

Asia's largest
theme park-style crossover festival

Lucky fes

Lucky
fes'23

Leverages

SAKURA
Internet

"Lucky Music Star Light Show"
with DJ DRAGON & Shady Holo Tapes

Sat. July 13th, Sun. July 14th, Mon. July 15th, 2024

Hitachi Seaside Park

Challenge of 2024: Expand the footprint out onto the grasslands

WEST SIDE + EAST SIDE

One pre-existing stage

Three new stages

Approximately eight hectares of open space in a grassy field. The area is approximately the size of four Tokyo Domes and can accommodate around 40,000 people. The GRAND STAGE will finally be unveiled at LuckyFes.



(Photos from festivals sponsored by other companies that were held on the grassland in the past)

Dates: Sat. July 13th, Sun. July 14th, Mon. July 15th, 2024

Location: Hitachi Seaside Park (Hitachinaka, Ibaraki)

Participation fee for VVIPs:

1-day ticket 180,000 yen/person, 3-day ticket 380,000 yen/person, 10-person pack 1.5 million yen/day

*The price is the same for customers elementary-school age or older. Children of preschool age or younger can enter for free.

Application: <https://luckyfes.com/en-vvip-apply/>

©Inquiries© LuckyFes VVIP Secretariat Email: luckyfes-vip@lucky-ibaraki.com

1) Access to two areas, exclusive to VVIPs

① EAST: Space adjacent to RAINBOW and WING STAGE on the grasslands

- Air-conditioned eating and drinking area
- Relaxation area located under the shade
- Special seating overlooking the stage
- Tent featuring a bar counter and sofa

*We also plan to set up a pool, sauna, and jacuzzi (subject to park permissions.)

② COOL: Space utilizing a permanent cafe

- Air-conditioned cafe
- A stage exclusively for VVIPs, G1 @LuckyFes (scheduled events to be held every day)
- Open space under the trees
- Massage (reservation required/paid)
- Private viewing (You can enjoy the state of each stage via ABEMA distribution)



*For reference (last year's set up)

2) **Food and beverages** provided at VVIP EAST & COOL (all inclusive, excluding champagne)



*For reference (last year's set up)

3) **VVIP priority seats** available on 4 stages (RAINBOW, WING, GARDEN & HILLS)



*For reference (last year's set up)

4) Transportation to and from designated hotels, priority parking, and free exclusive gate access



*For reference (last year's set up)

5) Opportunities to participate, use, and purchase paid events, services, and goods limited to VVIPs

- ① Participation in the after-festival party (50,000 yen/person) *Scheduled to be held every night at M-GARDEN
- ② Massage under the shade of trees (5,000 yen/30 minutes)
- ③ Champagne service (50,000 to 100,000 yen/bottle)
- ④ Special Aloha shirt (50,000 yen/shirt)



*For reference (last year's set up)

