

SPONSORSHIP & VENDOR DECK

AUG 29, 2026

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**FORMOSOUND**

**FT.**

**A+ LOVE MUSIC FESTIVAL**

**SPONSORSHIP & VENDOR**

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[FORMOSOUND.COM](http://FORMOSOUND.COM)

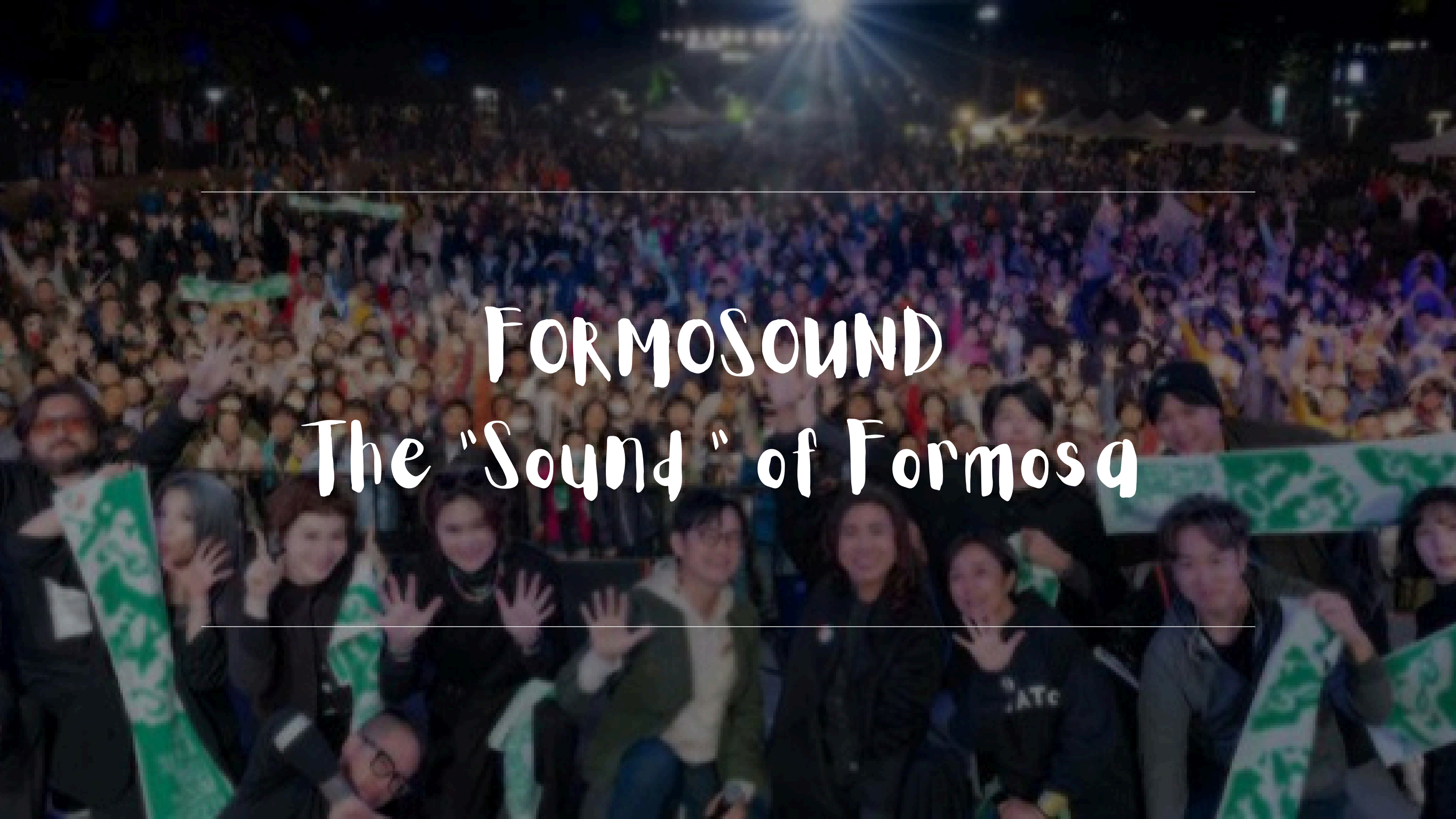
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# FORMOSOUND

## The "Sound" of Formosa

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# 2026 FORMOSOUND FT. A+ LOVE MUSIC FESTIVAL

## Format

One-day live music festival featuring Taiwanese artists, DJ programming.

