

Fanglao Studio



Lao International HipHop Festival 2026

One Culture • One Movement • One Region
13–15 November 2026 | Lao-ITECC Exhibition Hall

Presented by: Fanglao Studio



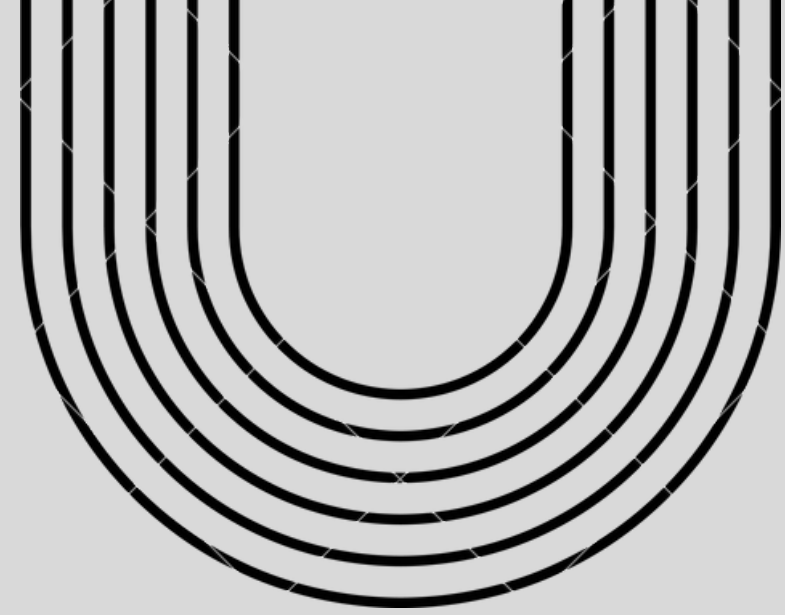


About LIHF

Lao International HipHop Festival (LIHF) is a rebranded evolution of the original Lao HipHop Festival, founded in 2017. As the leading urban youth cultural platform in Laos, LIHF has grown into a movement that unites communities through authentic HipHop culture.

**Founded in 2017 — 9 years of cultural impact
Celebrates dance, rap, graffiti, DJing, fashion &
creativity**

Leading urban youth platform in Laos & the region



Project Objectives

LIHF 2026 is designed with a clear purpose: to empower youth, elevate culture, and position Laos on the regional HipHop map. Our objectives reflect our commitment to creativity, community, and lasting impact across Southeast Asia.

- Develop youth creativity and leadership**
- Promote cultural exchange across the region**
- Support emerging artists and performers**
- Strengthen creative industries in Laos**
- Position Laos as a regional HipHop destination**





Why Support LIHF

Supporting LIHF 2026 means more than sponsorship — it means investing in youth, culture, and regional identity. LIHF connects your brand directly with a passionate, creative, and growing community across Laos and Southeast Asia.

Youth empowerment and leadership development

Cultural diplomacy across Southeast Asia

Tourism and creative economy growth

Brand engagement with young audiences

Long-term community and CSR impact



Project Overview

LIHF 2026 is a large-scale, 2-day international HipHop festival bringing together artists, competitors, and audiences from across the region. Held at Lao-ITECC Exhibition Hall on 13–15 November 2026, the event is designed to deliver maximum cultural impact and brand visibility.

2-day international festival with 7 main activities

50–70 street food and fashion booths

500+ artists and competitors

5,000+ onsite visitors target

10M+ online reach target





About Fanglao Studio

Fanglao Studio is the leading dance and creative event organization in Laos. With years of experience producing high-energy youth events and cultural productions, we are dedicated to empowering the next generation of artists, dancers, and creatives across the region.

Organizer of Lao HipHop Festival, UYD Lao Youth Festival & Fanglao Jam

Dance education programs and cultural productions

Experienced in youth events and international collaboration

Performance, community development & creative industry growth



Event Activities Overview

LIHF 2026 features 7 major competitive and performance activities spanning 2 days. From international breaking battles to live graffiti, DJ showdowns, rap battles, and a headline concert — every element celebrates authentic HipHop culture.

Breaking Battle 2 vs 2 — Open International

Open Style Battle 2 vs 2 — Open International

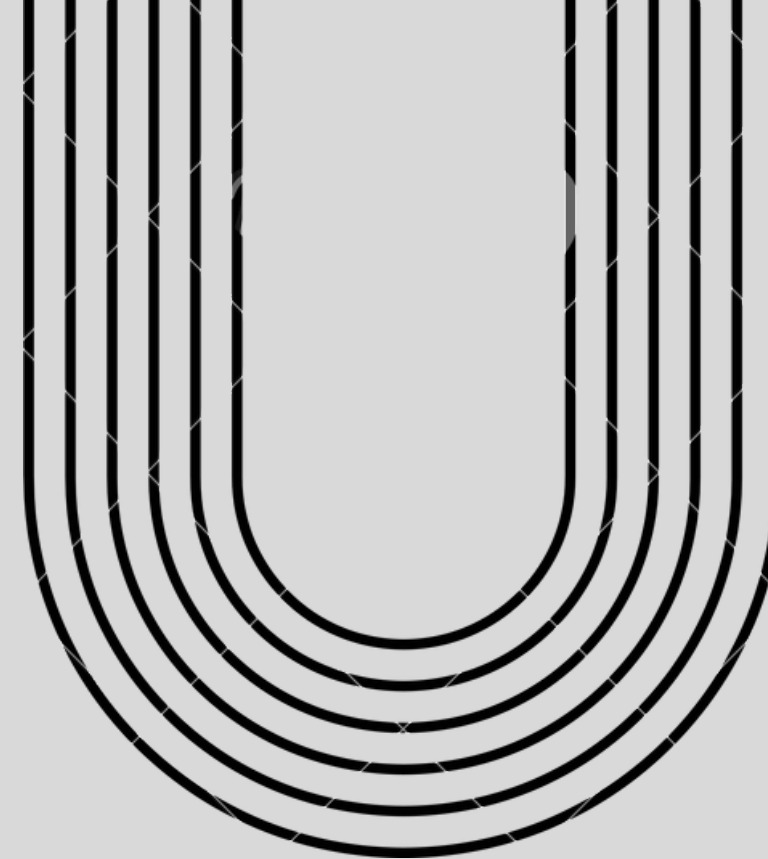
Crew Competition (5–8 Members) — Open International

DJ Open Format HipHop Competition — Open International

Graffiti Competition — Open International

Rap 7 To Smoke — Lao Only

HipHop Concert



Breaking Battle 2 vs 2

Rules: 2 dancers per team, open international format, preliminary rounds through to finals, clean battle conduct required.

