



3rd Annual

ATLANTA
LANTERN BOAT
FESTIVAL

SPONSORSHIP PACKET 2026

The Lantern Boat Festival

Inspired by Luang Prabang's Boun Lai Heua Fai, also known as the Light Boat Festival, the Laotian American Society (LAS) carries on this tradition through the Atlanta Lantern Boat Festival. Rooted in tradition and sharing stories of Lao heritage, this modern multicultural event, entering its third year, has become a signature event in the Georgia community. This vibrant celebration features a dynamic fusion of cultural showcases, performances by live musical artists, a bustling night market, exhilarating dragon boat demonstrations, a mesmerizing lantern parade and illuminated boat.

Festival Mission



The Atlanta Lantern Boat Festival serves as the Laotian American Society's annual fundraiser, enriching Georgia's multicultural landscape by showcasing the vibrant traditions and presence of Laotian Americans to a broader audience. Rooted in themes of light and water, the festival symbolizes renewal, hope, and the cleansing of negativity, offering attendees a sense of optimism and community while fostering deeper cultural understanding and respect. All proceeds directly support LAS' annual operations, mission, and extensive youth, cultural, and educational programs.



Festival in Review



4,000 Attendees

80 Market Vendors

11 Artist Performances

22 Cultural Showcases

Combined Annual Reach.

Reach:

300K+ Across Media

Combined Annual Reach.





About LAS

The Laotian American Society (LAS) is a 501c3 non-profit organization serving the Georgia community since 2003. Bridging together the modern Laotian American with the traditional generation of our community, to celebrate our culture and aid our community. Our mission is to promote cultural awareness and empower the Laotian American community through culture, outreach, and education. Growing from its humble grassroots beginnings, LAS is a prominent voice within the Lao community and a member of the Atlanta Asian/Pacific Islander non-profit community that contributes effortlessly to the economy and tapestry of Georgia and America.



The **Cultural Department** includes the **Souliyah Natasinh Dance Program** and the **Jalern Sinh Music Program**. These

programs are dedicated to preserving and sharing traditional Lao art forms, music, and attire. Through



performances featuring traditional clothing, instruments, music, and dance, they bring Lao culture to life. Each year, Souliya and Jalern Sinh proudly participate in over 70 events, made possible by strong community support and meaningful partnerships. in over 70 events, made possible by strong community support and meaningful partnerships.



Lao-X, the Policies & Advocacy Department, is dedicated to supporting the broader Lao community, as well as the wider Georgia community, through policy work, advocacy, and outreach initiatives. The LAS Policies Department provides essential

resources such as immigration assistance, census education, voter registration, and more. Key initiatives have included the Georgia recognition of the Lao Heritage flag passed through RH 505 and SR 288, COVID-19 food box relief efforts, and community health screenings, all aimed at strengthening and uplifting the community.

“Pride in our heritage, passion in our future.”



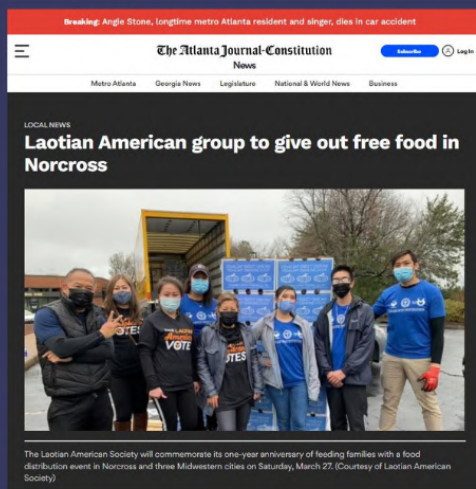
The **SabaideeAtlanta** Marketing Department is the creative force and strategic engine behind LAS’ social media platforms, partnerships, events, and public engagement. Dedicated to uplifting and representing the Georgia Lao community, the team curates and shares the organization’s initiatives, appearances, events, and collaborations. Through intentional storytelling and uplifting engagement, Sabaidee Atlanta serves as a vibrant digital voice. A vessel of connection, they bridge generations, strengthen community ties, and amplify the presence of Lao culture across Georgia and beyond.



Moho Toso Youth Department nurtures an inclusive and engaging environment, grounded in the belief that strong individuals build a strong community. The Moho Toso Dragon Boat Team serves as a key youth program, with members actively training and competing in races throughout the year, while also showcasing and educating the broader community through dragon boat demonstrations.

Education is a cornerstone of LAS, empowering Georgia Lao students to pursue academic excellence while providing resources through leadership development and community partnerships, including opportunities like the APAC Scholarship. Through initiatives such as the Education Award Ceremony (EAC), LAS proudly recognizes students for their academic achievements, community service, extracurricular involvement, and dedication to higher education.





AJC feature LAS 2020 FoodBox Project



Washington Post feature quote and coverage of Lao New Year.



11Alive quote LAS in Johns Creek Lunar New Year Festival.



