

SPONSORSHIP AGREEMENT

2026 Vancouver Kimchi & K-Food Festival

This Sponsorship Agreement ("Agreement") is entered into on the date specified below by and between the Organizing Committee of the **2026 Vancouver Kimchi & K-Food Festival** (the "Organizer") and the undersigned Sponsor (the "Sponsor").

This Agreement includes the attached "**Sponsorship Benefits Document**" (the "Benefit Document"), which forms an integral part of this Agreement.

In the event of conflict between the Benefit Document and this Agreement, the terms of this Agreement shall prevail.

Date of Execution: _____, 2026

Article 1 – Parties

Organizer:

- Name: Organizing Committee of the 2026 Vancouver Kimchi & K-Food Festival
- Address: 4341 North Rd, Unit 203, Burnaby, BC V3N 4N3, Canada
- Contact: **kimjh@kimchifest.ca**

Sponsor:

- Company Name: _____
- Address: _____
- Contact Person: _____
- Telephone: _____
- Email: _____

Article 2 – Event Overview

- **Event Name:** 2026 Vancouver Kimchi & K-Food Festival
- **Date:** August 28–29, 2026 (*tentative*)
- **Venue:** Town Centre Park Community Centre, Coquitlam, BC
- **Description:**
A multicultural festival showcasing Korean kimchi, cuisine, and culture through food exhibitions, live cooking shows, K-POP performances, and hands-on community experiences.

If any venue or schedule change occurs due to force majeure, the Organizer shall consult with the Sponsor to ensure equivalent promotional benefits.

Article 3 – Sponsorship Tier and Fee

The Sponsor agrees to provide sponsorship in one of the following tiers:

- Title Sponsor: CAD \$_____
- Platinum Sponsor: CAD \$_____
- Gold Sponsor: CAD \$_____
- Silver Sponsor: CAD \$_____
- Bronze Sponsor: CAD \$_____

Article 4 – Payment Terms

- The full sponsorship fee shall be paid upon execution of this Agreement, unless otherwise agreed in writing.
- Late payments are subject to interest of **8% per annum** on the outstanding balance.

- The Organizer may terminate the Agreement with ten (10) days' written notice in case of non-payment.
- **Payment Method:** Bank transfer or cheque (details provided separately).

Article 5 – Sponsorship Benefits

All sponsorship benefits corresponding to each tier are detailed in the Benefit Document.

If certain benefits cannot be fulfilled due to force majeure, equivalent value shall be provided in consultation with the Sponsor.

If mutual agreement cannot be reached, the Organizer shall refund the equivalent portion of the sponsorship fee.

Article 6 – Obligations of the Sponsor

1. **Financial Commitment:** The Sponsor shall pay the agreed sponsorship fee in accordance with the stated terms.
2. **Materials Provision:** The Sponsor must provide high-resolution logos, brand guidelines, and ad materials by **July 28, 2026**. Late submission may result in omission of benefits without refund.
3. **Compliance:** The Sponsor shall comply with all applicable laws and event safety regulations in British Columbia.

Article 7 – Obligations of the Organizer

1. Deliver all sponsorship benefits in accordance with the selected tier.
2. Promote the Sponsor's brand across official channels including the website, social media, printed materials, and on-site signage.

3. Maintain appropriate insurance coverage and ensure the safe and lawful execution of the event.

Article 8 – Intellectual Property

Each party grants the other a limited, non-exclusive, non-transferable license to use their trademarks, logos, and other branding materials for the sole purpose of event promotion.

All such rights terminate upon expiration or termination of this Agreement.

Article 9 – Term and Termination

This Agreement remains in effect until **September 5, 2026**, unless terminated earlier by written consent of both parties or by a material breach.

Cancellation Policy:

- Before **June 30, 2026**: 50% refund of the sponsorship amount.
- After **June 30, 2026**: Non-refundable.
- If the event is canceled due to force majeure, the Sponsor may choose a full refund or rollover to the next festival year upon written consent.

Article 10 – Liability and Indemnification

Neither party shall be liable for indirect or consequential damages.

Each party shall indemnify and hold the other harmless from claims, damages, or expenses arising from their respective actions or omissions, including reasonable legal fees.

Article 11 – Force Majeure

Neither party shall be held responsible for failure or delay due to circumstances beyond reasonable control such as natural disasters, strikes, pandemics, or government actions.

The affected party shall notify the other promptly and work toward a fair and practical resolution.

Article 12 – Privacy

All personal data collected shall be handled in accordance with the **Personal Information Protection Act (PIPA)** of British Columbia.

Information will be securely stored and deleted within one year after the event. Any breach must be reported immediately to all affected parties.

Article 13 – Dispute Resolution

This Agreement shall be governed by and construed in accordance with the laws of **British Columbia, Canada**.

Any dispute arising from or relating to this Agreement shall be resolved through **mutual discussion and agreement between both parties in good faith**.

If resolution cannot be achieved, both parties may seek appropriate legal remedies under the jurisdiction of British Columbia courts.

Article 14 – General Provisions

- This Agreement constitutes the entire understanding between the parties and supersedes all prior discussions or representations.
- It may only be amended in writing with consent of both parties.
- No agency, employment, or joint venture relationship is created by this Agreement.

- All notices must be delivered in writing to the contacts specified herein.

Article 15 – Signatures

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written above.

Organizer

Signature: _____

Name: **Jaehwan Kim**

Title: **Festival Chair / Organizer Representative**

Date: _____

Sponsor

Signature: _____

Name: _____

Title: _____

Date: _____

Attachment: Sponsorship Benefits Brochure (PDF)

Contact: kimjh@kimchifest.ca