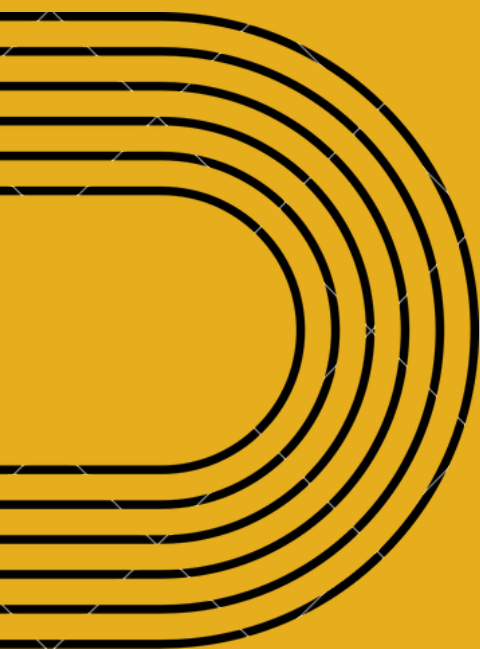
Judging Criteria: technique, musicality, originality, dynamics, and battle strategy.

Champion: 15,000,000 LAK

Runner-up: 10,000,000 LAK

3rd Place: 5,000,000 LAK

Best B-Boy / B-Girl: 2,000,000 LAK





Open Style Battle 2 vs 2

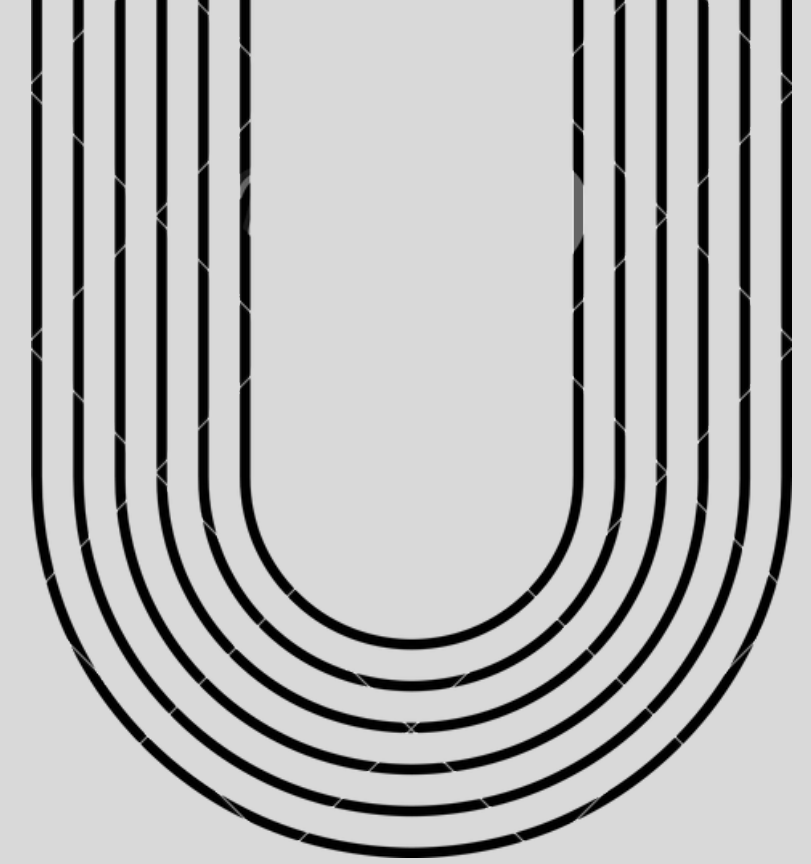
Open to all styles — HipHop, Popping, Locking, Waacking, House, Krump, and Experimental. Two dancers per team compete in a head-to-head open format battle, open to international competitors. Prelims lead to a high-energy finals showcase.

Judging: Creativity & Musicality

Character & Technique

Crowd Engagement

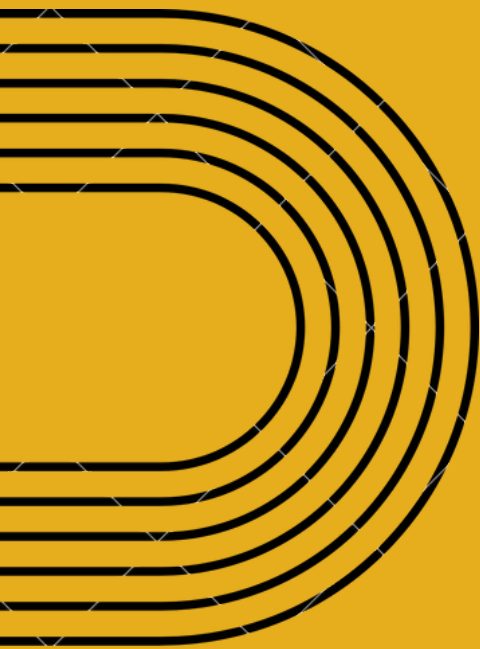
Prize: Champion 15M | Runner-up 8M | 3rd 4M LAK