## Audience

The event is designed for a broad and inclusive audience, including the general public, music lovers, Taiwanese and Asian American communities, LGBTQ+ allies, and supporters of cultural arts and social advocacy. The festival aims to create a welcoming environment for all ages, hosting around 3000 attendees.

## Program & Schedule

The festival begins at 3:00 PM, with each live artist performing a 45-minute set, followed by a 15-minute transition period for stage changeovers.

## Vendors & Booths

The event is expected to include over 50 vendor booths, featuring: Food and beverage vendors, cultural and creative goods, community and nonprofit organizations, and sponsor activation booths.

**DATE: 8/29/2026 3PM-10PM**  
**VENUE: REDMOND DT PARK**



# MISSION & VISION



- Promote diversity, equality, and anti-discrimination through music and performance
- Raise awareness and foster understanding of HIV-related issues
- Celebrate Taiwanese music and LGBTQ+ representation
- Create meaningful cultural exchange between Taiwan and the Pacific Northwest

The event will feature live music performances by Taiwanese artists, along with a Taiwanese drag queen performance celebrating self-expression, identity, and inclusion.

# EVENT LOCATION



# REDMOND DT PARK

16101 Redmond Wy, Redmond, WA 98052

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# **SPONSORSHIP & VENDORS**

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From Taiwan to Seattle,  
Let's make history together!

# DIAMOND SPONSOR

# \$10,000

- Naming rights (e.g. “Presented by\_\_\_”)
- 2 premium booths (stage area)
- 8 VIP tickets + 8 food vouchers (each worth \$25)
- Largest logo placement (LED, website, posters)
- Featured in ALL social media posts
- Featured in press conferences
- On-stage recognition



**NAMING RIGHTS EXAMPLES**



**DIAMOND SPONSOR AREA**

# PLATINUM SPONSOR

# \$5,000

- 1 booth (stage area)
- 4 VIP tickets + 4 food vouchers (each worth \$25)
- Large logo placement on recognition wall
- Dedicated social media post
- Press release mention
- On-stage recognition



POST SAMPLE



PLATINUM SPONSOR AREA

# GOLD SPONSOR

# \$2,500

- 1 booth (grass area)
- 2 VIP tickets + 2 food vouchers (each worth \$25)
- Large logo placement on recognition wall
- Dedicated social media post
- Post-event brand recognition



POST SAMPLE



GOLD SPONSOR AREA

# SILVER SPONSOR

# \$1,000

- 2 VIP tickets + 2 food vouchers (each worth \$25)
- Medium logo placement on recognition wall
- Social media inclusion (group post)
- Logo on LED screen
- Website listing



RECOGNITION WALL



WEBSITE LISTING SAMPLE

# FRIEND SPONSOR

# \$500

- Small logo placement on recognition wall
- Social media group recognition
- Website listing



RECOGNITION WALL



WEBSITE LISTING SAMPLE

# FOOD/DRINK VENDOR BOOTH

**\$100 OR 10%  
(WHICHEVER IS HIGHER)**

- 10 x 10 booth space
- Prime location with high foot traffic
- Access to power (if needed)
- Listed on festival map