Channel 2 - WSBTV highlight Atlanta Lantern Boat Festival



Gainesville Times feature Atlanta Lantern Boat Festival.



LAS program give live performance 11Alive.



2019- LAS & LAO in the South Cover Miss Universe: Laos while hosted in Atlanta, GA.

LAS in the Press



ATLANTA LANTERN BOAT FESTIVAL

2026 Atlanta Lantern Boat Festival Sponsorship Tiers

Title Sponsor

\$10,000

- Named a titled festival sponsor in releases, features, and marketing.
- Lighting of the first lantern.
- 10'X10' booth space.
- (Largest sized) Company Name/Logo featured in all marketing assets:
- Event day: parade floats, stages, step-and-repeat.
- Calendar year: website homepage banner, promo video, dedicated social media posts.
- Designated sponsor highlight post and video.
- Featured title host on formal flyer.
- Featured on the front of event t-shirt.
- Title sponsor designation of appreciation Crystal Award.
- 20 Admission tickets.
- 20 Festival lanterns.
- 20 Complimentary event t-shirts.
- Designated table in VIP area.

Platinum Sponsor

\$5,000

- (Largest sized) Company Name/Logo featured in all marketing assets:
- Event day: parade floats, stages, step-and-repeat.
- Calendar year: promo video, dedicated social media post.
- Featured on formal flyer.
- Featured on top back of event t-shirt. Platinum sponsor designation of appreciation Crystal Award.
- 15 Complimentary admission tickets.
- 15 Festival lanterns
- 15 Complimentary event t-shirts.
- Designated table in VIP area.

Gold Sponsor

\$2,000

- (Larger sized) Company Name/Logo featured in all marketing assets:
- Event day: parade floats, stages, step-and-repeat.
- Calendar year: website feature, dedicated social media post.
- Featured on formal flyer.
- Featured on the back of event t-shirt.
- Gold sponsor designation of appreciation Crystal Award.
- 10 Admission tickets.
- 10 Complimentary Event T-Shirts.
- Designated table in VIP area.

ATLANTA LANTERN BOAT FESTIVAL

2026 Atlanta Lantern Boat Festival Sponsorship Tiers

Silver Sponsor

\$1,000

- (Large sized) Company Name/Logo featured in all marketing assets:
- Event day: parade floats, stages, step-and-repeat.
- Calendar year: website feature, dedicated social media post.
- Featured on formal flyer.
- Featured on the back of event t-shirt. Silver sponsor designation of appreciation
- Crystal Award.
- 5 Admission tickets.
- 5 Complimentary event t-shirts.
- VIP area access.

Bronze Sponsor

\$500

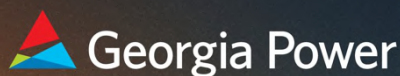
- (Medium Sized) Company Name/Logo featured in all marketing assets:
- Event Day: parade floats, stages, step-and-repeat.
- Calendar year: website feature.
- Featured on formal flyer.
- Featured Logo/Name on back of event t-shirt.
- Bronze sponsor designation of appreciation Crystal Award.
- 2 Admission tickets.
- 2 Complimentary event t-shirts.
- VIP area access.

2025 SPONSORS. THE HEART BEHIND THE IMPACT!



las-X

GOLD



PEOPLE'S CHAMP.COM
ATTORNEY BRYCE DURHAM

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GP
Georgia-Pacific
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Simple PRODUCTIONS
Amplify your event impact

BRONZE



KIM LIEMKEO



YOSHI EXPRESS
CLEVELAND, GA

Chopfish
GAINESVILLE, WEST
JESSE JEWELL PARKWAY

Atlanta Lantern Boat Festival 2026
Sponsorship Agreement Form

Sponsor Information

Company or Individual Name: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

Business or Individual Social Media Handles: _____

Please send form and inquires to INFO@LASGA.ORG, Subject SPONSOR
Please send High-Res logo and or ad to MARKETING@LASGA.ORG, Subject: SPONSOR

We would like to sponsor the Laotian American Society Atlanta Lantern Boat Festival at the following level (please check the appropriate box below):

Title Sponsor (\$10,000)
Platinum Sponsor (\$5,000)
Gold Sponsor (\$2,000)
Silver Sponsor (\$1,000)
Bronze Sponsor (\$500)

Remittances can be either of these convenient options:

For Zeffy: lasga.org/sponsorshipapplication

For Checks: Send and make payable to Laotian American Society, P.O. Box 1558, Suwanee, GA 30024

Thank you very much for your generous support. Sponsorship is in agreement of the Atlanta Lantern Boat Festival support the LAS organization and family of programs. The Laotian American Society is an IRS 501(c)3 tax-exempt non-profit organization EIN#: 51-0446757.

Signature: _____

Date: _____

Justin Settah Rodriguez,
Chairman & Marketing Director
JustinR@LASGA.ORG

P.O. Box 1558
Suwanee, GA 30024
INFO@LASGA.ORG
WWW.LASGA.ORG