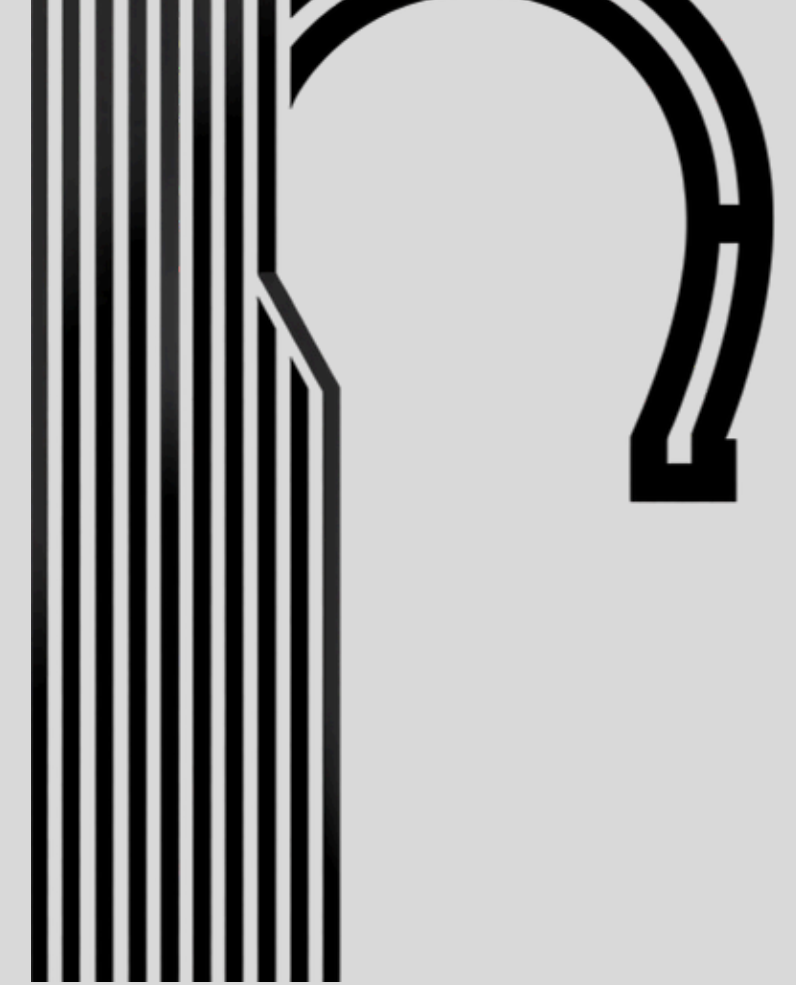


Crew Competition

5–8 members per crew perform a 4–6 minute choreographed set. Open to international crews across all HipHop styles. From concept to execution, each crew must deliver a unified, high-energy stage performance that showcases synchronization, creativity, and artistic vision.

Judging: Choreography, Sync, Creativity, Stage Presence
Champion: 30M LAK
Runner-up: 15M LAK
3rd Place: 8M LAK • Best Choreography: 3M LAK





DJ Open Format HipHop Competition

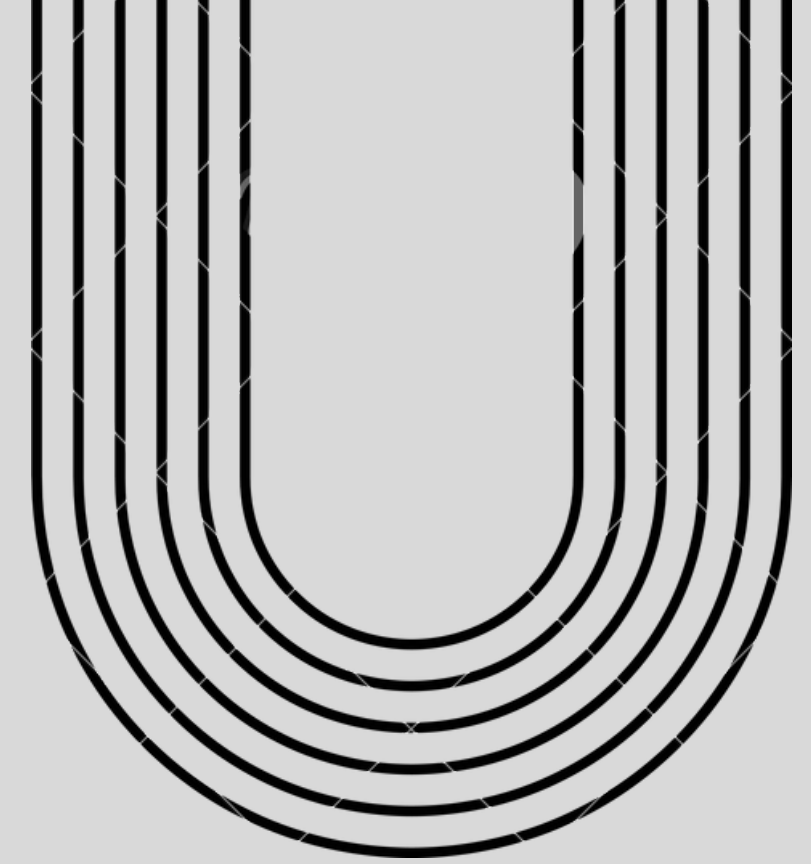
An electrifying open format DJ battle showcasing the best turntablism and mixing talent from across the region. Competitors bring their full creative arsenal — scratch techniques, live remixing, and crowd control mastery — to dominate the decks and move the crowd at LIHF 2026. Format: Scratch • Open Format • Live Remix • Crowd Control Level: Open International

Judging Criteria:

- **Technical skill & scratch execution**
- **Track selection & creativity**
- **Mixing quality & transitions**
- **Crowd response & energy**

Prize Pool:

