



ORLANDO KOREA FESTIVAL

Central Florida's Largest Korean Cultural Festival

2026 SPONSORSHIP PROPOSAL





About Us

The Orlando Korea Culture Center is Central Florida's hub for celebrating Korean culture, a registered 501(c)(3) nonprofit dedicated to fostering a deep appreciation of Korean arts, language, cuisine, and tradition.

We curate a myriad of events and programs designed to immerse visitors in the beauty of Korean culture while serving as a gathering place for the diverse communities of Orlando. We are also dedicated to the betterment of our Central Florida community, actively supporting local schools and other non-profit organizations. Through our collective efforts, we aim to cultivate an inclusive environment where Orlando can come together to celebrate, learn and grow - All while exploring the rich tapestry of Korean culture.

What We Do

ORLANDO KOREA FESTIVAL



The Orlando Korea Culture festival draws thousands allows our city to enjoy the best of Korean culture, food and music. Attendees can play traditional games and try on traditional Korean clothing . The festival is also recognized for its wide array of vendors selling everything from artisanal goods, to skincare and of course, K-pop goodies.

KOREAN LANGUAGE CLASS



Offered in person and virtually, our Korean language school is geared toward new speakers, with an introductory Hangeul course, multiple levels of beginner classes, and an intermediate course, all taught by native speakers. We also offer a more curated group tutoring experience that allows for more personalized instruction.

SEOUL DALBAM NIGHT MARKET

Seoul Dalbam Night Market is a monthly evening market celebrating Korean and Asian culture through food, shopping, entertainment, and community experiences. The event features diverse food vendors, local businesses, and live performances, creating a vibrant and welcoming atmosphere for visitors of all backgrounds.

K-WAVE FESTIVAL



K-Wave Festival is a dynamic celebration of Korean pop culture featuring the K-Pop Dance Contest semi-finals, Random Dance Play, karaoke, Korean food, and local vendors. The festival brings together K-culture enthusiasts of all backgrounds through interactive experiences, entertainment, and community engagement.

COOKING CLASSES



Every quarter, OKCC invites Orlando to roll up its sleeves and join us in our kitchen for a hands-on culinary experience. With the help of our instructors, we bring to life a full menu of Korean favorites, from kimchi to kimbap.

COMMUNITY OUTREACH



You'll frequently find us working alongside our community partners like the Asian American Heritage Council to fundraise on behalf of a variety of causes. We also combine our efforts and bring our center's volunteers together to give our time to local schools, where we share the details of Korea's rich heritage with students and faculty.

Orlando Korea Festival

12/11/2026: 3PM-9PM | 12/12/2026: 10AM-4PM | 3651 Avalon Park E Blvd, Orlando, FL 32828 | Free entry

EVENT HIGHLIGHTS

- Estimated 3,000-4,000 attendees
- K-Pop Dance Contest Finals
- Traditional & Cultural Performances
- Hanbok Try-On & Traditional Experiences
- Korean Food-Centered Experience
- Marketplace & Community Engagement
- Food, retail, and service vendors (60+ vendors)



TARGET DEMOGRAPHICS

- Families and local residents in Central Florida
- Adults (ages 25-55) and young families
- Multicultural audience, including Korean and non-Korean attendees
- Community-oriented attendees interested in food, culture, and local experiences
- Longer stay time, strong purchasing power, and high on-site spending



K-Wave Festival

11/21/2026: 3PM-9PM | 3651 Avalon Park E Blvd, Orlando, FL 32828 | Free entry

EVENT HIGHLIGHTS

- Estimated 2,000 attendees
- K-Pop Dance Contest Semi-Finals (30+ teams)
- Random Dance Play
- K-Pop Karaoke
- Social Media & Fan Engagement
- Food, retail, and service vendors (50+ vendors)

TARGET DEMOGRAPHICS

- Teens and young adults (ages 13–30)
- K-pop fans, performers, and dance teams
- Social media-active attendees and content creators
- Trend-driven, highly engaged audience
- High participation, strong engagement, and viral potential



Why Sponsor Us?

Reach Your Target Audience

Engage directly with 5,000+ attendees across 3 days, including families, young professionals, and K-culture enthusiasts from across Central Florida.

Build Real Customer Connections

Unlike traditional advertising, our festival allows you to interact face-to-face with potential customers, creating stronger relationships and brand trust.

Increase Local Brand Visibility

Your business will be featured across social media, event marketing materials, and on-site signage – ensuring strong visibility before, during, and after the event.

Drive Traffic & Sales

With high foot traffic and vendor engagement, sponsors can promote products and services, distribute offers, and generate new leads and customers.

Support the Community

Align your brand with a nonprofit that actively supports cultural education, community programs, and local outreach – strengthening your community presence.

501(c)(3) Tax-Deductible

The Orlando Korea Culture Center is a registered 501(c)(3) nonprofit. Your sponsorship may be fully tax-deductible as a charitable contribution.

