11TH ANNUAL
IRVINE KOREAN CULTURAL FESTIVAL

Presents
IKCF 2.0 "K-POMP"

SAT, May 14, 2022
Irvine Civic Center
1 Civic Center Plaza
Irvine, CA 92606
Welcome to the 11th Annual Irvine Korean Cultural Festival!

In our 11th year of the Irvine Korean Cultural Festival (“IKCF”), IKCF is upgrading its annual event in accordance with the cultural phenomenon or Korea: IKCF 2.0 – “K-Pomp.” The K-Pop & K-Food culture that is now a global phenomenon will be the focus in this year’s IKCF. We sincerely hope you will be a part of this year’s amazing pomp and circumstance with IKCF!

IKCF was founded in 2010 to commemorate the Korean-American history, which began on January 13, 1903, when 102 pioneer immigrants arrived in Hawaii from Korea to work in the sugar cane plantations. In 2003, the United States House of Representatives and the Senate declared that landmark day “Korean American Day” (H. Res. 487, S. Res 283). Following suit, the City of Irvine, California, permanently recognized January 13 as “Korean American Day” (Item 6.4 Jan 8th 2008).

Now, Korean-Americans number nearly 3 million, contributing to America at all professional levels and in their communities. IKCF’s mission is to share the Korean culture with the entire community and beyond by showcasing its customs, heritage, arts and cuisine in order to promote peace and harmony among the people of diverse cultural and ethnic backgrounds. IKCF is an enriching event that showcases the best of Korean culture in America.

With a vision of improving cultural understanding and building a sense of global community, IKCF plants the seeds for cultural awareness locally and abroad through the exhibition of traditional and modern Korean art, food and culture – as we like to call it K-Pomp.

Experience K-Pop & K-Food Culture

- K-Pop Cover Dance Competition
- K-Pop Singing Competition
- Korean Traditional Music & Dance
- Taekwondo
- Korean Food Spicy Chicken Eating Contest
- Korean Arts & Crafts
- Squid Games
Sponsorship & Benefit

Title Sponsor
$20,000
(1 Avail)

This is the first year we are enhancing the IKCF in over a decade to “IKCF 2.0 : K-Pomp” The unprecedented community participation and mirroring of Korea’s evolving culture to include the world phenomenon of K-Pop / K-Culture / K-Food will undoubtedly enhance the Title Sponsor’s name/brand into new heights

Benefits Include:

- VIP ribbon cutting & welcoming ceremony
- Public recognition during opening ceremony
- Logo prominently displayed on main stage
- Sponsorship acknowledgement (your logo) on
- IKCF 2022 marketing
- Major Korean newspaper ads
- Direct link on IKCF updated website (www.kpomp.com)
- Social media co-branding presence
  Premium booth location (20’x20’) +(10’x10’)
- The K-Pop Cover Dance Competition, will be named after the "Seoul" Sponsor
- Logo/Brand/Name appearing in all post-event video to be aired on local television media
- Brand CF (30") and logo displayed on LED screen during
- the event
  Highlighted as Title Sponsor on IKCF 2022 AD
  TV/Newspaper/Radio

Platinum Sponsor
$15,000+
(2 Avail)

The Platinum sponsorship package is the most exclusive and prestigious package available, next to the Title Sponsor. The Platinum package is the best way to promote your brand/company and support the community.

Benefits Include:

- Public recognition during welcoming ceremony
  Logo displayed (Large) on main stage
- Sponsorship acknowledgement (your logo) on
- IKCF 2022 marketing
- Major Korean newspaper ads
- Direct link on IKCF updated website (www.kpomp.com)
- Social media co-branding presence
  Premium booth location (20’x20’)
- Featured solo on post-event video to be aired on local television media
- Brand CF (30") and logo displayed on LED screen during
- the event
  Large logo displayed on IKCF 2022 AD
  TV/Newspaper/Radio
Sponsorship & Benefit

Gold Sponsor
$10,000+
(3 Avail)

The Gold sponsorship package is the second highest sponsorship opportunity, providing significant visibility and marketing opportunities – before, during & after - the IKCF 2022.

Benefits Include:
- VIP ribbon cutting & welcoming ceremony
- Public recognition during opening ceremony
- Logo displayed (Medium) on main stage
- Sponsorship acknowledgement (your logo) on IKCF 2022 marketing
- Major Korean newspaper ads
- Direct link on IKCF updated website (www.kpomp.com)
- Social media co-branding presence
- Premium booth location (20’x10’)
- Featured on post-event video to be aired on local television media (Max 3 groups)
- Brand CF (30") and logo displayed on LED screen during the event

Silver Sponsor
$5,000+
(10 Avail)

The Silver Sponsorship package provides a great opportunity for visibility and marketing before and during the festival.

Benefits Include:
- VIP ribbon cutting & welcoming ceremony
- Public recognition during opening ceremony
- Logo displayed (Regular) on the main stage
- Sponsorship acknowledgement (your logo) on IKCF 2022 marketing
- Major Korean newspaper ads
- Direct link on IKCF updated website (www.kpomp.com)
- Social media co-branding presence
- Premium booth location (10’x10’)
Sponsorship & Benefit

**Bronze Sponsor**

$2,500+

(20 Avail)

The Bronze Sponsorship package combines marketing and branding association before the event and optimal exposure during the festival.

**Benefits Include:**
- Public recognition during welcoming ceremony
- Sponsorship acknowledgement (your logo) on IKCF 2022 marketing
- Major Korean newspaper ads
- Direct link on KCF updated website (www.kpomp.com)
- Social media co-branding presence
- Preferred booth location (10’x10’)

**Beat-COVID Sponsor**

$1,500+

(New for 2022)

This new sponsorship package is made possible in part by YE Media Group & AAX Media.

**Benefits Include:**
- Featured on post-event video to be aired on local television media (Max 5 groups)
- * Beat-Covid Sponsor can be added to Silver sponsorship package for additional $500
- ** Beat-Covid Sponsor can be added to Bronze sponsorship package for additional $1,000
For inquiries, contact us.

info@kpomp.com

SAT, May 14, 2022
11:00AM - 7:00 PM
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