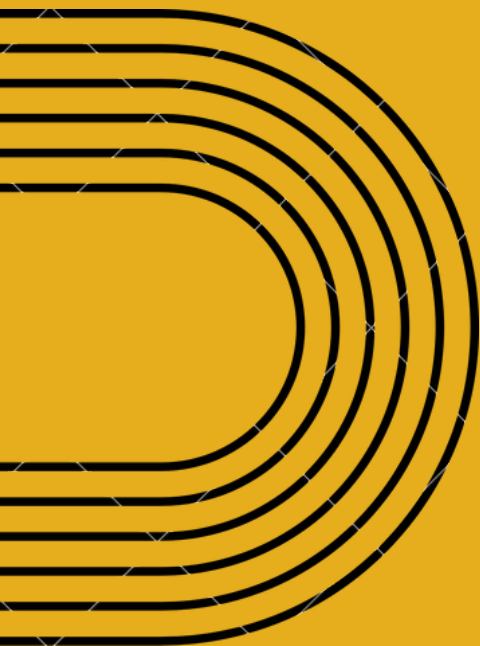
- **Champion: 10,000,000 LAK**
- **Runner-up: 5,000,000 LAK**
- **3rd Place: 2,000,000 LAK**



Graffiti Competition

Theme: HipHop Beyond Borders
Open to individual artists and crews. Competitors bring their vision to life on canvas, expressing HipHop culture through spray art, lettering, and murals.
Judging Criteria: Creativity, execution, concept, technique, and visual impact.

Champion: 8,000,000 LAK
Runner-up: 4,000,000 LAK
3rd Place: 2,000,000 LAK
Best Concept: 1,000,000 LAK





Rap 7 To Smoke

A high-intensity MC battle format exclusive to Lao artists. 8 MCs enter the cypher — the winner stays and battles the next challenger. First MC to win 7 battles takes the crown. Raw, unfiltered, and purely Lao.
Format: 8 MCs • Winner Stays • First to 7 Wins • Lao Only

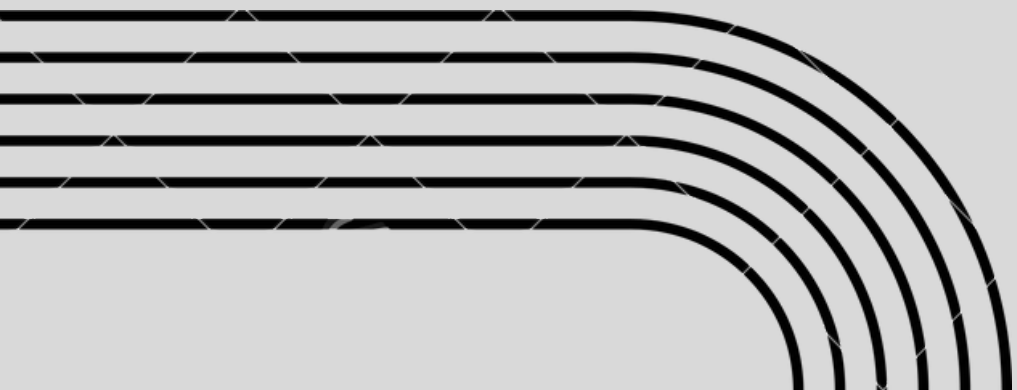
**Judging Criteria: Flow, Lyrics, Delivery, Freestyle Ability,
Crowd Reaction**

Champion – 5,000,000 LAK

Best overall MC across all 7 rounds

Runner-up – 2,000,000 LAK

Final challenger reaching the last round





HipHop Concert

The festival culminates in an electrifying concert night featuring Lao headliners, regional guests, and international acts. A powerful celebration of HipHop culture bringing together the best artists across Southeast Asia and beyond.

Lao headliners, regional guests & international acts

Concert finale with live DJ mix and dancer collaboration

Expected 3,000+ concert audience

Two-night concert experience across both festival days



Street Food & Fashion Market

A vibrant marketplace running across both festival days, bringing together local vendors, creative brands, and lifestyle businesses. With 50–70 booths on the floor, the market creates a lively commercial hub that complements the performances and competitions.

