



# Lantern Show Carnival Plan

Dongguan Huayicai Landscape Technology Co.,LTD.

Lantern Show Carnival Plan



Making holidays enjoyable  
cheerful, and illuminated!

[parklightshow.com](http://parklightshow.com)



Boost Your Park's Revenue with an  
Unforgettable Lantern Show Carnival

**Turn Your Nights into Profits**  
**Attract Crowds and Maximize Returns**



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## Significance and Purpose of the Event

- Provide a grand carnival for fun!

2

## Event Overview

- A variety of theme lighting presentations

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## About Us

- Brand introduction/Company introduction



# Significance and Purpose of the Event



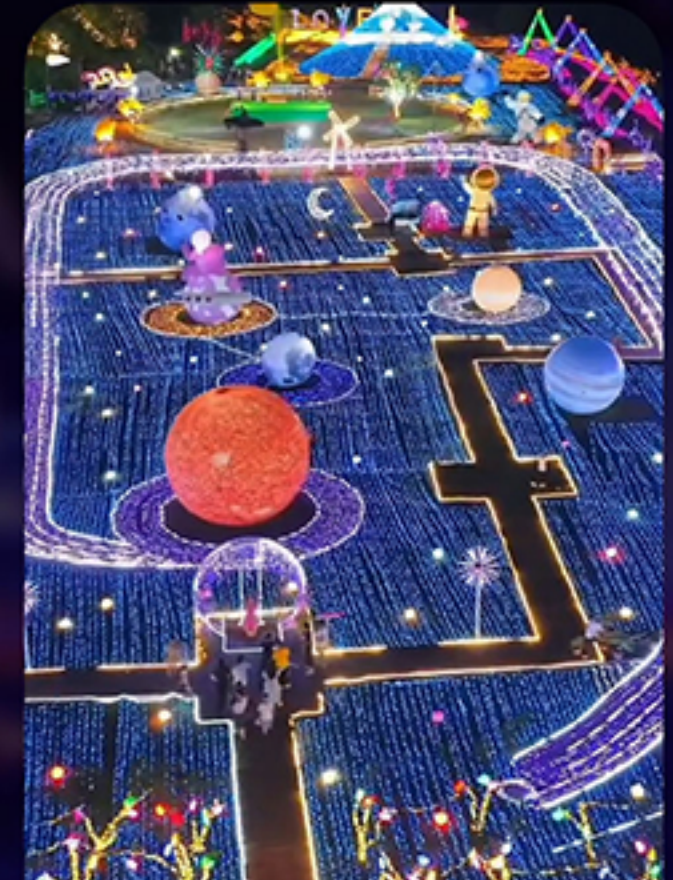
Provide a **grand carnival** for fun!



Expand the **night economy** and enrich the diversity of the scenic area



**Attract** families and couples to the site to experience the charm of light



Allow tourists to have unique experiences with the pursuit of **"fresh, special, exciting"**

