8%** African-American
- 2%** Mixed Race
- 0.5%** Pacific Islander
- 0.5%** Native American



- 6%** 5-17
- 13%** 18-24
- 35%** 25-44
- 32%** 45-64
- 14%** 65+

A POPULATION OF OVER  
**10,000,000**  
 PEOPLE

## Hollywood Carnival Queen 2016





# ORGANIC *Reach*



WEBSITE	<b>2,300,000+</b>
FACEBOOK	<b>200,000</b>
INSTAGRAM	<b>300,000</b>
FLYERS	<b>25,000</b>
MAGAZINE	<b>10,000</b>
EDITORIAL	<b>200,000</b>
EMAIL BLASTS	<b>150,000</b>
ENTERTAINMENT SITES	<b>350,000</b>
SUPPORTING ORGANIZATIONS	<b>200,000</b>



IN 2016, THOUSANDS OF REVELERS, CULTURAL GROUPS, FOLLOWERS, AND SPECTATORS FILLED OUR CARNIVAL CULTURE VILLAGE TO MAXIMUM CAPACITY. THIS YEAR WE HAVE EXPANDED THE SIZE OF THE VILLAGE TO MEET THE GROWING DEMANDS. JOIN US THIS YEAR AS WE PRESENT THE 2017 EDITION OF THE CARNIVAL CULTURE VILLAGE ON THE WORLD FAMOUS HOLLYWOOD BLVD - THE ENTERTAINMENT CAPITAL OF THE WORLD. OUR PRODUCTION WILL BE BIGGER, WITH MORE EXCITING ATTRACTIONS, AND WORLD CLASS ENTERTAINMENT FOR EVERYONE'S ENJOYMENT.

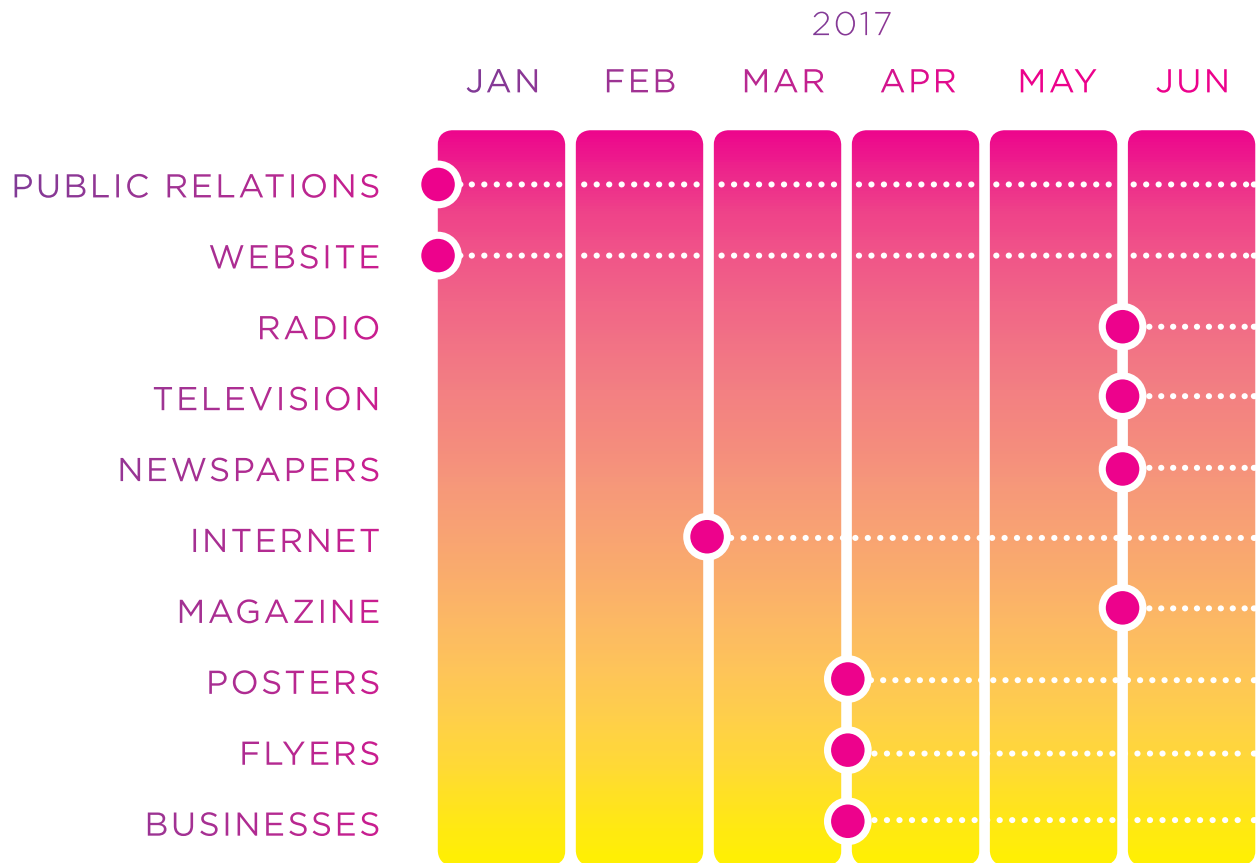






# Marketing PLAN

BUILD POWERFUL CONNECTION  
WITH A DIVERSE AND GROWING  
LOS ANGELES AUDIENCE!





## *On Site Activation*



## EDUCATIONAL OUTREACH



- **ESTABLISH** arts & craft workshops to teach neighborhood children the art and skill of handcrafting various costumes, head-dresses, accessories, etc.
- **PRESENT** and expose our children to several genres of cultural music, dance, arts and crafts with global perspectives.
- **STAGE** musical and dance performances at community adult centers to showcase worldly music
- **ENCOURAGE** local schools and cultural groups, including marching bands, to participate in the annual festival and share their experiences with others
- **HOMELESS** we have an active program where we feed the homeless in the less served areas



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**JOIN US IN CELEBRATING THE VIBRANT CULTURES, TRADITIONS, COSTUMES, DANCES, FOOD, MUSIC AND ARTS & CRAFTS FROM AROUND THE WORLD - AND CONNECT YOUR BRAND WITH THE PULSE OF LOS ANGELES' DIVERSE COMMUNITIES.**

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### **ABOUT OUR PARTNERSHIP**

A joint venture partnership between LACF and HC is formed to promote the Los Angeles Culture Festival™ and Hollywood Carnival Parade in June of each year. Together we are able to compliment our resources to provide a better event for the public.

**We embrace and encourage diversity in our society by promoting events and fundraisers to increase cultural awareness and unity. We keep the broader interest of our community in mind as we advance our goal of sharing the various cultures, traditions, customs, dances, food and music of the world as one people.**

Our mission statement - **Expressing the Colors of Culture & Freedom of the World as One People** - is about celebrating and honoring our great city's multi-cultural society, living and flourishing in harmony.

The Los Angeles Culture Festival™ & Hollywood Carnival brings our mission to life and is one of LA's fastest growing cultural attractions, featuring 11 hours of festivities and celebration with world-famous guests and artists participating in the Parade of the Bands and Carnival Culture Village entertainment.

Let's get started.

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