50–70 vendor booths across the festival grounds

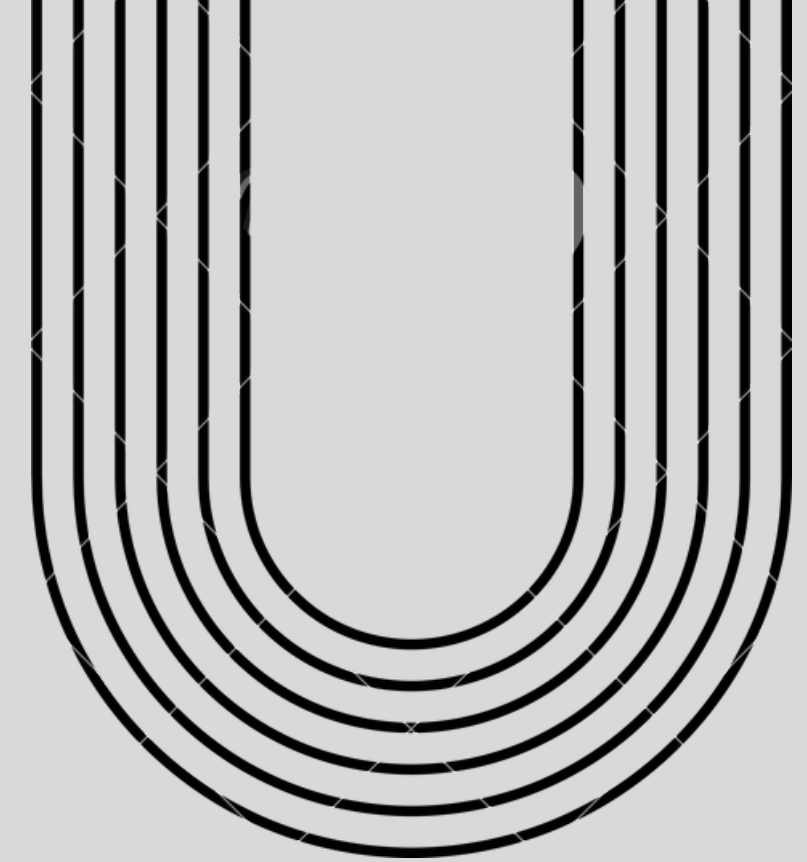
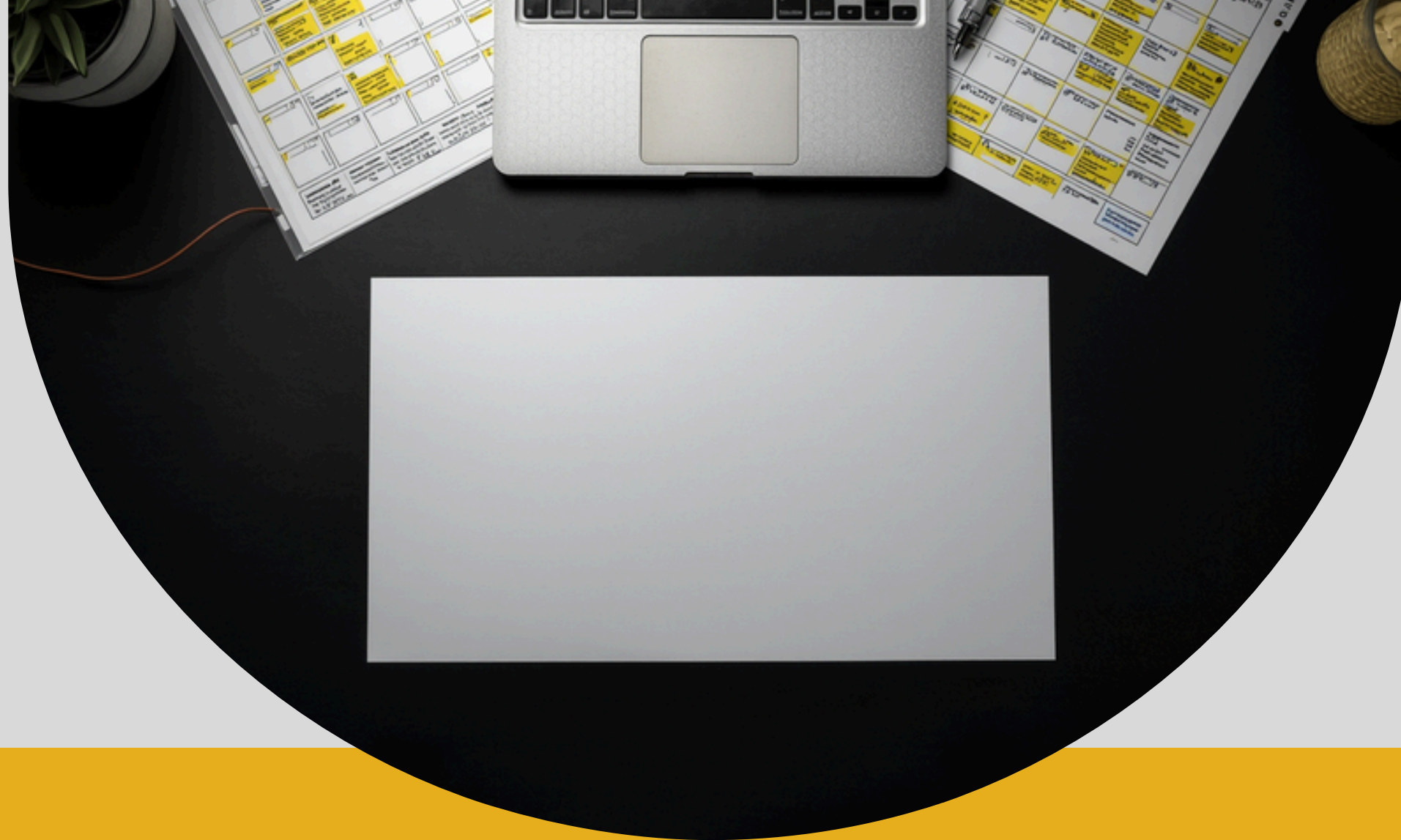
Food, beverages, and local Lao street cuisine

Fashion, sneakers, accessories, and streetwear

Art, lifestyle, and creative goods

Supports SMEs and independent creators

Creates direct commercial value for brand partners



Event Timeline

From proposal to post-event recap, every phase of LIHF 2026 is carefully planned to ensure a seamless and impactful festival experience. Below is our month-by-month roadmap leading up to and following the event on 13–15 November 2026.

May: Proposal & sponsor launch

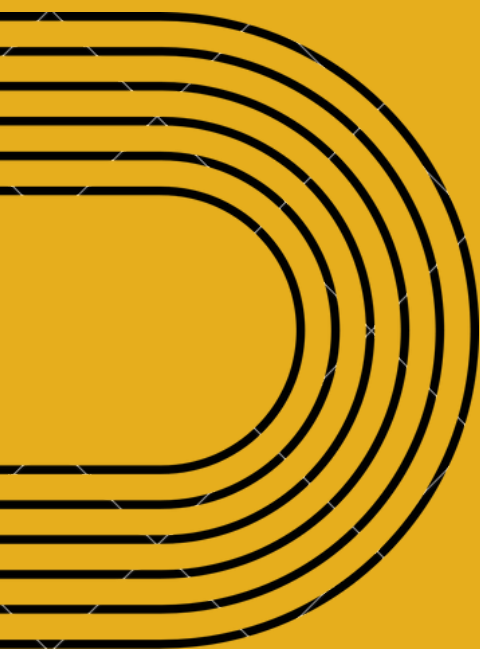
June: Sponsor confirmation & guest invitation