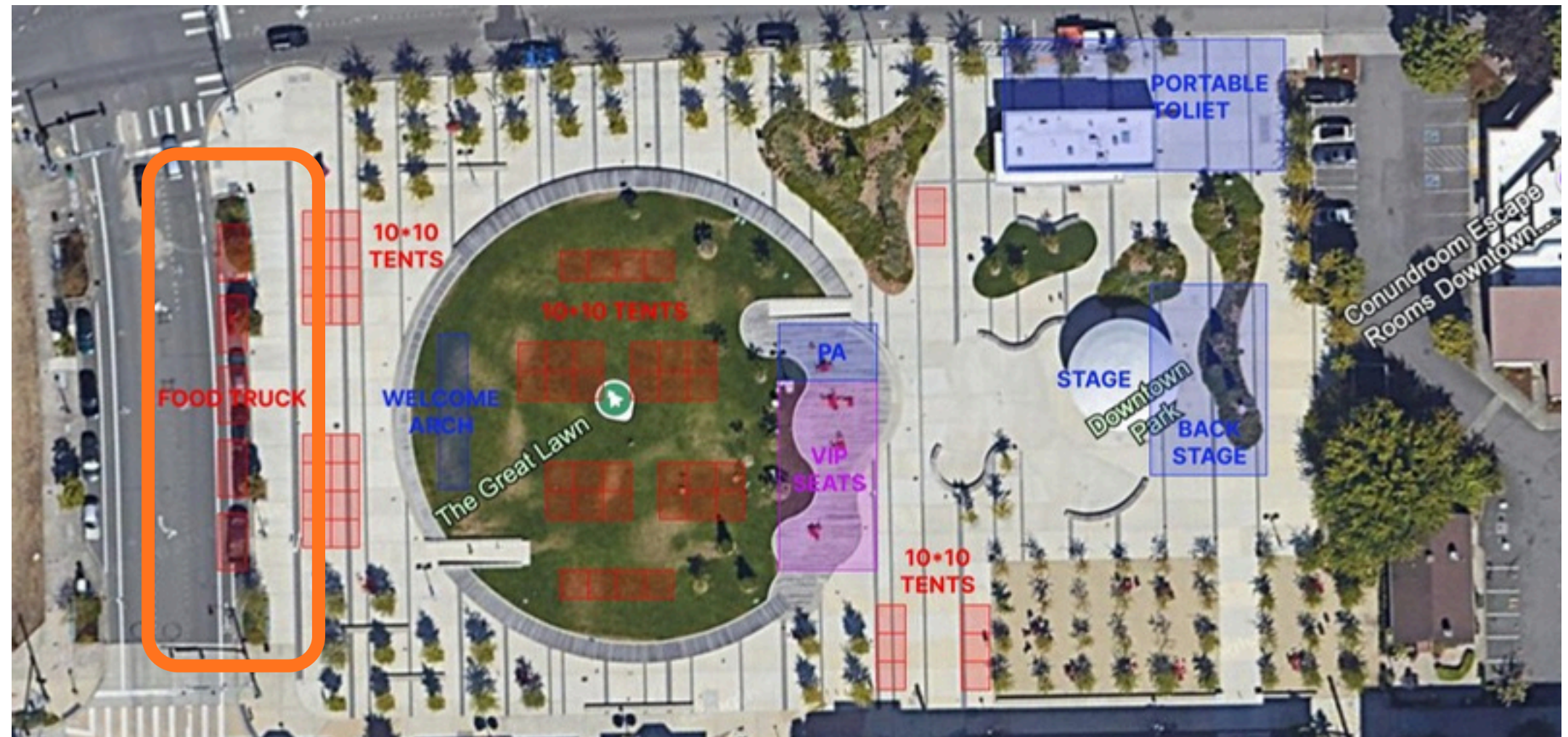


**TENT AREA**

# FOOD TRUCK

**\$150 OR 10%  
(WHICHEVER IS HIGHER)**

- Dedicated space near all booths
- High visibility
- Easy customer flow



**FOOD TRUCK AREA**

# ART & CULTURE

## \$80 OR \$150

- \$80 flat fee for 0.5 booth space
- \$150 flat fee for 1 booth space
- (Each booth will be a 10 x 10 tent)
- Small business friendly
- Handmade / cultural goods
- Community-focused brands



**TENT AREA**

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# STRATEGIC IMPACT

## The "First-to-Market" Advantage

- Establishing the **first-ever** large-scale Taiwanese music festival on the West Coast, filling a gap in the cultural landscape left by NYC's "Taiwanese Waves."
- Social Leadership
  - Showcasing Taiwan as a "Beacon of Inclusion" in Asia through the festival's core mission of LGBTQ+ advocacy – values that mirror Seattle's civic identity.



# ARTIST LINEUP

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## Enno Cheng

鄭宜農

A Taiwanese indie singer-songwriter, author, and actress, Enno Cheng is known for her introspective music and creative storytelling. She performs both as a solo artist and as a member of the band Chocolate Tiger, and has also collaborated on film projects with her father, director Cheng Wen-tang.