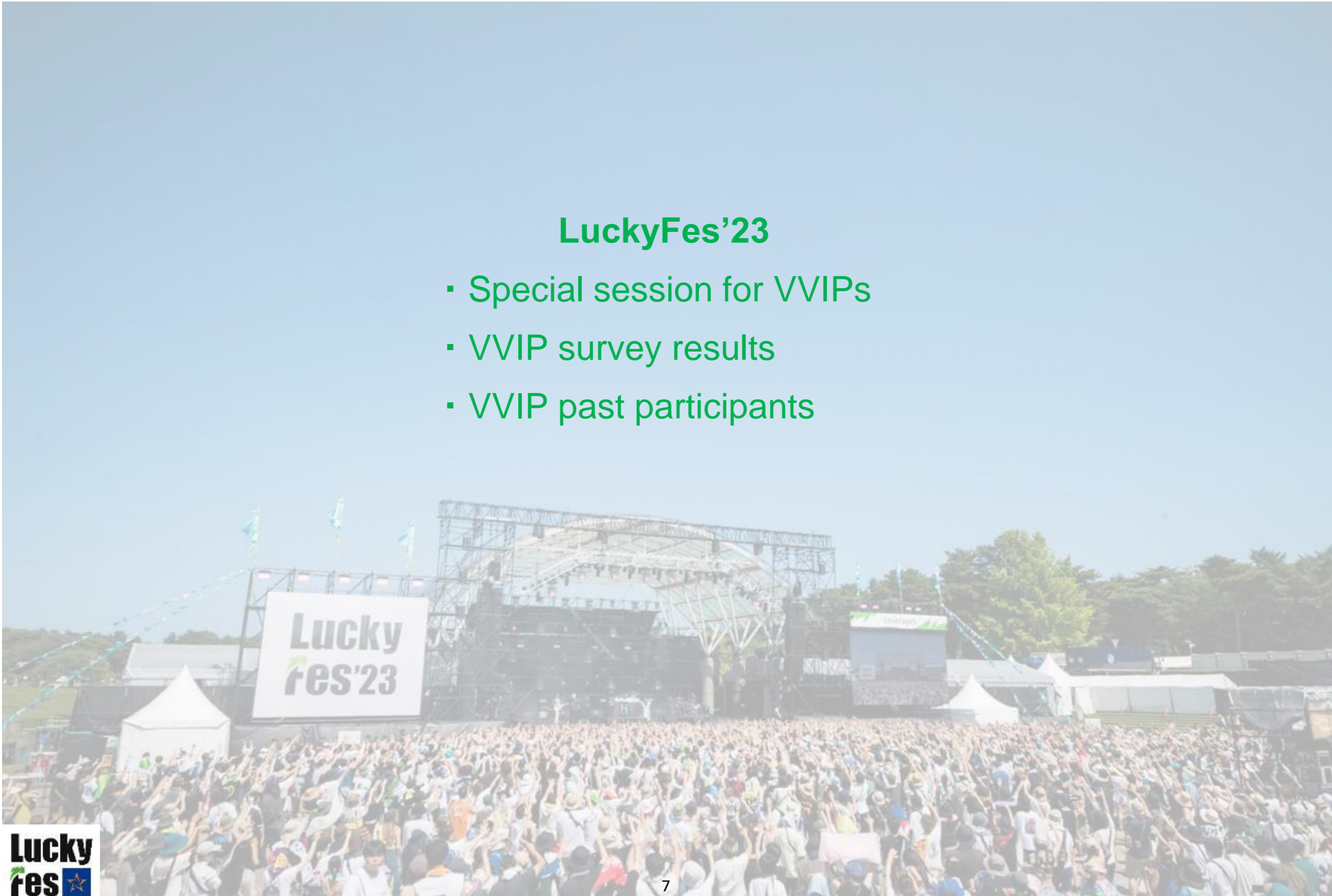


LuckyFes'24 VVIP EAST area drawing (tentative)



LuckyFes'23

- Special session for VVIPs
- VVIP survey results
- VVIP past participants



LuckyFes'23 VVIP Special Session



Sat. July 15th, Guest: Mr. Takafumi Horie, Founder of SNS media & consulting Co., Ltd.



Sun. July 16th, Guest: Mr. Takeo Nakanishi, Chairman of the Concert Promoters Association



Mon. July 17th, Guest: Mr. Yusuke Nakagawa, Representative Director of Asobi System Co., Ltd.



Feedback from last year's attendees:

- It was a wonderful festival that could be enjoyed by people of all ages and genders. It put a spotlight on Ibaraki and there was so much positive energy coming from everyone involved in the festival! I don't think there are many festivals that are filled with such warmth.
- I was new to festivals, but I really enjoyed it from start to finish. I liked the mix of old and new artists.
- It was my first time participating in LuckyFes but I came away more satisfied than I expected with the special VVIP space, food, and artist lineup! Given the benefits, I'm sure I'll be participating again next year!
- I was impressed with the high quality of the music festival, the comfortable VIP environment, the hospitality of the staff, and a real shrine.
- I was able to experience the performance of a trending artist in a good environment and good company.
- The performances, artist selection, fireworks and other displays, and networking among business owners were good.
- There was a spacious area, and a good selection of food and drinks, so I definitely want to participate in the VVIP area next year.
- I was able to enjoy the event without getting tired thanks to the excellent service that can only be achieved by being a VVIP. The staff were available the whole time, from pick up to drop off at the hotel, so we were able to fully enjoy the experience without any worries.