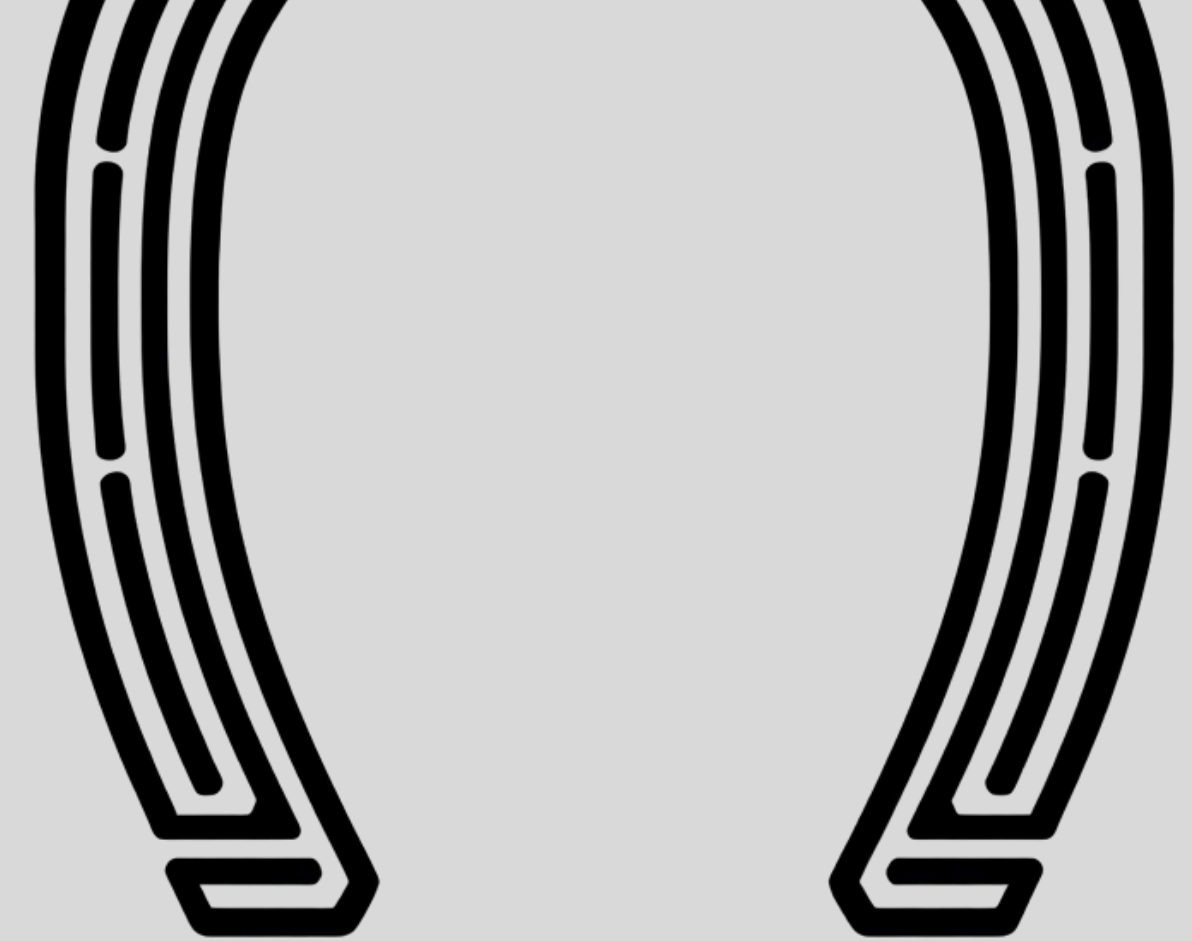
July: Registration opens

August: Promotion, lineup release & production planning

September: Event setup & execution

October: Reporting & media recap

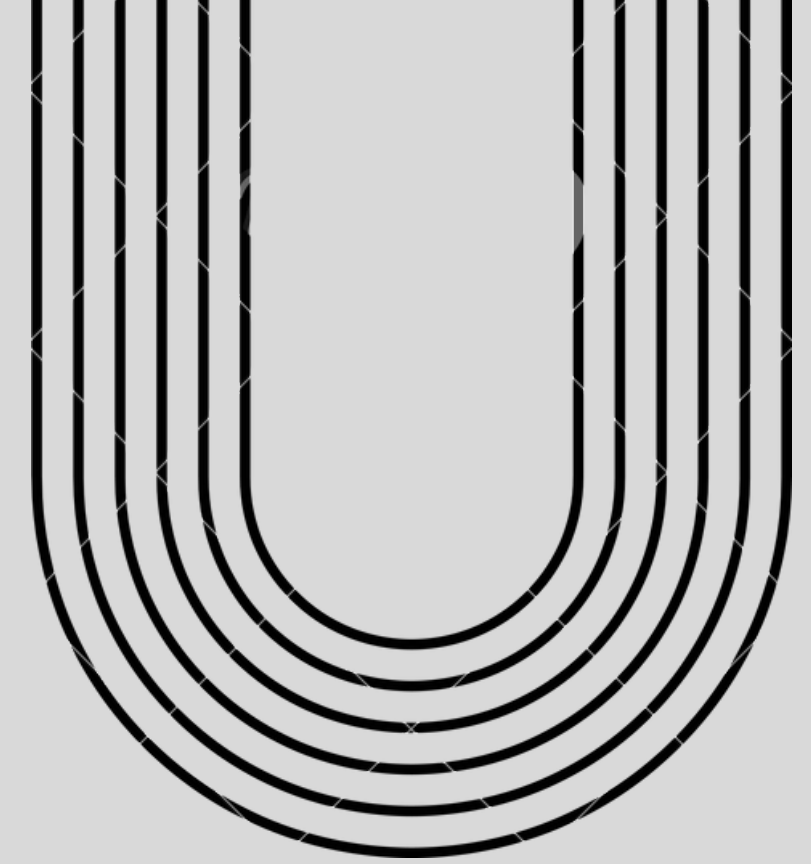




Event Agenda — Day 1

Day 1 kicks off the Lao International HipHop Festival 2026 with high energy and non-stop action. From the opening ceremony to the electrifying concert night, the first day sets the tone for the entire festival experience at Lao-ITECC Exhibition Hall.
13–15 November 2026

