

2022

KOREAN FESTIVAL

SPONSORSHIP INFORMATION



2022 KOREAN FESTIVAL

Introduction

For the past 43 years, the annual Korean Parade/Festival, hosted by the Korean American Association of Greater New York (KAAGNY), has served as an integral part of NYC tradition celebrating cultural diversity. Upon last year's successful transition from K-Town to Union Square, KAAGNY will bring back the beloved street festival next month to offer New Yorkers the exciting opportunity to experience Korean culture, from flavorful dishes to both K-Pop and traditional dance performances. This year's Korean Festival will take place on Sunday, October 23, 2022.



To ensure another successful turnout, KAAGNY will oversee the funding and operational aspects of the Korean Festival, including but not limited to marketing, permits, insurance, booth and stage installation, and vendor/entertainment procurement.

The Korean Festival is a wonderful opportunity for the Korean American community to cultivate and celebrate its unique identity and vibrant culture with the greater NYC community.

Through your generous financial support, KAAGNY will be able to plan and pilot the Korean Festival into another spectacular event. Any additional donations will contribute to furthering KAAGNY's mission to serve and represent the Korean American community in the Greater New York area. On behalf of the Korean American community, KAAGNY thanks you for your invaluable support and tax-deductible charitable donation.



EVENT INFORMATION

KOREAN FESTIVAL

October 23, 2022 | 11AM-5PM
Union Square Park (17th St., between
Broadway and Park Ave., NYC)



PERFORMANCES & ACTIVITIES

- Sejong Traditional Arts & Dance Company
- Ssireum (Korean wrestling)
- Restaurateur TBD
- Taekwondo
- KPop Dance
- Korean Flower Display
- Hanbok Photo Ops
- Arts & Crafts
- & Much More!



MC Soo Min Kim



SEJONG TRADITIONAL ARTS & DANCE COMPANY

is a Seoul-based art troupe that strives to introduce Korean cultural dance, rhythmic instruments, and voice, based on the in-depth research, tradition, and creativity of Chae Hyang Soon (a professor at the Chung-Ang University, College of Arts), to audiences around the world. The group integrates core elements of traditional song, dance, and music into their dance performances with the intent of preserving and capturing Korea's national spirit. KAAGNY is pleased to welcome and introduce Sejong Traditional Arts & Dance Company to the NYC community at the 2022 Korean Festival.





SPONSORSHIP OPPORTUNITIES

EVENT SPONSOR - \$100,000

Customized package (per request) as primary event sponsor.

PLATINUM SPONSOR - \$50,000

- 2 Promotional booths (10 x 10)
- Stage advertisement
- Media outreach and promotion
- VIP seating on stage
- Presentation of Plaque of Appreciation on stage

GOLD SPONSOR - \$25,000

- 1 Promotional booth (10 x 10)
- Stage advertisement
- Media outreach and promotion
- VIP seating on stage
- Recognition as Gold sponsor on stage

SILVER SPONSOR - \$10,000

- 1 Promotional Booth (10 x 10)
- Stage advertisement
- Media outreach and promotion



INDIVIDUAL BOOTH (10 X 10) - \$1,500

Media outreach & promotion

INDIVIDUAL CONTRIBUTIONS

The Korean American Association of Greater New York is a 501(c)(3) non-profit organization. Donations made will be eligible for tax deduction. KAAGNY greatly appreciates any individual contributions.



EVENT GALLERY



EVENT GALLERY



EVENT GALLERY



CONTACT US

Thank you so much for your generous support.
We look forward to seeing you at the 2022 Korean Festival!

The Korean American Association of Greater New York

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KAAGNY