Overall satisfaction

4.87

*Rating out of 5

VVIP Past Participants (titles omitted/excerpts)

<Entrepreneur>

Mitsuru Izumo

Keiko Ihara

Tomohide Iwatsuki

Katsuya Uenoyama

Genki Kanaya

Yasufumi Kanamaru

Shujiro Kusumoto

Fumiaki Koizumi

Tetsuya Sanada

Kenichi Sano

Hiroyuki Sugimoto

Kohei Takashima

Masanobu Takahama

Kunihiro Tanaka

Jun Tarikino

Yosuke Tsuji

Masato Tsumamoto

Masamichi Toyama

Yusuke Nakagawa

Takeo Nakanishi

Ryoichi Nishizawa

Naruatsu Baba

Susumu Fujita

Takafumi Horie

Yuki Mizutani

Yuji Mizoguchi

Koichiro Yoshida

Tetsuro Yoshimatsu

Representative Director and President
CEO

Representative Director

Representative Director

President and CEO

CEO

Representative Director

Chairman of the Board

Chairman of the Board

Chairman and CEO

Representative Director, Chairman,
Executive Officer CEO

Representative Director

Representative Director

President and Representative Director

Representative Director

Representative Director, President and CEO

Representative Director and CXO

Representative

Representative Director

Chairman

Representative Director

Chairman of the Board, Chief Creator

Representative Director

Founder

Representative Director, President

Representative Director, President and CEO

Representative Director, President and CEO

Representative Director, Chairman and CEO

Euglena Co., Ltd.

Future Co., Ltd.

Leverages Co., Ltd.

PKSHA Technology Co., Ltd.

akippa Co., Ltd.

Future Co., Ltd.

Cafe Company Co., Ltd.

Mercari, Inc.

KLab Co., Ltd

Vision Co., Ltd.

Sheila Technologies Co., Ltd.

Oisix La Daichi

Koyu Hanamaru

Sakura Internet Co., Ltd.

Value Management Co., Ltd.

Money Forward Co., Ltd.

CellSource Co., Ltd.

Smiles Co., Ltd.

Asobi System Co., Ltd.

Concert Promoters Association

Neo Career Co., Ltd.

COLOPL, Inc.

CyberAgent Co., Ltd.

SNS media & consulting Co., Ltd.

DYM Co., Ltd.

FiNC Co., Ltd.

Crowdworks Co., Ltd.

istyle Co., Ltd.

VVIP Past Participants (titles omitted/excerpts)



<Owner>

Hiroyuki Onizawa
 Shoichi Kobayashi
 Taro Suzuki
 Kohei Terada
 Tomoki Nishikawa
 Taiki Fukuda
 Shin Maeda
 Souroku Masuda

Representative Director and President
 Representative Director and President
 President and CEO
 Representative Director and President
 Representative
 Director
 President
 Senior Managing Director

Koda Shoten Co., Ltd.
 Albion Co., Ltd.
 Saza Coffee
 Warehouse Terrada
 Sakurajuji Group
 Adastia Co., Ltd.
 Tokyo Tower
 Culture Convenience Club Co., Ltd.

<Professional>

Akio Isowa

Executive Officer, Senior Managing
 Director, Group CDIO

Sumitomo Mitsui Financial Group

Akinori Kanayama
 Yuichi Kawasaki
 Naonori Kimura
 Eiichi Sekiguchi
 Yuko Furuichi
 Shinichiro Yamamoto

Executive Officer
 Executive Officer
 Partner
 Director, Senior Managing Executive Officer
 President and CEO
 Representative Director and President

Tokyu Corporation
 Smart News Co., Ltd.
 Industrial Growth Platform, Inc. (IGPI)
 Sumitomo Mitsui Finance & Lease Co., Ltd.
 Comexposium Japan Co., Ltd.
 Kasumi Co., Ltd.

*A total of 641 people participated in 2 years