SPONSORSHIP OPTIONS

Orlando Korea
Culture Center
2026

◆ TITLE SPONSOR

타이틀 스폰서 · 최고 등급

\$6,000

LIMITED AVAILABILITY

- ✓ "Presented by" naming rights for both events
- ✓ Category exclusivity — no competing businesses
- ✓ Premier logo on main stage banner (both events)
- ✓ Speaking opportunity on stage (1–2 min, both events)
- ✓ Verbal acknowledgement on stage throughout both events
- ✓ Logo placement at all 6 information booths
- ✓ Logo on official event T-shirt
- ✓ Logo on main event poster (if submitted by deadline)
- ✓ Logo on on-site sponsor banner
- ✓ Top-position logo on official website
- ✓ Dedicated brand page on OKCC website
- ✓ Sponsor recognition plaque
- ✓ Two 10×10 non-selling booths at K-WAVE & OKF
- ✓ 2 dedicated social media spotlight posts (pre & post) — includes company introduction & description
- ✓ Post-event report (attendance, social reach & highlight photos)

◆ GOLD SPONSOR

골드 스폰서

\$3,000

LIMITED AVAILABILITY

- ✓ Logo on main stage banner (both events)
- ✓ Verbal acknowledgement on stage throughout both events
- ✓ Logo on official event T-shirt
- ✓ Logo on main event poster (if submitted by deadline)
- ✓ Logo on on-site sponsor banner
- ✓ Sponsor logo on official website
- ✓ Dedicated brand page on OKCC website
- ✓ Framed certificate of appreciation
- ✓ One 10×10 non-selling booth at K-WAVE & OKF
- ✓ Featured in sponsor spotlight posts (Gold sponsors on priority slides, separate from Silver & Bronze)
- ✓ Post-event report (attendance, social reach & highlight photos)

● SILVER SPONSOR

실버 스폰서

\$1,500

OPEN

- ✓ Logo on main stage banner (both events)
- ✓ Verbal acknowledgement on stage throughout both events
- ✓ Logo on on-site sponsor banner
- ✓ Logo on official event T-shirt
- ✓ Sponsor logo on official website
- ✓ Certificate of appreciation
- ✓ 50% discount on standard vendor booth space
- ✓ 2 social media posts — featured with Silver & Bronze sponsors (pre & post event)

🥉 BRONZE SPONSOR

브론즈 스폰서

\$750

OPEN — NO LIMIT

- ✓ Logo on on-site sponsor banner
- ✓ Verbal acknowledgement on stage throughout both events
- ✓ Company name on official event T-shirt
- ✓ Sponsor logo on official website
- ✓ Digital certificate of appreciation
- ✓ 2 social media posts — featured with Silver & Bronze sponsors (pre & post event)

QUICK REFERENCE

AT-A-GLANCE COMPARISON

한국 축제
ORLANDO 2026

BENEFIT	◆ Title \$6,000	◆ Gold \$3,000	● Silver \$1,500	◆ Bronze \$750
Stage verbal acknowledgement	✓	✓	✓	✓
Logo on on-site banner **	✓	✓	✓	✓
Logo on official website **	✓	✓	✓	✓
Social media posts *	2 Dedicated	2 Priority	2 Grouped	2 Grouped
Certificate of appreciation	Plaque	Framed	Certificate	Digital
Logo / name on event T-shirt **	Logo	Logo	Logo	Name
Main stage banner logo **	✓	✓	✓	—
Non-selling booth (K-WAVE + OKF)	Two	One	50% off	—
Logo on main event poster	✓	✓	—	—
Brand page on OKCC website	✓	✓	—	—
Post-event report	✓	✓	—	—
"Presented by" naming rights	✓	—	—	—
Category exclusivity	✓	—	—	—
Stage speaking opportunity (1–2 min)	✓	—	—	—
Logo at all 6 information booths	✓	—	—	—

* Title sponsors receive 2 dedicated spotlight posts. Gold sponsors are featured on priority slides, separate from Silver & Bronze. Silver & Bronze sponsors are grouped together.

** Logo placement varies by tier — Title receives premier/largest placement; Gold, Silver, and Bronze are scaled and positioned accordingly across all materials (stage banner, on-site banner, website, and T-shirt).

Sample

For reference purposes only; final designs, sizes, and specifications are subject to change.

Stage Banner



T-shirts



Our Team



JOSHUA JUNG
President

Provides overall leadership and vision for the organization while overseeing major initiatives, partnerships, and community engagement.



GAEUN LEE
Project Manager

Coordinates event planning, timelines, and team communication to ensure successful execution of programs and festivals.



PETER SONG
Director of Operations

Manages logistics, vendor coordination, and operational planning for events and organizational activities.



KANGHYEON HEO
Assistant Manager

Supports day-to-day operations, event preparation, and administrative coordination across multiple projects.



JUNYEONG PARK
IT Specialist

Oversees website management, technical systems, digital platforms, and event technology support.



DONGHYUN MOON
Operation Assistant

Assists with event setup, logistics, vendor support, and on-site coordination during programs and festivals.





EST 2016
ORLANDO KOREA
CULTURE CENTER

THANK YOU

We look forward to partnering with your business.



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