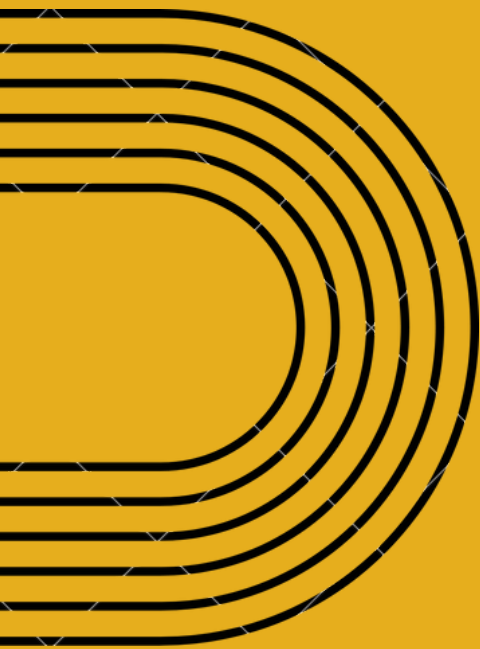
Registration & Opening Ceremony
Breaking Battle Preliminaries
Open Style Battle Preliminaries
Graffiti Live Session
DJ Competition
Concert Night



Event Agenda Day 2

Day 2 brings the festival to its peak with championship finals, the legendary Rap 7 To Smoke battle, and a spectacular concert finale. Witness the best crews, breakers, and open style dancers compete for top honors, followed by an electrifying awards ceremony and closing concert.

Crew Competition Finals
Breaking Finals
Open Style Finals
Rap 7 To Smoke
DJ Finals
Awards Ceremony
Concert Finale





Target Audience

LIHF 2026 attracts a diverse, youth-driven audience across Southeast Asia. Our demographic breakdown reflects the festival's strong appeal to the next generation of HipHop culture, creative communities, and urban lifestyle enthusiasts.

Youth (Age 13–18): 35% — Students, school crews, emerging dancers & fans

Young Adults (Age 19–35): 50% — Core HipHop community, artists, competitors

Adults, Artists & Guests (Age 36–45): 15% — Industry professionals, media & supporters

Total Target: 5,000+ onsite visitors | 10M+ online reach



Marketing Reach

LIHF 2026 deploys a multi-platform marketing strategy across digital, social, and traditional media channels. Our campaign targets youth audiences regionally and internationally, leveraging influencer networks, media partners, and organic community engagement to maximize visibility and drive both onsite attendance and online impressions.

Facebook, Instagram, TikTok & YouTube campaigns

Media partners & press coverage

Influencer & content creator network

5,000+ onsite visitors target | 10M+ online impressions



Visual Advertising Plan

LIHF 2026 will be supported by a comprehensive multi-channel advertising campaign designed to maximize visibility, drive attendance, and amplify brand exposure for all sponsors and partners across digital, outdoor, and media platforms.

Main Key Visual & Brand Identity

Billboard & Outdoor Advertising

LED Screen & Digital Displays

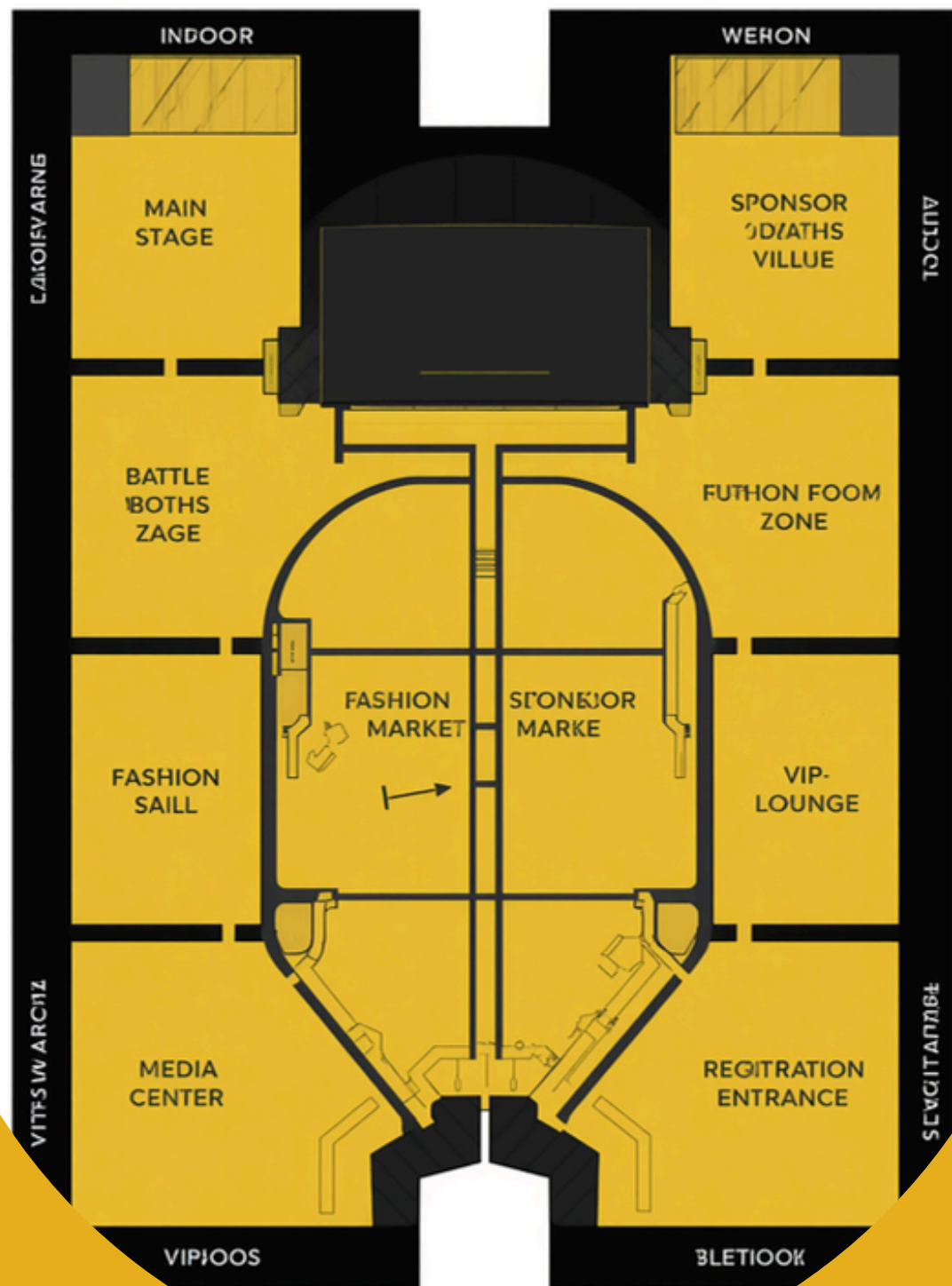
Posters & Print Collateral

Social Media Reels & Content

Influencer Campaign

Press Release & Media Coverage

Event Recap Video



Floor Plan Concept

The Lao-ITECC Exhibition Hall is designed to host a dynamic, multi-zone festival experience. Each zone is strategically positioned to maximize crowd flow, brand visibility, and audience engagement across both festival days.