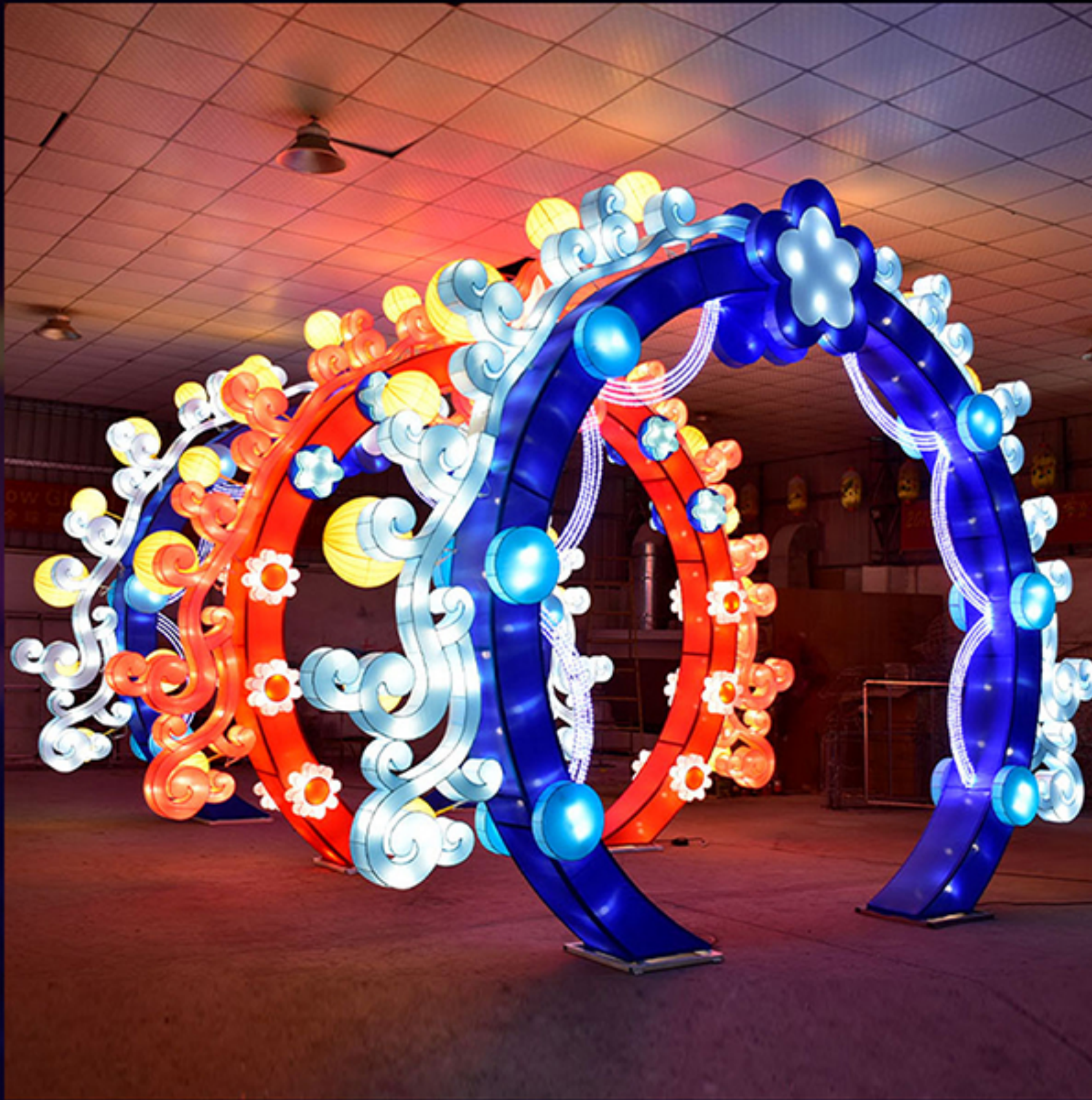




# ***Event Overview***

*Project Planning, Case display, multiple theme lighting presentation*









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# Cosmic Walk







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# ***Time and Location***



## **Target Audience**

Citizens, tourists, etc



## **Time**

Event Promotion Period: 3 weeks  
Event Venue Setup Time: 3 weeks  
Event Exhibition Period: 2-3 months  
Event Dismantling Time: 2 weeks



## **Location requirement**

>30,000 squaremeter  
Total Power Consumption: >60 kilowatts  
Parking Lot: > 200 vehicles  
Area to set up temporary booth

## **Event Promotion**

- Ad in local news paper
- Social media such as Youtube, X, twiter, etc.
- On ground promotion
- Certain quantity of free-entry VIP cards

## **Investment & Return**

Expense inclue:

- The cost of exhibition setup and exhibition personnel
- The wages of on - the - ground promotion staff: X RMB
- The reimbursement for the transportation tickets and taxi fares of promotion staff
- The cost of ticket printing and giveaways
- The cost for promotion

Return inclue:

- Ticket sales revenue
- The rent of temporary booth



# Profit Model

(Based on an Investment of RMB 1,000,000)

## 1 Ticket Revenue

*Primary Revenue Source*

- Market research shows lantern shows typically attract about 15% of the local population. For example, with a local population of 1.3 million, we expect at least 200,000 visitors.
- At a ticket price of RMB 20 per visitor, initial projected revenue totals RMB 4,000,000.
- With an 80% revenue-sharing arrangement, the park can recoup its initial RMB 1,000,000 investment within the first month and begin generating profit.

## 2 Additional Revenue

*Supplementary Revenue Channels*

- Sponsorship and Partnerships: Attract brand sponsorships and advertising partners to generate additional direct income.
- On-site Sales: Revenue from sales of souvenirs, specialty food, and beverages can potentially increase total revenue by at least 10%.
- VIP Experiences: Exclusive viewing areas, private tours, and photography services offer high-margin, value-added revenue streams.

## 3 Brand Equity

*Long-term Asset Creation*

- Hosting successful lantern shows significantly boosts park visibility, enhances visitor loyalty, and encourages repeat visitation.
- Regular annual events will establish lasting brand equity, driving sustainable long-term growth.





# *About Us*

- Brand introduction/Company introduction





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## Mission

# Illuminating the World's Happiness

HOYECHI is not just a lighting brand; it is a promise: to light up festivals around the world with the art of light and warm designs. From North America's Christmas to China's New Year celebrations, from Europe's Easter to South America's Carnival, HOYECHI's lights transcend borders, adding color to every global festival.



Founder  
**David Gao**

In 2002, founder David Gao created the HOYECHI brand, driven by dissatisfaction with overpriced yet low-quality holiday lighting. HOYECHI was established to uphold industry standards through strong brand principles. By optimizing production processes, utilizing online direct sales, and establishing global warehouses, HOYECHI significantly reduces costs and logistics expenses, enabling customers to enjoy premium festive lighting at fair prices. From Christmas in North America to Carnival in South America, Easter in Europe to the Chinese New Year, HOYECHI brightens every festival with warm designs and the art of illumination, allowing customers worldwide to share festive joy and warmth. Choosing HOYECHI means receiving affordable, high-quality decorations along with sincerity, efficiency, and peace of mind.



Founder and his team





# ***Thanks for watching***

*Looking forward to working with you*



Dongguan Huayicai Landscape Technology Co.,LTD.



No. 3, Jingsheng Road, Langxia village, Qiaotou town,Dongguan City.Guangdong Pravince



+86 83068288      MOB:13038878676/18925418808



gaoda@hyclight.com / merry@hyclight.com

carlos@hyclight.com / sales04@hyclight.com / karen@hyclight.com



www.parklightshow.com / www.gleefulights.com