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# ARTIST LINEUP



## Guo Tzu & Floating Flowers

郭子 & 浮花樂隊

Led by singer-songwriter Guo Zi, Floating Flowers Band blends folk, rock, and poetic storytelling into emotionally rich live performances. Their music explores love, memory, and everyday life, creating an intimate yet powerful atmosphere that resonates deeply with audiences.

# ARTIST LINEUP



## Kay Huang & Arthur

黃韻玲 & Arthur

Kay Huang is a legendary Taiwanese singer-songwriter, producer, and music director whose work has shaped Mandopop for decades. Joined by Arthur, the duo presents refined, soulful performances that blend rich musicality, storytelling, and timeless elegance on stage.

# ARTIST LINEUP

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## Wang Fang

萬芳

Wan Fang is one of Taiwan's most beloved singer-songwriters, known for her warm, expressive voice and emotionally resonant music. Her songs explore love, life, and human connection with honesty and depth. With decades of influence, she continues to move audiences through intimate and heartfelt performances.

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# ARTIST LINEUP

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## Sangpuy

桑布伊

Sangpuy is an acclaimed Indigenous singer-songwriter from Taiwan whose music is deeply rooted in cultural heritage and spiritual expression. Blending ancestral chants with contemporary sounds, his performances evoke a powerful sense of land, memory, and identity. His work bridges tradition and modernity with quiet strength.

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# ARTIST LINEUP

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## Henry Hsu

許富凱

A Taiwanese Hokkien pop singer, Henry Hsu rose to prominence after appearing on the TV competition Future Superstar in 2010. Known for his emotional vocals, he has released several acclaimed albums and won Best Male Taiwanese Singer at the Golden Melody Awards.

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# ARTIST LINEUP

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## **Frosty Cream**

霜淇淋 (郭子、黃韻玲、陳建騏)

Frosty Cream is a special collaboration formed by Guo Tzu, Kay Huang, and Chien-Chi Chen—three iconic figures in Taiwanese music. Their sound is gentle, lyrical, and reflective, blending folk sensibilities with refined pop arrangements. Together, they create intimate performances that feel warm, nostalgic, and quietly profound.

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# HOST



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**FORMOSOUND**

**&**

**A+ LOVE  
MUSIC FESTIVAL**

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# ABOUT FORMOSOUND

The image displays a grid of eight artist portraits and group photos, each with a name and a short description in Chinese. The background is a blue and white pattern.

- Leo 王**: 2019年「第1屆」FORMOSOUND 最佳新人獎得主。2020年「第2屆」FORMOSOUND 最佳新人獎得主。2021年「第3屆」FORMOSOUND 最佳新人獎得主。
- YELLOW 黃**: 2019年「第1屆」FORMOSOUND 最佳新人獎得主。2020年「第2屆」FORMOSOUND 最佳新人獎得主。2021年「第3屆」FORMOSOUND 最佳新人獎得主。
- DJ QuestionMark**: 2019年「第1屆」FORMOSOUND 最佳新人獎得主。2020年「第2屆」FORMOSOUND 最佳新人獎得主。2021年「第3屆」FORMOSOUND 最佳新人獎得主。
- Ga-Tau Chang**: 2019年「第1屆」FORMOSOUND 最佳新人獎得主。2020年「第2屆」FORMOSOUND 最佳新人獎得主。2021年「第3屆」FORMOSOUND 最佳新人獎得主。
- Flesh Juicer 血肉果汁機**: 2019年「第1屆」FORMOSOUND 最佳新人獎得主。2020年「第2屆」FORMOSOUND 最佳新人獎得主。2021年「第3屆」FORMOSOUND 最佳新人獎得主。
- Lazy Habits**: 2019年「第1屆」FORMOSOUND 最佳新人獎得主。2020年「第2屆」FORMOSOUND 最佳新人獎得主。2021年「第3屆」FORMOSOUND 最佳新人獎得主。
- Audrey Tang**: 2019年「第1屆」FORMOSOUND 最佳新人獎得主。2020年「第2屆」FORMOSOUND 最佳新人獎得主。2021年「第3屆」FORMOSOUND 最佳新人獎得主。
- Doris**: 2019年「第1屆」FORMOSOUND 最佳新人獎得主。2020年「第2屆」FORMOSOUND 最佳新人獎得主。2021年「第3屆」FORMOSOUND 最佳新人獎得主。

