



온주 한인 비즈니스 협회

KOREAN – CANADIAN
BUSINESS ASSOCIATION
OF ONTARIO

Formerly known as Korean Harvest Festival

Toronto Korean Festival 2022

SPONSORSHIP OPPORTUNITY

Sponsorship Package



August 26-28th 2022
@Mel Lastman Square, North York

www.tokofest.com | www.korcanbiz.com

ABOUT THE KCBA



The Korean Canadian Business Association ("KCBA") is a not-for-profit organization representing Korean Canadian business owners in Ontario. Since 2001, the KCBA has had a prominent role in spreading awareness of Korean culture mainly through the increasingly popular Korean Harvest Festival (Hangawi, 한가위). Each year the event is hosted at Mel Lastman Square in North York and continues to draw large crowds from the surrounding community, and since 2017 it is the largest event held at the square. Toronto Korean Harvest Festival was also named one of the top ten festivals to visit in Toronto by Blog TO and Toronto Events. Our team consists of Executive Members and Directors who are actively involved in various business activities in Ontario and the Korean community at large.

Mission:

- To promote diversity and connect our community with other ethnic groups
- To become a top leader by making Korean culture more common to Non – Korean.
- To help the integration of its members within Canadian culture and society



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ABOUT THE FESTIVAL



Origins of the Toronto Korean Festival

In Korea, the holiday of Thanksgiving is referred to as 'Hangawi'. The term refers to the middle of month of August 15th as it was known as a "Great Day". The former Korean harvest festival which has been held for 2 Days has officially renamed to **"Toronto Korean Festival"** to introduce K – Culture to non – Koreans. Furthermore, Toronto Korean Festival has extended for three days and will become a Top Festival In Toronto

Vision

The Toronto Korean Festival aims to spread the culture of Korea by providing variety of cultural events programs as well as K- Pop / K - Food/ K - Movie and K- Beauty on behalf of the Korean Canadian community.

ABOUT THE EVENT

Since 2001, the Toronto Korean Festival has been attracting large crowds to Mel Lastman Square to experience Korean culture. This is the largest Korean festival in Canada as well as the most anticipated gathering which is hosted in Toronto. In 2016, an estimated **35,000** people attended and turnout is expected to grow as the Korean Wave ("Hallyu") phenomenon continues.

Every year, people of all ages and backgrounds enjoy over 20 live shows such as traditional sport of Tae Kwon Do, traditional dance and drumming, K-pop dance concert, interactive audience games, and the popular masked singer competition.

There are also visits by prominent members of the Korean Canadian community, politicians, celebrities and other VIPs during our opening ceremony. This year it will be held for 3 days on the last weekend of August and is free to the public.

Along with the performances, spectators can enjoy a wide variety of traditional and Korean street food, and drinks in our "Taste of Korea" food court.

There will also be a beer garden to pair with the unique flavors Korea has to offer. There will also be over 15 Food Vendors, 6 Snack Vendors and 60 Market vendors to peruse with friends and family, run by local businesses showcasing their goods and services.



DEMOGRAPHICS

35,000 ATTENDEES

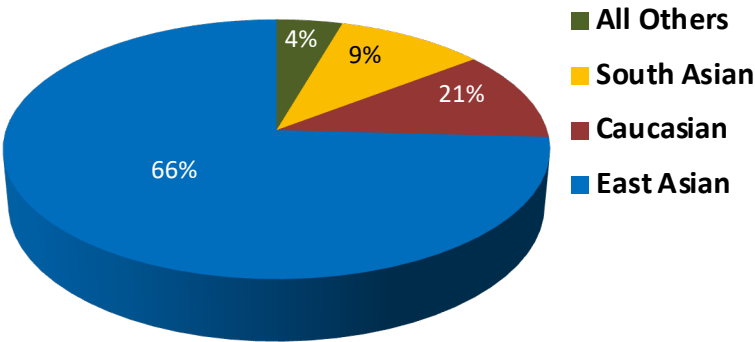


42%
**MALE
ATTENDEE
S**



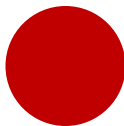
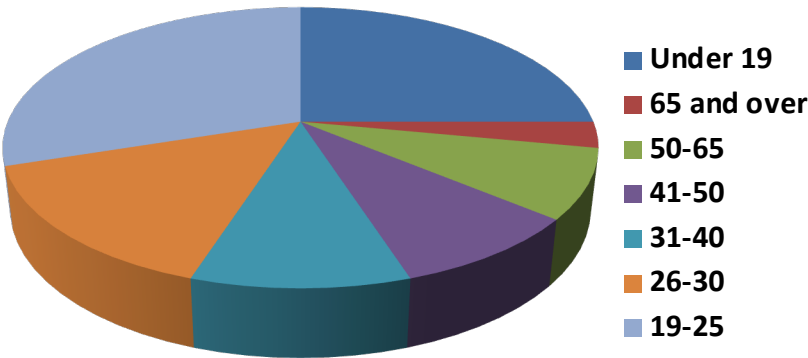
58%
**FEMALE
ATTENDEES**