-  **Main Stage & Battle Arena**
-  **Sponsor Village**
-  **Street Food Zone**
-  **Fashion Market**
-  **Graffiti Zone**
-  **VIP Lounge & Media Center**
-  **Registration Area**



Budget Summary

Total estimated budget for LIHF 2026 is 1.3 Billion LAK, covering all production, talent, marketing, and operational needs to deliver a world-class international HipHop festival experience.

Venue & Production: 350M LAK
Stage & Technical: 250M LAK
International Guests: 250M LAK
Marketing: 100M LAK

Prize Money: 159M LAK

Staffing: 80M LAK

Logistics: 70M LAK

Administration: 41M LAK

Total: 1,300M LAK



Sponsorship Packages

Join us as an official partner of Lao International HipHop Festival 2026. Each sponsorship tier offers unique brand visibility, audience engagement, and community impact across the festival's 2-day program reaching 5,000+ onsite visitors and 10M+ online impressions.

-  **Title Sponsor: 500M LAK**
-  **Gold Sponsor: 250M LAK**
-  **Silver Sponsor: 100M LAK**
-  **Bronze Sponsor: 50M LAK**
-  **Community Partner: 20M LAK**



Why Partner With Us

LIHF 2026 is the largest HipHop platform in Laos, bringing together thousands of youth, artists, and regional audiences. Partnering with us means direct access to one of Southeast Asia's most energetic and engaged communities — ready to connect with your brand.

Largest HipHop platform in Laos

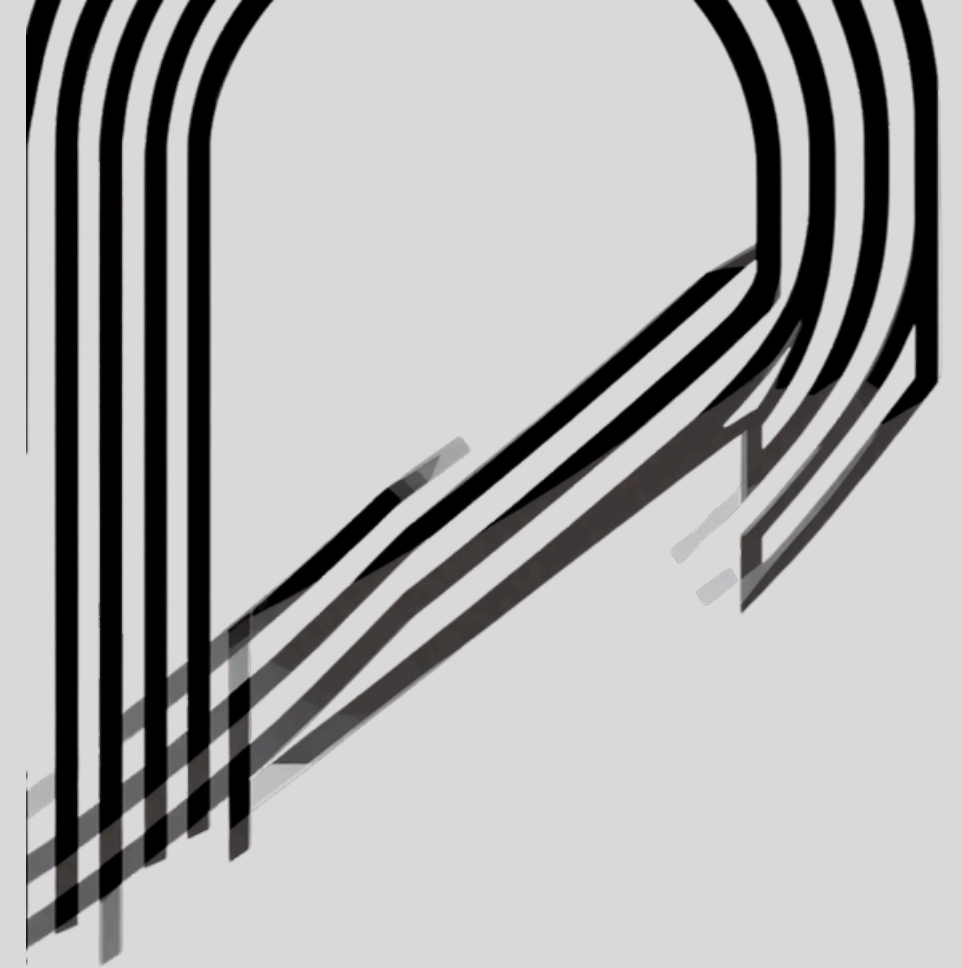
Direct access to youth market

High-impact brand activation

Regional cultural visibility

Community and CSR value

Strong media content potential



Expected Outcomes



LIHF 2026 is projected to deliver measurable cultural, economic, and social impact across Laos and the wider Southeast Asian region — strengthening the Lao creative economy and cementing Laos as a HipHop destination.

5,000+ onsite visitors
500+ artists & competitors
10 countries represented
50–70 market booths
100+ volunteers engaged
10M+ online impressions
Strengthened Lao creative economy

Fanglao Studio

LET'S CONNECT

Let's build the next regional HipHop destination together.
Lao International HipHop Festival 2026

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