FORMOSOUND was launched in June 2021 as an online music festival rooted in Taiwan’s cultural identity and dedicated to amplifying Taiwanese music on the global stage. Inspired by Taiwan’s historic name Formosa and the idea of “For More Sound,” Through digital showcases and international collaborations, the festival connects audiences in Taiwan and North America, fostering cultural exchange and deeper resonance with Taiwanese music and stories worldwide.

Featuring a diverse lineup of acclaimed Taiwanese musicians, bands, and performers, FORMOSOUND showcases the richness and creativity of Taiwan’s contemporary music scene across genres and generations. The two-day event attracted over 300 sign-ups, reflecting strong community interest and overwhelming support from music fans.

# 2021 LINE UP

# ABOUT A+ LOVE MUSIC FESTIVAL

Founded in 2018 by musician Heng-Chi Guo (Guo Tzu) alongside Kay Huang and Chien-Chi Chen, the A+ Love Music Festival brings together leading pop music artists to advocate for diversity, equality, and anti-discrimination in Taiwan. Through live music, the festival raises awareness of HIV-related issues, challenges stigma and misinformation, and offers support and visibility to people living with HIV and the LGBTQ+ community, promoting a more inclusive and compassionate society.

Since 2018, A+ Love Music Festival has presented seven editions in Taiwan and two in Toronto, bringing together artists, audiences, and communities through music to advocate for diversity, equality, anti-discrimination, and HIV awareness.



## 2018 – 2025 CAST & POSTERS

# TARGET AUDIENCE & MARKET REACH

- The Anchor (Taiwanese Community)
  - Engaging the **11,500+** Taiwanese-Americans in Greater Seattle – a high-income, tech-driven demographic (Amazon, Microsoft, Meta, Google)
- The Discovery Seekers (Mainstream Seattle)
  - Tapping into Seattle’s legendary "Indie Music Culture." This isn't just a community event; it’s a professional music festival for the 18–45-year-old "Global Sound" enthusiast.
- The Indigenous Connection
  - Featuring Sangpuy (桑布伊) to create a profound cultural bridge between Taiwan’s heritage and the Pacific Northwest’s deep respect for First Nations/Indigenous arts.
- The "Boba-Nomics" Crowd
  - Converting Seattle’s obsession with Taiwanese food into a deep interest in Taiwanese travel and culture through our integrated Night Market.

Asian Breakdown	
Country	Number
Chinese	150,836
Indian	147,389
Filipino	87,360
Vietnamese	71,892
Korean	61,219
Japanese	26,771
Cambodian	18,763
Taiwanese	11,953
Thai	7,259



The poster for Seattle Boba Fest features a stylized pink and purple boba cup with a straw, set against a dark purple background with a city skyline silhouette. Text on the poster includes "SEATTLE BOBA FEST", "SATURDAY / APRIL 30, 2022", and "COME TO THE U DISTRICT TO CELEBRATE NATIONAL BUBBLE TEA DAY!". Logos for UDISTRICTSEATTLE.COM, U DISTRICT, THE U DISTRICT, and the Stranger are at the bottom.



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# MEDIA EXPOSURE

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- High-Definition Engagement
  - **LED Mainstage** Takeovers: Rotating TTA "Destination Taiwan" videos and sponsor ads between sets to a captive audience of 3,000+.
- Physical Presence
  - Premium booth placement in the "Formosound Market" zone for high-touch consumer interaction.
- Multi-Channel PR Campaign
  - Mainstream: Outreach to The Seattle Times, King5.com, and MoPoP newsletter.
- Ethnic/Regional
  - Comprehensive coverage in World Journal, Line Today, and Vancouver-based Asian media.
- Social Multiplier
  - Strategic partnerships with Seattle "Foodie" and "Lifestyle" influencers to document the "Taiwanese Day in Seattle," generating millions of organic impressions.





Be part of Seattle's 1st-ever  
Taiwanese Music Festival!

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