ETHNICITY



\$75K +
**32% OF ATTENDEES
EARN MORE THAN \$75K**

AGE



53%
**PERCENTAGE OF
ATTENDEES WITH
COLLEGE DEGREES**



59%
**PERCENTAGES OF
ATTENDEES BETWEEN
AGES OF 20-40**

Platinum

Sponsored
\$5,000

- ✓ Logo Placement On TKF Website From Time Of Sponsorship
- ✓ Logo Placement On TKF Pamphlets/ Poster Logo
- Public Presentation of
✓ **Certificate of Appreciation** To A Company Executive During The Toronto Korean Festival Opening Ceremony
- ✓ **Large Banner** Printed And Placed In The Festival Grounds During Toronto Korean Festival
- ✓ **Full Page Advertisement** Space In Printed Toronto Korean Festival
- ✓ **Up To 59 Second** Long On Screen Ad Repeated On The Stage LED Screen During Toronto Korean Festival + Logo Shown as **PLATINUM SPONSOR**
- ✓ **Promotional 10x10 Booth**, Includes 8' Table and Two Chairs, Located At Prime Location
- ✓ **Official Sponsor For Dedicated Festival Zone.**
- ✓ **On Stage Award Sponsor** For Stage Events
- ✓ TKF Social Media Marketing Campaign as **Platinum Sponsor**
- ✓ **Stage Front Banner** Placement

Gold

Sponsored
\$3,000

- ✓ Logo Placement On TKF Website From Time Of Sponsorship
- ✓ Logo Placement On TKF Pamphlets/ Poster Logo
- ✓ **Medium Banner** Printed and Placed in Festival Grounds During TKF 2022
- ✓ **1/2 Page Advertisement** Space In Printed TKF Pamphlets
- ✓ **Up to 49 Second** Long On Screen AD Repeated on The Stage LED Screen During TKF + Logo Shown As **GOLD Sponsor**
- ✓ **Promotional 10x10 Booth**, Includes 8' Table and Two Chairs, Located At Prime Location
- ✓ **On Stage Award Sponsor** For Stage Events
- ✓ TKF Social Media Marketing Campaign as **Gold Sponsor**
- ✓ **Stage Front Banner** Placement

SPONSORSHIP

Sliver

Sponsored
\$2,000

- ✓ Logo Placement On TKF Website From Time Of Sponsorship
- ✓ Logo Placement On TKF Pamphlets/ Poster Logo
- ✓ **Small Banner** Printed and Placed in Festival Grounds During TKF 2022
- ✓ **1/3 Page Advertisement** Space In Printed TKF Pamphlets
- ✓ **Up to 39 Second** Long On Screen AD Repeated on The Stage LED Screen During TKF + Logo Shown As **Silver Sponsor**
- ✓ TKF Social Media Marketing Campaign as **Silver Sponsor**
- ✓ **Stage Front Banner** Placement

Festival

Sponsored
\$1,500

- ✓ Logo Placement On TKF Website From Time Of Sponsorship
- ✓ Logo Placement On TKF Pamphlets/ Poster Logo
- ✓ **Up to 30 Second** Long On Screen AD Repeated on The Stage LED Screen During TKF + Logo Shown As **Festival Sponsor**
- ✓ TKF Social Media Marketing Campaign as **Festival Sponsor**
- ✓ **Stage Front Banner** Placement
- ✓ **Exclusive Stage Act Sponsor:**
Ex. Masked Singer Contest by YOUR COMPANY

Sponsorship



PREVIOUS SPONSORS

Presentor



THE
READY
COMMITMENT

Gold



Silver



Festival



Partners



Media



CONTACT US



Hyunjoo Chae (President)



온주 한인 비즈니스 협회

KOREAN – CANADIAN
BUSINESS ASSOCIATION

OF ONTARIO

KCBA Office:

4862 Yonge St, North

York ON, M2N 5N2

(647)-995-3653

Kcba.Toronto@gmail.com

www.korcanbiz.com

www.tokofest.com



www.instagram.com/tokofest



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